

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. The recent Karabakh war underlined significant geopolitical change in the South Caucasus. The peace agreement brokered by Moscow expanded Russia's influence in the region. Now, Armenia's budding democracy-based political system may become incompatible with the Russian political model. VOA broadcasts to Armenia are, therefore, of crucial importance as VOA Armenian is the only Armenian language outlet to explain global developments and U.S. policies and goals in the region, and counter Russian disinformation regarding U.S. developments and policies that appear in Armenian media. VOA Armenian is also the only platform that focuses on the influential Armenian diaspora in the United States. The service is consistently recognized by its audience as a trusted and reliable source of news and information. VOA Armenian stories are regularly republished by Armenia's leading media outlets, often dominating the news agenda with U.S.-focused reporting.

Quick Facts

Established:	June 1951
Target Area:	Armenia
Weekly Audience:	38.1 percent
TV Programming:	2 hours per week

**Programs and additional features
available at:**
amerikayidzayn.com

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

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

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

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

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.