



# **MEDIA REPORT**

**of**

# **SOFIMUN 2010**

This MEDIA REPORT contains information gathered from various medias for the purposes of constituting this document. It aims to show the presence in the media sector of SOFIMUN 2010.

You can find more information online at: [www.sofimun.org](http://www.sofimun.org)

**Sofia, Bulgaria**

**24-31 July 2010**





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**Sofia International Model United Nations**

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### **MEDIA PARTNERS** of the 3<sup>rd</sup> edition of the **SOFIA INTERNATIONAL MODEL UNITED NATIONS**



## **Bulgarian Telegraph Agency**

The Bulgarian Telegraph/News Agency (BTA) is Bulgaria's national news agency.

The Bulgarian Telegraph/News Agency (BTA) supported the SOFIMUN 2010 event.

It provided media newsletters and information releases for the press about the SOFIMUN 2010 conference. Also the prime press conference venue of the Bulgarian civil society – the National Press Club of BTA assisted and supported the SOFIMUN Foundation on its implementation of press conferences about the SOFIMUN 2010 conference. The official website also had information for the SOFIMUN conference.

The Bulgarian Telegraph/News Agency (BTA) was founded in 1898 through a decree of Knyaz Ferdinand of Bulgaria during the government of Konstantin Stoilov. The Bulgarian News Agency is the main source of information for the Bulgarian media and the country's governmental institutions. The agency's latest statute, regulating its activity, was adopted in 1994. The agency is a member of the European Alliance of News Agencies.

BTA issues Daily News, the only English-language Bulgarian daily, as well as the weekly Bulgarian Economic Outlook, also in English. In Bulgarian, the agency issues the established weekly magazine Paraleli, the monthly culture-related magazine LIK, and 100%.

The BTA is now a major and reliable source of information to the print and electronic media, the state bodies and NGOs in Bulgaria.

You can find more about the Bulgarian Telegraph Agency at: [www.bta.bg](http://www.bta.bg)



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## **Bulgarian National Television**

The publicly funded Bulgarian National Television supported the SOFIMUN 2010 event.

The programs "BNT 1" and "Satellite Channel Bulgaria" covered the event and broadcast more than 20 materials about the conference.

The Bulgarian National Television broadcasted in the prime-time news, spots of the conference and interviews with the organizers and the participants. The press conferences of the SOFIMUN Foundation were also broadcasted. The official website also had information for the SOFIMUN conference.

The Bulgarian National Television or BNT is the public broadcaster of Bulgaria. The company was founded in 1959 and began broadcasting on December 26 of the same year. It began broadcasting in color in 1970. BNT's headquarters are located in Sofia, Bulgaria, in a building located at the well-known address of 29 San Stefano Str.

BNT is funded from government funds (around 60%) with the rest coming from television commercials. It broadcasts two television channels: the over-the-air BNT 1 and the satellite BNT Sat, a channel aiming to broadcast Bulgarian production only.

The company has four regional broadcasting centres, based in Blagoevgrad (Pirin programme), Varna (More programme), Plovdiv (Plovdiv programme) and Rousse (Sever programme).

You can find more about the Bulgarian National Television at: [www.bnt.bg](http://www.bnt.bg)



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## **Bulgarian National Radio**

The publicly funded Bulgarian National Radio supported and sponsored the SOFIMUN 2010 event.

The programs "Horizont", "Hristo Botev" and "Sofia" covered the event and broadcast more than 50 materials about the conference.

The Bulgarian National Television broadcasted in the prime-time news, spots of the conference and interviews with the organizers and the participants. The press conferences of the SOFIMUN Foundation were also broadcasted. The official website also had information for the SOFIMUN conference.

Bulgarian National Radio (BNR) is the national radio network of Bulgaria. It was founded on 30 March 1930 as Rodno radio ("Native radio") by a group of intellectuals. Broadcasting began in June the same year. On 1 January 1993 BNR was admitted to full active membership of the European Broadcasting Union.

BNR has two domestic Bulgarian-language radio channels, Horizont and Hristo Botev, as well as a world service called Radio Bulgaria which broadcasts in 11 languages: Bulgarian, Russian, English, German, French, Spanish, Serbian, Greek, Albanian, Turkish and Arabic). All stations are also available online. There are seven more local radio stations in the BNR structure: Radio Plovdiv, Radio Varna, Radio Shumen, Radio Stara Zagora, Radio Blagoevgrad, Radio Sofia and Radio Vidin.

You can find more about the Bulgarian National Radio at: [www.bnr.bg](http://www.bnr.bg)



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## **Information Agency "Focus"**

The private national information agency "Focus" supported the SOFIMUN 2010 event.

The agency covered the event and published and spread materials and information of the work of the participants at the 3<sup>rd</sup> edition of the SOFIMUN conference on a daily basis.

FOCUS is the first Bulgarian private information agency and has been working since 2000. Offers news, analysis and comments in Bulgarian and in English 24 hours a day. One of the main source of information for the Bulgarian press and electronic media - newspapers, magazines, TV and radio stations, electronic editions and newswires, central and local or regional media.

