

VOA Broadcasting in Albanian

VOA's Albanian Service plays a crucial role in bringing the audience unbiased, objective and comprehensive news about the world and the region and in covering U.S. foreign policy objectives in a region still vulnerable to internal and external destabilizing forces. The service broadcasts to Albania, Kosovo and the Albanian-speaking areas of North Macedonia, Serbia and Montenegro. In the politicized media markets of these countries, VOA plays an important role as an unbiased, balanced and trusted source of news and information. VOA Albanian reaches more adults than any other international broadcaster in the region. The service's programming is widely disseminated by local media on TV and on the web.

Quick Facts

Established:	May 1943 (broadcasts interrupted 1945, resumed May 1951)
Target Area:	Albania, Kosovo and North Macedonia
Weekly Audience:	60.5 percent in Albania 64 percent in Kosovo 9.3 percent in North Macedonia
TV Programming:	3 hours, 40 minutes per week

Programs and additional features available at:
zeriamerikes.com

Facebook:
[ZeriAmerikes](https://www.facebook.com/ZeriAmerikes)

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

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

Mobile/Tablet Applications:
iOS - bit.ly/VOAios
Android - bit.ly/VOAandroid

Programs and Features

Ditari (Journal) – A daily 30-minute news and information television program. The show airs in 41 TV affiliates in Albania, Kosovo, North Macedonia, Montenegro and Serbia. Each market and population has unique needs, and the service tailors its programs accordingly.

In addition to its regularly scheduled TV programs, VOA Albanian provides special reports (interactives) for two top-rated affiliates in Albania, News 24 and Top Channel. These largely focus on major political developments in the United States and provide U.S. perspectives on events affecting the region.

VOA Albanian's TV content is complemented by a dynamic website, which caters to both desktop and mobile devices. The service also engages the audience through a popular Facebook page and Twitter account, and provides original video on its YouTube channel.