

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;
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

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)

Telegram: [@GolosAmeriki](https://www.telegram.com/@GolosAmeriki)

Mobile / Tablet Applications:
iOS, Android – [Golos Ameriki](https://www.golosameriki.com)
Android - bit.ly/VOAandroid

Programs and Features for TV and Multi-Media Distribution:

Current Time America – A one-hour, live daily television newscast providing U.S. and international news for the Russian-speaking population globally. The program features live correspondent reports, interviews with newsmakers, updates from Wall Street and the New York business world, the latest in science and technology, medicine and entertainment news. A stringer network across the United States provides news and feature programming in major American cities. *Current Time America* is distributed via top TV distributors in the region.

Current Time Itogi – A weekly (Saturday) 30-minute analytical television magazine featuring alternative viewpoints on important events in the United States and in the target area not available in Russia's state-controlled media. The program provides a "reality check" on various political, economic, social, and cultural issues.

Current Time Nedelya (The Week) – A weekly (Sunday) live 30-minute talk show from VOA's Washington, D.C., headquarters featuring a panel discussion with high-profile experts looking ahead at what will happen in the United States and U.S.-Russian affairs during the upcoming week. The program also discusses the weekend's major news developments.

Current Time Detali – A weekly 30-minute science and technology magazine that explores headlines in the area of space exploration, tech innovations, and breakthroughs in science and medicine. It is part of the Current Time Channel's Saturday primetime lineup.

New York, New York – A weekly 30-minute magazine show produced by the Russian service's team in the Big Apple. The fast-paced program features New Yorkers and their way of life, explains the historic significance and importance of iconic New York locations and takes viewers out of the studio and onto the streets of the city that never sleeps. It is distributed via the Current Time Channel, social media, and video-sharing sites.

America Live Coverage Desk – VOA's live, unfiltered coverage of events in America, streamed on the Current Time Channel and VOA-branded digital and social media properties that focuses primarily on U.S. policy issues, developments in U.S.-Russian relations, and Russia's malicious influence in the region. The program features real-time analysis by U.S.-based experts and simultaneously translated presidential addresses, major policy pronouncements, speeches, debates and congressional hearings.

Our American Story – In its second season, this documentary series features Russian-speaking immigrants who have come to America and succeeded in a variety of business endeavors and professional occupations. The stories demonstrate the appeal of free-market capitalism and the role of citizens in a democracy, offering a counterpoint to everyday life in Russia. The 26-episode series is distributed via the Current Time Channel, social media and video-sharing sites.

Great American Road Trip – In its second season, this documentary project explores the character of different American states and cities through stories about their people, history, culture and food. The series of 24-minute episodes showcase the uniqueness of each place and aim at breaking down Russian stereotypes about American society. It is being distributed via the Current Time Channel, social media and video-sharing sites.

Digital First Products for Social Media Distribution:

U.S. News in a Minute – A digital-first subtitled video product that provides quick daily updates on the latest U.S. news.

Artifacts – A weekly five-minute digital video program that focuses on what specific objects can tell us about American history. VOA Russian journalists explore important events using artifacts such as a firefighter's badge, President Reagan era postcards, or a President Eisenhower election campaign pin.

What on Earth? – A 40-minute Sunday webcast streamed live on Facebook and YouTube. The host takes viewers out onto the streets of Miami, his adopted hometown, to discuss hot topics of the week with experts and neighbors. The show includes reports from stringers in Russia and the United States.

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 explanations of the right answer, once the user has submitted his/her choice.

Context – The host, a journalist and linguist, analyzes in this engaging, weekly video column, the rhetorical manipulation of Russian officials and state media in misinterpreting both domestic and foreign events.

Stop, Where It Was Filmed? – Short video explainers filmed in locations of iconic Hollywood movie scenes.

Hi, Tech! – A five-minute weekly technology and innovation segment targeting a young and technology savvy audience. The host talks about new tech products, analyzes Russian authorities' crackdown on the free Internet, and test-drives cars with new interesting features.

Songs of Generation – Short captioned videos with five interesting facts about famous American songs.

How Is It Done in America? – From protests to parades, this digital video product explores how authorities, society and the media in Russia and the United States react to similar events.

America 101 – Short original videos about American daily life know-how, such as renting an apartment and leasing a car.

Lexicon of U.S. Politics – A series of short video backgrounders on the electoral process in the U.S. Each episode explains key terms and symbols in American politics, their origins and current use with historical anecdotes and analysis – from “super-delegates,” “barnstorming” and “soccer moms” to “Six-pack Joe” and the “Bible belt.”

360 Storytelling – Panoramic videos that allow the audience “to be” in an interesting place virtually, produced by the VOA Russian Digim team as a complementary experience to traditional TV reports, or as an independent product, complete with narration and subtitles.