FOCUS runs a radio network that enfoldes eighteen independent radio stations, where an individual information program is developed, and the stations have already won the recognition as the leaders in the respective regions. FOCUS has correspondents in all the main cities in Bulgaria. FOCUS also has correspondents and works with the media in the capital cities of all the Balkan states.

You can find more about "Focus" at: [www.focus-news.net](http://www.focus-news.net)





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**ДНЕВНИК**

## **“Dnevnik” Business daily**

The private national newspaper “Dnevnik” supported the SOFIMUN 2010 event.

The newspaper covered the event and published materials and information of the work of the participants at the 3<sup>rd</sup> edition of the SOFIMUN conference on a daily basis.

It is the ultimate source of information for decision-makers. It comes out every day from Monday to Friday, featuring the country's most comprehensive business section: 16 pages of "Companies and Finance" every day. Its daily circulation is between 13,000 and 15,000 copies. Dnevnik is the daily with the largest number of corporate subscribers, reaching more than 9,000 companies. Its audience, consisting mainly of economically active people, is estimated at over 51,000 every day.

Dnevnik was originally printed in broadsheet format, which is typical of quality publications around the world. In 2005, it changed to compact format after a readers' poll, in which 68 per cent of respondents approved of the change.

Dnevnik also has a full online version. Besides reproducing the print version, the website [www.dnevnik.bg](http://www.dnevnik.bg) is regularly updated with the latest news.

Dnevnik runs over ten special editions annually. The stock exchange index Dnevnik 20, launched in 2006, shows share price changes for the top twenty companies listed on the Bulgarian Stock Exchange.

You can find more about “Dnevnik” at: [www.dnevnik.bg](http://www.dnevnik.bg)



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## **“Obshtestvo.net” – the free media**

The private online media “Obshtestvo.net” supported the SOFIMUN 2010 event.

The media covered the event and published materials and information of the work of the participants at the 3<sup>rd</sup> edition of the SOFIMUN conference on a daily basis.

You can find more about “Obshtestvo.net” at: [www.obshtestvo.net](http://www.obshtestvo.net)



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## **Online media – “Public Republic”**

The private online media “Public Republic” supported the SOFIMUN 2010 event.

The media covered the event and published materials and information of the work of the participants at the 3<sup>rd</sup> edition of the SOFIMUN conference on a daily basis.

You can find more about Public Republic at: [www.public-republic.com](http://www.public-republic.com)



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## MEDIA REPORT OF SOFIMUN 2010

### **PRESSCONFERENCES** of the 3<sup>rd</sup> edition of the **SOFIA INTERNATIONAL MODEL UNITED NATIONS**

## **PRE-SOFIMUN - 22 July 2010**

#### **Location:**

National Press Club of the Bulgarian Telegraph Agency, Sofia, Bulgaria, EU

#### **Participants:**

Ms. Paola Ivanova (President of the SOFIMUN Foundation), Mr. Dimiter Mandradjiev (Executive Director of the SOFIMUN Foundation), Mr. Hans Lenders (Secretary-General of the SOFIMUN 2010 conference), Ms. Georgiana Ungureanu (President of the EU at SOFIMUN 2010), Mr. Marin Aeschbach (Editor-in-chief of the SOFIMUN NEWS NETWORK), Ms. Neda Eneva (Vice-editor of the SOFIMUN NEWS NETWORK), Mr. Boris Tassev (Manager of the SOFIMUN 2010 conference), Ms. Iwa Ditcheva (Public relations manager of the SOFIMUN 2010 conference), Mr. Mihnea Stoica (Chairperson of Human Rights Council at SOFIMUN 2010), Ms. Yanislava Karusheva (Chairperson of the Security Council at SOFIMUN 2010), Ms. Maggie Zhelyazkova (Guest-speaker manager of SOFIMUN 2010), Mr. Plinio Limata (Chairperson of the Security Council at SOFIMUN 2010).



#### **Invitation and public awareness:**

Information and invitation for the press conference was broadcasted by the SOFIMUN Foundation team and the Bulgarian Telegraph Agency with 7 press information leaflets and newsletters on 7 dates before the press conference.

#### **Synopsis:**

The participants at the press conference announced the program of the 3<sup>rd</sup> edition of the Sofia International Model United Nations that was going to take place in the period 24-31 July 2010 with the participation of around 200 foreign students, young specialists and youth leaders from 50+ states from 5 continents.

The SOFIMUN Foundation revealed the special cooperation with the 7 ambassadors that would turn during the conference into lectures and Q&A sessions.

The organizers revealed also the big amount of cooperation relations and greeting letters they have been receiving in the past couple of days from international organizations. The sponsors, supporters and media partners of the conference were mentioned and explained with what most of them contribute to the SOFIMUN 2010 conference.

Among the topics that were to be discussed in the simulated organs of the conference there were 3 initiatives that were to be presented – the legacy of Mr. eng. Nikola Dymkoff (the book "Star of Alliance"), the activities of Friedrich Ebert Foundation and the involvement of Rotary International at the United Nations.

