

# VOA Broadcasting in Armenian

VOA's Armenian service is an important source of news and information about the United States, its society and institutions, and its policies toward Armenia. The U.S has important strategic, economic and energy interests in the South Caucasus. Since its independence in 1991, Armenia has made significant progress, but it has yet to develop into a fully functioning democracy. The country's lack of progress in its Euro-Atlantic integration efforts and its decision to remain locked in the Eurasian Customs Union demonstrate its vulnerability to Russia's pressures. VOA broadcasts to Armenia explain U.S. policies and goals in the Caucasus and counterbalance the heavy Russian propaganda in the region. Television is Armenia's dominant medium, and it remains the main source of information for some 90 percent of the population. Serving as a "Washington bureau" for its affiliate stations, the service's TV programming counters the spin, inaccuracies, and distortions of U.S. policies and information that often appear in Armenian media. VOA Armenian programs also focus on the Armenian diaspora in the United States.

## Quick Facts

<b>Established:</b>	June 1951
<b>Target Area:</b>	Armenia
<b>Weekly Audience:</b>	34.7 percent
<b>TV Programming:</b>	2 hours per week

**Programs and additional features  
available at:**  
[amerikayidzayn.com](http://amerikayidzayn.com)

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## Programs and Features:

***Armenian Daily Report*** – A 15-minute TV report airing Monday through Friday that contains reports on U.S. and world events, foreign policy, business, science, and U.S.-Armenia relations.

***View from America*** – A 20-minute weekly TV magazine show airing on Sundays and repeated on Mondays that blends stories about the Armenian diaspora, American culture, science, medicine, business, travel and technology.

VOA Armenian also produces a daily five-minute segment for affiliate Armenia TV's *Good Morning Armenia* show with four to five stories focusing mainly on science, culture, technology, health, and entertainment topics. (During the COVID-19 crisis, the service is producing a five-minute segment, *Good News: A Little Smile*, replacing the *Good Morning Armenia* show with stories focusing mainly on positive news of the day.)

In addition to maintaining a website and a mobile site that expand the service's TV coverage with multimedia content, VOA Armenian provides video on its YouTube channel and engages its audience via Facebook, Twitter and Instagram accounts. VOA Armenian online content is syndicated in some of the most popular internet sites in the target area.