

Nov 04, 2016 by [Adam Clayton Powell, III](#)

NBC Buys Voice of America ^[1]

NBC, a division of General Electric, announced last night it has bought the Voice of America.

No joke. Read about it [here](#).

But it's not the U.S. government's Voice of America: NBC will launch "The Voice of America" as a new weekly television series next spring.

Consider the opportunities for confusion, especially when NBC's VOA is broadcast in other countries. Even sophisticated viewers might believe NBC VOA is related to that other VOA.

On the other hand, NBC VOA could give U.S. public diplomacy a boost, with much slicker production values and a much higher budget than anything funded by Congress.

But why stop there: CBS could revive its long-running hit comedy "WKRP in Cincinnati" - and call it "Radio Marti."
