

VOA Broadcasting in Serbian

VOA Serbian's web, social media and TV content is focused on its target countries – Serbia, Montenegro, and Kosovo – with the aim to inform, engage and connect VOA's strategic audience in the Western Balkans, promoting democratic values, peace and stability, ethnic reconciliation, the rule of law, human and minority rights, and media freedoms, as well as to explain U.S. foreign policy interests and perspectives on regional and global issues. The service's web, social media and TV programs feature original and unique content, including high-profile interviews with U.S. experts and officials, visiting officials and prominent experts and figures in culture and arts from the target area, as well as reports on the Serbian and Montenegrin diasporas in America. The service reaches its audience via its website and social media platforms – Facebook, Twitter, YouTube, and Instagram – as well as with special TV programs and live reports for its key affiliate TV stations. With the local media scene exposed to more penetration by Russian broadcasters, VOA's Serbian service continues to provide the American angle in reporting on global, regional and domestic issues to its Balkan audiences.

Quick Facts

Established: March 1943

Target Area: Serbia, Montenegro, Kosovo, parts of Bosnia- Herzegovina

Weekly Audience: 5.4 percent in Serbia, 30.3 percent in Montenegro

TV Programming: 1.75 hours perweek

Programs and additional features available at: glasamerike.net

Facebook:

[@GlasAmerikeVOA](https://www.facebook.com/GlasAmerikeVOA)

X:

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

YouTube:

OtvoreniStudio

Instagram:

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

Programs and Features

From America – A special, exclusive 15-minute weekly magazine show for independent Serbian N1 TV that provides both original service-generated and VOA TV reports.

VOA Serbian also provides live, interactive reports to public service TV Montenegro on U.S.-Montenegrin relations and developments in the United States on Mondays and Wednesdays, as well as regular weekly live interactives for independent Serbian N1 TV on Thursdays, and special weekly reports on U.S topics for the Serbian public service broadcaster RTS on Tuesdays.