

## 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 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:** 5.4 hours per week

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

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

**X:**  
[@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, live broadcasts with simultaneous translations, 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 a range of affiliates in Ukraine Monday through Friday. It features international news, stories on developments in the United States, and newsmaker interviews on U.S.-Ukraine relations.

**VOA Briefing** – A 30-minute interactive social media show, streamed live Monday through Friday on Facebook, YouTube and on the satellite channel. Hosts break down the latest developments for audiences and answer their questions in real-time.

**Studio Washington** – A daily five-minute news segment highlighting the most important updates.

**TV Interactives** – Special reports and live interactives for major TV affiliates in Ukraine on news developments in Washington.

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