#### **Media turnout:**

More than 30 journalists from major Bulgarian media as well as member of foreign media as Deutsche Welle, BBC and RFI. More than 50 publications and media revues of the press conference in the next hours and days.



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### **ELECTRONIC MEDIA (TV + RADIO)**

coverage of the 3<sup>rd</sup> edition of the  
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- Bulgarian National Radio
- Program Horizont
- Program Sofia
- Program Hristo Botev
- bTV
- Darik Radio
- Bulgarian National Television
- Radio Focus
- EBF - Economic Bulgarian TV
- RFI – Radio France Int.
- BBT – Balkan Bulgarian TV
- Other
- Nova TV

### **INTERNET MEDIA**

coverage of the 3<sup>rd</sup> edition of the  
**SOFIA INTERNATIONAL MODEL UNITED NATIONS**

- Sofia News (Municipality PR)
- Journal "Anonce"
- UNPA Campaign
- UNA Sweden
- UNA USA
- [www.dir.bg](http://www.dir.bg)
- [www.public-republic.com](http://www.public-republic.com)
- [www.speshno.info](http://www.speshno.info)
- [www.vesti.bg](http://www.vesti.bg)
- [www.bgnes.com](http://www.bgnes.com)
- [www.vestnik24.com](http://www.vestnik24.com)
- [www.myhome.bg](http://www.myhome.bg)
- [www.youthBG.net](http://www.youthBG.net)
- [www.econ.bg](http://www.econ.bg)
- [www.expert.bg](http://www.expert.bg)
- [www.infoBulgaria.info](http://www.infoBulgaria.info)
- [www.jobmate.ro](http://www.jobmate.ro)
- UNDP Bulgaria
- [www.frognews.bg](http://www.frognews.bg)
- [www.cross-bg.net](http://www.cross-bg.net)
- other
- [www.oia.iue.edu.tr](http://www.oia.iue.edu.tr)
- [www.nbu.bg](http://www.nbu.bg)
- [www.unwe.acad.bg](http://www.unwe.acad.bg)
- [www.uni-vt.bg](http://www.uni-vt.bg)
- [www.issuu.com](http://www.issuu.com)
- [www.mgimo.ru](http://www.mgimo.ru)
- [www.tyee.ee](http://www.tyee.ee)
- [www.onshtestvo.net](http://www.onshtestvo.net)
- [diploma.bg](http://diploma.bg)
- [www.uni-plovdiv.bg](http://www.uni-plovdiv.bg)
- [www.kommunikation.aau.dk](http://www.kommunikation.aau.dk)
- [www2.le.ac.uk](http://www2.le.ac.uk)
- [www.ceetrust.org](http://www.ceetrust.org)
- [www.technorati.com](http://www.technorati.com)
- [www.legaltheory-forums.org](http://www.legaltheory-forums.org)
- [www.kulone.com](http://www.kulone.com)
- [www.nt1.com](http://www.nt1.com)
- [www.den.bg](http://www.den.bg)
- [www.worldbox.co.uk](http://www.worldbox.co.uk)
- [www.wfuna-youth.de](http://www.wfuna-youth.de)
- other
- [www.1913intel.com](http://www.1913intel.com)
- [www.argobg.net](http://www.argobg.net)
- [www.wfuna.org](http://www.wfuna.org)
- [www.bulgarian.cri.cn](http://www.bulgarian.cri.cn)
- [www.helsinki.fi](http://www.helsinki.fi)
- [www.schweiz-uno.ch](http://www.schweiz-uno.ch)
- [www.vipkadar.com](http://www.vipkadar.com)
- [www.bulgar-bg.com](http://www.bulgar-bg.com)
- [www.model-unionednations.org](http://www.model-unionednations.org)
- [www.samepoint.com](http://www.samepoint.com)
- [www.ue-varna.info](http://www.ue-varna.info)
- [www.un.int](http://www.un.int)
- [www.abv.bg](http://www.abv.bg)
- [www.una.se](http://www.una.se)
- [www.uva.nl](http://www.uva.nl)
- [www.sofia.bg](http://www.sofia.bg)
- [www.btu.bg](http://www.btu.bg)
- [www.tigweb.org](http://www.tigweb.org)
- [www.afa.at](http://www.afa.at)
- [www.cedars.hku.hk](http://www.cedars.hku.hk)
- other

### **PRINTED MEDIA**

coverage of the 3<sup>rd</sup> edition of the  
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- Bulgarian Telegraph Agency
- Daily newspaper "Dnevnik"
- Week newspaper "Karieri"
- Daily newspaper "Monitor"
- Daily newspaper "Novinar"
- Daily newspaper "Kapital"
- Daily newspaper "Standart"
- Daily newspaper "Trud"
- Daily newspaper "24 Hours"
- Daily newspaper "Sega"
- Daily newspaper "Pari"
- Daily newspaper "Telegraph"
- Newspaper "Zaman"
- Newspaper "Budilnik"
- Journal "Anonce"