

VOA Broadcasting in Georgian

VOA's Georgian service employs an interactive mix of television and digital programming to inform, engage and connect with the audience in the target area, which has been described as an arena of conflicting interests between the United States and Russia. VOA broadcasts provide reliable, objective and fact-based news and information to Georgian-speaking audiences, including in Georgian territories occupied by Russia, and counter increasing Russian influence and media propaganda. The audience views VOA Georgian as a "window on the United States," providing valuable insights into American life, thought and institutions, and quality analysis on Georgia's democratic evolution and its prospects for Euro-Atlantic integration.

Quick Facts

Established:	May 1951
Target Area:	Georgia and Georgian speakers globally
Weekly Audience:	7.7 percent
TV Programming:	1.42 hours per week

Programs and additional features available at:
amerikishma.com

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

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

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

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

Programs and Features

Washington Today – A weekly 20-minute TV magazine carried by nationwide Georgian Public TV focusing on developments in the United States, American perspectives on major developments in the target area, the Georgian diaspora, and features on social issues, disinformation, medicine, science, technology and culture. Airing on Sunday at 1:30pm local time.

Studio Washington – A five-minute news program carried by affiliate TV stations (Monday-Friday) covering major developments in the United States and offering American reactions on breaking news related to Georgia and the target region. Airing evening primetime locally on 25 regional channels. (This show has been put on hold temporarily during the COVID-19 pandemic.)

View from Washington – A weekly 15-minute TV show carried by affiliate TV Pirveli on Saturday evening primetime locally. The program is a long-format interview with American decision-makers, experts and influencers who discuss democratic values, American foreign policy towards the region, and social, economic and political processes.

VOA Georgian conducts regular weekly reporting and live interactives for affiliates Achara TV, TV Pirveli, Business Media Georgia, MAESTRO TV and Georgian Public Broadcaster.

The service also maintains a web and mobile presence, providing video updates on its YouTube channel and engaging the audience via its Facebook, Twitter and Instagram accounts.