

VOA Broadcasting in Ukrainian

VOA Ukrainian employs a cross-platform, digital-first strategy. Its coverage focuses on U.S.-Ukraine relations, U.S. foreign policy toward Ukraine and the region, as well as American life and achievements in democratic governance, business, health, science and technology. VOA Ukrainian provides fact-based reporting, essential to counter the spread of misinformation and disinformation in the target area and routinely polls as one of the most trusted sources of news among Ukrainians. Since Russia's full-scale invasion of Ukraine on February 24, 2022, VOA Ukrainian has significantly expanded its cross-platform programming, serving as a reliable source for the latest information on the war, insights from global experts and daily responses from U.S. and world leaders.

Quick Facts

Established: December 1949

Target Area: Ukraine

Weekly Audience TV and Online: 7.4 percent of adults 15+ (2.4 million people)

TV Programming: 7.75 hours per week

Programs and additional features available at:
<https://ukrainian.voanews.com>

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

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

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

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

VOA Ukrainian's daily TV broadcasts, special interactives with affiliates, weekly programming and web reporting are carried by major media across Ukraine. The service has more than 40 active agreements with affiliates, and its reports are reprinted in major Ukrainian digital media sources. Through its regular and ad hoc interactives, VOA Ukrainian serves as a "Washington Bureau" for many major media players in Ukraine.

Programs and Features

Chas-Time – A daily 30-minute TV news and information program broadcast nationally by Channel 5 Monday through Friday. It features international news, stories on developments in the United States, and newsmaker interviews on U.S.-Ukraine relations.

Studio Washington – A daily five-minute news segment broadcast.

TV Interactives – Special reports and live interactives for major TV affiliates in Ukraine.

The service's *Chas-Time* and *Studio Washington* TV programs, as well as its numerous special live TV reports, are carried by more than 40 national and regional TV stations throughout Ukraine.

VOA Ukrainian actively engages its audiences on the web and all major social media platforms, such as Facebook, Instagram, Twitter and YouTube.

VOA Briefing – A 30-minute interactive social media show, twice a day, five days per week, streamed live on Facebook, YouTube and on the satellite channel.