



## Global, Dynamic, Cross-Platform

VOA 365 is a re-launch of the U.S. Agency for Global Media's (USAGM) Persian-language programming to Iran. It will confront the disinformation efforts of the Iranian regime and enhance U.S. efforts to speak directly to the Iranian people and the global Persian diaspora during a pivotal time in U.S.-Iran relations. The Voice of America (VOA) is leading this project in cooperation with Radio Free Europe/ Radio Liberty's (RFE/RL) Radio Farda.

The newly re-launched venture:

- Engages with Persian speakers in Iran and around the world, including wherever large Persian diaspora audiences can be found.
- Meets the market demand among Persian-language audiences for dynamic linear and digital programming.
- Builds on the USAGM's existing strong Persian-language brand that boasts a measured weekly audience of 23 percent of adults in Iran.

From top to bottom:  
VOA Persian/VOA 365 Director  
Setareh Dêrakhshesh interviews  
Secretary of State Mike Pompeo;  
Afshar Sigarchi, anchor of 9News;  
Mehdi Falâhâti anchors *Last  
Page* and Guita Mirsaee, State  
Department correspondent.

[ir.voanews.com](http://ir.voanews.com) | [facebook.com/voapersion](https://facebook.com/voapersion)



## Expanded Programming

VOA 365 will diversify its commissioned and original programs, including versioning VOA's U.S. current affairs program *Plugged In* with Greta van Susteren, to provide Iranian audiences with unique perspectives on world and regional affairs, science, technology, music, art and more. Some of VOA 365's new programming includes:

**Ekran** A showcase of Iranian and international films with critiques from experts who analyze the role of the films and their impact on Iranian society.

**VOA Connect** Bringing together stories of people across the United States and around the world in an immersive and compelling weekly magazine-format program. It's a place to meet street artists and high tech innovators, and everyone in between.

**VOA Tek** A weekly original news magazine program exploring the world's challenges with cutting-edge solutions, medical breakthroughs and high tech discoveries.

**Citizen Watch** A weekly program focusing on exposing corruption and wrong doing by the regime in Tehran.

**Chess** A weekly roundtable discussion on Iran's issues, focusing on the violations by the regime in Tehran in social-political, economic, and social spheres.

**Max Wheel** Join famous Iranian American host Max Amini in LA, as he takes the wheel behind cars ranging from rare and classic, to the latest models.

**Straight Talk** With topics ranging from the news of the day to current social media trends, this social media-driven series shares views from Iranian audiences and the diaspora in an interactive format.

New high-quality acquisitions from CNN (*The Decades*), ABC News, National Geographic TV and the Smithsonian Channel will round out the 24/7 programming schedule.

## More News in Real Time

In addition to transmitting live, unfiltered news conferences and Congressional hearings from Washington, D.C., VOA 365 will expand its global news coverage with updated studios and with an expanded pool of correspondents in New York, Los Angeles, London, Iraq, Prague, and other European cities.



Radio Farda correspondent Nazafarin Mirzakhali reporting from the Warsaw "Ministerial to Promote a Future of Peace and Security in the Middle East"



Arash Sigarchi reports from the Hanoi Summit



Behnam Nateghi  
NY correspondent



Reza Allahyari  
London correspondent



Ali Javanmardi  
Irbil, Iraq stringer



Max Wheel



Straight Talk



Chess



This Week with George Stephanopoulos



VOA Tek

## Building on Growth & Impact

### Cross-Platform

With VOA 365, USAGM outlets will continue to grow audiences across all platforms with increased capacity to influence the trajectory of Iranian domestic politics.

VOA reaches Iranians through original television programming and, in addition to its website, maintains more than a dozen Facebook pages, Twitter, Telegram, Instagram and YouTube profiles.

RFE/RL's Radio Farda reaches Iranian audiences 24/7 via radio, satellite, and digital platforms, as well as its video contributions to VOA365.

Both VOA Persian and Radio Farda also have mobile apps available for Android and iPhone.

### High Trustworthiness

A solid majority of USAGM users, over seventy percent, trust USAGM networks at least somewhat. Multi-platform users are even more likely, at eighty percent, to say they trust the network.

### Increased Understanding

Three-fifths of weekly users of both networks say the content they consumed has increased their understanding of current events. Over half of weekly users agree that VOA increased their understanding of U.S. foreign policy. Over two-thirds of Radio Farda weekly users say the network has increased their understanding of current events in Iran.

## By the Numbers

### Audience by Network and Platform

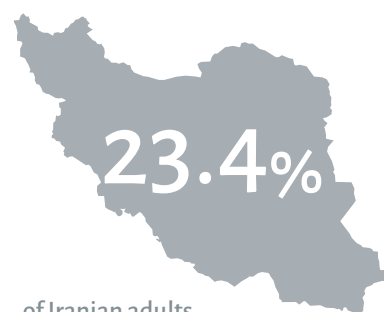
VOA.....9.7M

RFE/RL .....9.6M

Radio .....5.8M

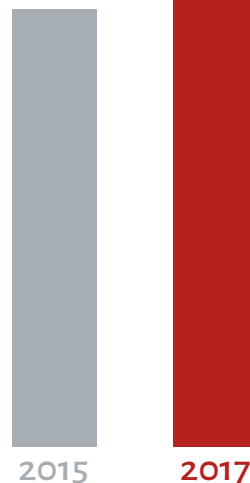
TV ..... 11.0M

Internet .....5.3M



of Iranian adults  
consume USAGM  
media on a weekly basis

**57%**  
growth in  
audience  
reach in  
two years.





## Meet VOA 365: Key Staff



### Farhad Pouladi

Farhad Pouladi is a multimedia reporter for VOA 365. Since joining the VOA team in 2014, he has been covering news stories spanning all three branches of the US government, including the 2016 U.S. Presidential primaries, Senate, House, and other high-profile hearings. Pouladi also covered the UN's General Assembly and Security Council, mainly focusing on Iran and other Middle Eastern countries. Prior to joining VOA, Pouladi was a reporter for the French news wire Agence France-Presse at the Tehran bureau.



### Guita Mirsaedi

Guita Mirsaedi joined the VOA Persian service in 2004. With 17 years of experience in radio and television, the award-winning journalist has also been a senior correspondent and anchor, covering numerous national and international political events. She has been the State Department correspondent for the Persian Service for over 10 years, she also is the main simultaneous translator of major events covered by VOA 365.



### Leili Soltani

Leili Soltani is the Executive Producer of VOA's Persian service. An award-winning television journalist, Soltani began her career at VOA 16 years ago. Throughout her years in journalism, she has covered major world events and coordinated numerous special projects. Soltani has played a critical role in launching VOA 365 and continues to oversee the production of television programming and special coverage.



### Afshar Sigarchi

Afshar Sigarchi began his journey with VOA in 2016 as a TV host in the Persian service. He is now the lead anchor of *9News*, VOA 365's prime time news program.



### Behrooz Samadbeygi

Behrooz Samadbeygi started working for VOA Persian in 2015 as a multimedia broadcaster, just a few months after arriving in the U.S. He currently works on the VOA 365 website and social media platform and hosts a live, daily TV show. Samadbeygi worked as a reporter, columnist and chief editor for many prominent Iranian publications prior to his arrival at VOA.



### Mehdi Falahati

Mehdi Falahati joined the VOA Persian service in 2008. He previously worked for Radio Free Europe, one of the five networks under the USAGM. Falahati is the writer and anchor for *Civil Society* and *Last Page*; a weekly show that is one of the most-viewed satellite TV programs in Iran and abroad. The show has over eight million subscribers on YouTube alone.

