

# VOA Broadcasting in Bosnian

VOA's Bosnian service is an impactful and trusted source of news and information in Bosnia-Herzegovina about the United States, the Western Balkans and the world. Through its varied, multimedia programming, with a focus on television, the service reaches a sophisticated audience in a region of strategic interest to the United States. Bosnia remains divided along ethnic lines and faces daunting political and economic challenges. A number of young Bosnians who have joined militant, Islamic groups fighting in Syria, Iraq and other Middle Eastern countries present a serious threat to U.S. national interests in Bosnia and the region. Russia has made concerted efforts to increase its influence in the Balkans, particularly among Bosnian Serbs. By providing accurate information about U.S. policies and actions, VOA Bosnian provides a counterbalance to Russian propaganda and to forces that seek to radicalize Bosnia's younger Muslim population in a market that is exposed to aggressive radicalization and ISIL recruitment propaganda. The service's reporters in Washington, D.C., share America's democratic experience and focus on content about American life, thought and institutions. The service helps the audience improve its understanding of U.S. society, policies and perspectives, and is often the medium of record regarding pronouncements by U.S. officials.

## Quick Facts

**Established:** June 1996

**Target Area:** Bosnia-Herzegovina

**Weekly Audience:** 22.5 percent

**TV Programming:** 2.6 hours per week  
(**TV Programming during COVID-19 pandemic:** 1.5 hours per week)

### Programs and additional features available at:

[vijestiglasaamerike.com](http://vijestiglasaamerike.com)

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

**Instagram:**  
[glasamerike](https://www.instagram.com/glasamerike)

## Programs and Features

**Studio Washington** – A live, 30-minute news and current affairs television program, which airs Monday through Friday by satellite and on 15 TV stations throughout Bosnia-Herzegovina. The show includes interviews with newsmakers from the United States and the target region. (During the COVID-19 crisis, the service is producing remotely a 15-minute, pre-recorded *News & Current Affairs* show, which is placed on several major TV partner stations in Bosnia Monday-Friday.)

VOA Bosnian also conducts a weekly five-minute live-to-tape interactive program with the national Bosnian channel PBS. It airs on primetime on Mondays and focuses on major political and social issues in the United States, providing American perspectives on developments affecting the audience. The service also conducts up to three additional interactive programs weekly with its major partner stations.

In addition, VOA Bosnian maintains a dynamic website that expands its TV coverage with feature reporting. Social media output, largely dominated by Facebook and Twitter, has been enriched with an Instagram account that is continuously gaining followers.