

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 war in Nagorno-Karabakh underlined significant geopolitical change in the South Caucasus with the peace agreement brokered by Moscow expanding 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 – which has become even more critical since Russia's invasion of Ukraine. 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:
21.3 percent

TV Programming:
1.15 hours per week

Programs and additional features available at:
amerikayidzayn.com

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

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

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

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

Telegram: [Amerikayidzayn](https://www.telegram.com/Amerikayidzayn)

Programs and Features

Armenian Daily Report – The service produces 5 to 7 news reports for affiliates station's "The Hour" news program airing Monday through Friday. The reports include coverage 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 focusing mainly on science, culture, technology, health, and entertainment topics.

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 its Facebook, Twitter and Instagram accounts. VOA Armenian's online content is syndicated in some of the most popular internet sites in the target area.