

# VOA Broadcasting in Russian

Denied direct distribution and program placement on Russia's media outlets, VOA Russian employs a digital-first strategy that is complemented by increased programming on television, the dominant media platform among Russian speakers, to inform, engage and connect the information-deprived Russian audiences across desktop, mobile and social platforms. The multimedia content of the service's 24/7 Russian-language television and digital news network includes video streaming, social media native products, expert blogs and user-generated content and feedback that gives alternative viewpoints on important events in the United States and the target area not presented by Russian-controlled TV.

## Quick Facts

**Established:** February 1947

**Target Area:** The Russian Federation, as well as the Russian-speaking population of former Soviet republics and globally

**Weekly Audience:** 3.1 percent

**TV Programming:** 11.2 hours per week

**Programs and additional features available at:**  
[www.golos-ameriki.ru](http://www.golos-ameriki.ru)

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

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

**YouTube:**  
[youtube.com/golosamerikius](https://youtube.com/golosamerikius)

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

**VK:** [golosameriki](https://vk.com/golosameriki)

**Mobile / Tablet Applications:**  
iOS - [bit.ly/VOAios](https://bit.ly/VOAios)  
Android - [bit.ly/VOAandroid](https://bit.ly/VOAandroid)

## Programs and Features

**Current Time America** – A one-hour, live daily television newscast providing U.S. and international news for the Russian-speaking population globally. The program features live correspondent reports, interviews with newsmakers, updates from Wall Street and the New York business world, as well as the latest in science and technology, medicine and entertainment news. A stringer network across the United States provides news and feature programming in major American cities. "Current Time America" is distributed via top TV distributors in the region.

**Current Time Itogi** – A weekly (Saturday) 30-minute analytical television magazine featuring alternative viewpoints on important events in the United States and in the target area not available in Russia's state-controlled media. The program provides a "reality check" on various political, economic, social, and cultural issues.

**Current Time Detali** – A weekly 30-minute science and technology magazine that expands on headlines in the area of space exploration, tech innovations, and breakthroughs in science and medicine. It is part of the Current Time Channel's Saturday primetime lineup.

**New York, New York** – A weekly 30-minute magazine program produced by the VOA Russian team in the Big Apple. The fast-paced program showcases the heart and soul of New York, taking viewers out of the studio and onto the streets of the city that never sleeps. The show features New Yorkers and their way of life, and iconic New York spots, explaining their historic significance and the importance of the locales today. It is distributed via the Current Time Channel, social media, and video-sharing sites.

**America Live** (live streaming on the web & social media platforms) – Unfiltered coverage of events in America that focuses primarily on U.S. policy issues and U.S.-Russian relations. America Live features real-time analysis by U.S.-based experts and simultaneously translated presidential addresses, major policy pronouncements, speeches, debates and congressional hearings. "

**Our American Story** – In its second season this documentary series features Russian speaking immigrants who have come to America and succeeded in a variety of business endeavors and professional occupations. This season showcases a Ukrainian firefighter who has made her home in Colorado; a successful plus size, body positive model in New York and a transgender individual who is trying to break into modeling and acting in Los Angeles. It is a 26-episode series distributed via the Current Time Channel, social media, and video-sharing sites.

**Great American Road Trip** – The VOA Russian service will debut the second season of this travel series. The first season debuted in 2018 and explored the character of different American states and cities through stories about their people, history, culture, and food. The series of 24-minute episodes showcases the uniqueness of each place and aims at breaking down stereotypes about American society. VOA Russian journalists take viewers beyond major tourist routes and destinations and introduce them to people who best represent the American character – self-made problem-solvers, innovators, thinkers, and role models. It is being distributed via the Current Time Channel, social media, and video-sharing sites.

## Digital First Products for Social Media Distribution:

**U.S. News in a Minute** – A digital-first subtitled video product that provides quick daily updates on the latest U.S. news.

**Discussion VOA** – A weekly live interactive 30-minute talk show featuring a host, experts, and participating audience discussing the weekend's major news developments.

**Social Distance** – Weekly talk show with experts discussing recent U.S. and international news and latest developments.

**Artifacts** – A weekly five-minute digital video program that focuses on what specific objects can tell us about American history.

**What Do You Know About News of the Week?** – A weekly interactive LIVE quiz with comments and explanations.

**What do you know about America?** – Interactive quizzes published on VOA Russian's website, focusing on American culture, politics, history, entertainment etc. Each quiz features 10 questions. Following the user's response, the quiz reveals the correct answer accompanied by a detailed explanation, educating the audience.

**Context** – The host, a journalist and linguist, analyzes in an engaging weekly video column, rhetorical manipulations by Russian officials and state media in misinterpreting both domestic and foreign events.

**Hi, Tech!** – A five-minute weekly technology and innovation segment targeting a younger and technology savvy audience.

**Songs of a Generation** – Short captioned videos with five interesting facts about famous American songs.

**How Is It Done in America?** – From protests to parades, this digital video product explores how authorities, society and the media in Russia and the United States react to similar events.

**Lexicon of U.S. Politics** – A series of short video backgrounders on the electoral process in the United States. Each episode explains key terms and symbols in American politics, their origins and current use with historical anecdotes and analysis.

**VOA Express** – Daily newsletter published on the website and distributed via VOA Russian's Telegram channel. It features updates on the main topic of the day, an original video report or "must read" article and explainers or infographics.

**SHE** – Modular multi-platform digital project featuring interesting and inspiring women whose biography, lifestyle, occupation or hobby can lead to an interesting discussion. The project consists of a TV package, followed by online discussion streamed live on Facebook and accompanied by stand-alone teasers on other social media platforms (Q & A with the heroine, practical advice she provides or some fact about the topic).

**Myths about America** – Show explores various stereotypes about America, widespread in Russia - from the "fake American smile" to "all Americans are wealthy." The host also asks Americans about these perceptions, and analyzes the topic with experts.

**Small Secrets of the Big City** -- A video project for VOA Russian Digital platforms about interesting places in New York which are not known even to the locals.

**Podcasts** – Presidential stories: Discusses different aspects of work, private life and achievements of the President of the United States;

Znaem talk: Explaining words and popular phrases in Russian and English