

# VOA Broadcasting in Russian

Denied direct distribution and program placement on Russia's media outlets, VOA Russian employs a digital-first strategy that is complemented by increased programming on television, the dominant media platform among Russian speakers, to inform, engage and connect the information-deprived Russian audiences across desktop, mobile and social platforms. The multimedia content of the service's 24/7 Russian-language television and digital news network includes video streaming, social media native products, expert blogs and user-generated content and feedback that gives alternative viewpoints on important events in the United States and the target area not presented by Russian-controlled TV.

## Quick Facts

**Established:** February 1947

**Target Area:** The Russian Federation, as well as the Russian-speaking population of former Soviet republics and globally

**Weekly Audience:** 3.1 percent

**TV Programming:** 8.08 hours per week

**Programs and additional features available at:**

[www.golos-ameriki.ru](http://www.golos-ameriki.ru)

**Facebook:** [Golosameriki](https://www.facebook.com/golosameriki)

**Twitter:** [@golosameriki](https://twitter.com/golosameriki)

**YouTube:** [youtube.com/golosamerikius](https://www.youtube.com/golosamerikius)

**Instagram:** [@golos\\_ameriki](https://www.instagram.com/golos_ameriki)

**VK:** [golosameriki](https://vk.com/golosameriki)

**ChatBot Glasha on Telegram:**

[@VOARussian](https://www.telegram.me/VOARussian)

**Mobile / Tablet Applications:**

iOS - [bit.ly/VOAios](https://bit.ly/VOAios)

Android - [bit.ly/VOAandroid](https://bit.ly/VOAandroid)

## Programs and Features

**Current Time. America** – A one-hour live daily television newscast providing international and U.S. news for the Russian-speaking population globally – 45 minutes from Washington and a 15-minute business report produced in New York. The program offers content that is not otherwise available on state-controlled Russian media. It features live interviews with newsmakers, and the latest in science and technology, medical and entertainment news. A stringer network across the United States provides news and feature programming in major American cities. *Current Time. America* is distributed through multiple TV affiliates in Georgia, Estonia, Latvia, Lithuania, Moldova and Ukraine, as well as Britain, the Netherlands, Turkey and Montenegro.

**Current Time Week in Review** – A weekly (Saturday) 30-minute analytical show that gives audiences alternative viewpoints on important events in the United States and the target area not presented by Russian-controlled TV.

### Digital

**Briefing** – A 10-minute daily digital digest of short, native video reports distributed via social media. This digital-first product is designed to generate better user engagement around the news and subjects that are trending in the U.S., Russia and globally, including topics often misreported by Russian media outlets.

**US News in 60 Seconds** – A digital-first video product that provides quick daily updates on the latest U.S. news.

**Made in USA** – A weekly video feature about American people, life, thought and institutions.

**Hollywood Boulevard** – A weekly video feature showcasing the latest releases from the American movie industry.

**Why on Earth? (Ono vam nado?)** – A weekly (Sunday) video blog from Florida, distributed via social media, that wraps up interesting events with guest appearances.

**What do you know about America?** – A weekly interactive quiz that focuses on different aspects of American life – from holidays to politics. It presents news-related trivia – and detailed explanation of the right answer once the user submitted his choice.

**Hi, Tech!** - Technology and innovation segment with Andrey Tsvetkov, targeting young and technology savvy audience. The host talks about new tech products, analyzes Russian authorities' crackdown on the free Internet, and even test-drives cars with new interesting features.

**Context** - VOA Russian's new digim project – host Ksenia Turkova analyses the rhetorical manipulation of Russian officials and state media in misinterpreting both domestic and foreign events.

In addition, VOA Russian provides live broadcasts, with simultaneous translation, of important presidential speeches and press conferences, and hearings in the U.S. Congress on the Current Time Channel, with live streaming on the service's website and social media platforms such as Facebook, YouTube, and Twitter.