

VOA Broadcasting in Macedonian

VOA's Macedonian Service is the top-rated international broadcaster in the Republic of North Macedonia, bringing original, exclusive and comprehensive reporting in a challenging media environment that copes with insufficient resources and political pressure on the media. As a trusted source of news, information and analysis, VOA Macedonian contributes significantly to the audience's understanding of current events and U.S. policies and institutions. Employing a digital-first strategy, the service offers a close look at life in the United States and tells America's story to the audience, exemplifying the principles of a free press. VOA Macedonian serves as a fact-based alternative to the disinformation provided by outside players with malign interests in the region, Chinese and Russian propaganda in particular, especially following Russia's aggression in Ukraine.

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:
[@glasnaamerika](https://twitter.com/glasnaamerika)

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

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

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

Programs and Features

VOA Macedonian conducts four regular weekly interactives with affiliates. Telma TV carries VOA Macedonian's interactive on Mondays and Tuesdays, and Alfa TV on Saturdays, incorporating the segments in their respective primetime nightly news shows. VOA Macedonian can be seen on the most watched TV channel in North Macedonia – Sitel TV – on Thursday by way of interactives in the main newscast. The service also continues to provide content for MTM channel, which covers the capital Skopje and vicinity.

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.