

VOA Broadcasting in Macedonian

VOA Macedonian is bringing to the Republic of North Macedonia original and exclusive reporting on U.S. policies and expert opinions on the country's Euro-Atlantic prospects and developments in the Western Balkans. Through its cross-platform programming, the service offers a comprehensive perspective on life in the United States and explains U.S. foreign policy in a volatile region exposed to Russian and Chinese propaganda, as well as Islamic State radicalization and recruitment. VOA Macedonian programming serves as a fact-based alternative in a challenging media environment that often exposes citizens to disinformation provided by outside players with malign interests in the region. VOA Macedonian contributes significantly to the audience's better understanding of current events, and American policies and institutions. With 29.4 percent weekly reach, the service provides comprehensive coverage of the news, telling America's story and exemplifying the principles of free press while reporting on a wide variety of issues, such as human rights, the plight of refugees, and women's rights.

Quick Facts

Established: January 1999

Target Area: North Macedonia and neighboring countries with Macedonian-speaking minorities

Weekly Audience: 11.3 percent

TV Programming: 1 hour per week

Programs and additional features available at: www.glasnaamerika.com

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

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

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

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

Mobile Apps:
iOS - bit.ly/VOAios
Android - bit.ly/VOAandroid

Programs and Features

NewsFlash – VOA Macedonian's flagship show and the only regular Macedonian-language TV show by an international broadcaster. The 10-minute program, which airs Monday through Friday on nationwide Telma TV, 24 Vesti, and several regional and local stations throughout North Macedonia, focuses on news and information from the United States, the Macedonian diaspora, and North Macedonia.

VOA Macedonian also conducts two regular weekly interactives with affiliates.

Telma TV carries VOA Macedonian's interactive on Mondays, and Alfa TV on Saturdays, incorporating the segments in their respective primetime nightly news shows. (During the COVID-19 pandemic, VOA Macedonian expanded its affiliate network with another national TV station – Alfa TV – providing a three-minute interactive for the station's main news program on Saturdays, a segment rebroadcast multiple times throughout the day.)

The service maintains a vibrant website that expands its TV coverage with feature reporting. Social media output, largely dominated by Facebook and Twitter, has been enriched with regular activity on a revamped Instagram account that is continuously gaining followers.