



MEDIA REPORT

of

SOFIMUN 2009

**Sofia
Bulgaria**

18-25 July 2009



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 2009.

You can find more information online at:
www.sofimun.org

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Bulgarian Telegraph Agency

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

The Bulgarian Telegraph/News Agency (BTA) supported the SOFIMUN 2009 event.

It provided media newsletters and information releases for the press about the SOFIMUN 2009 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 2009 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 National Television at: www.bta.bg



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Bulgarian National Television

The publicly funded Bulgarian National Television supported the SOFIMUN 2009 event.

The programs "BNT 1" and "Satellite Channel Bulgaria" covered the event and broadcast more than 10 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 Rouse (Sever programme).

You can find more about the Bulgarian National Television at: www.bnt.bg



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Bulgarian National Radio

The publicly funded Bulgarian National Radio supported and sponsored the SOFIMUN 2009 event.

The programs "Horizont", "Hristo Botev" and "Sofia" covered the event and broadcast more than 30 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 Television at: www.bnr.bg



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Information Agency "Focus"

The private national information agency "Focus" supported the SOFIMUN 2009 event.

The agency covered the event and published and spread materials and information of the work of the participants at the 2nd edition of the SOFIMUN conference.

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 enfolds 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 the Bulgarian National Television at: www.focus-news.net



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PRESSCONFERENCES of the 2nd edition of the **SOFIA INTERNATIONAL MODEL UNITED NATIONS**

PRE-SOFIMUN - 15 July 2009

Location:

National Press Club of the Bulgarian Telegraph Agency

Participants:

Ms. Paola Ivanova (President of the SOFIMUN Foundation), Mr. Dimiter Mandradjiev (Executive Director of the SOFIMUN Foundation), Ms. Polina Goranova (President of the Board of Directors of the SOFIMUN Foundation), Mr. Jun-Hwan Park (Secretary-General of the SOFIMUN 2009 conference), Mr. Simon Walters (Editor-in-chief of the SOFIMUN NEWS NETWORK), Mr. Boris Tassev (Manger of the SOFIMUN 2009 conference), Ms. Ekaterina Papanova (Public relations manager of the SOFIMUN 2009 conference), Mr. Andrey Stoichev (Fundraising manager for the SOFIMUN 2009 conference).

Invitation and public awareness:

Information and invitation for the press conference was broadcasted by the SOFIMUN Foundation team and the Bulgarian Telegraph Agency with 4 press information leaflets and newsletters on 4 dates before the press conference.

Synopsis:

The participants at the press conference announced the program of the 2nd edition of the Sofia International Model United Nations that was going to take place in the period 18-25 July 2009 with the participation of around 160 foreign students, young specialists and youth leaders from 40+ states from 5 continents.

The SOFIMUN Foundation revealed the special cooperation with the United Nations Information Services bureau in Vienna in the area of the experimental media of the conference – the SOFIMUN NEWS NETWORK (SNN) and thanked for the support given to the project by the director of UNIS Vienna Mr. Maher Nasser.

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 2009 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 UNPA campaign 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 30 publications and media revues of the press conference in the next hours and days.



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AFTER-SOFIMUN – 3 August 2009

Location:

National Press Club of the Bulgarian Telegraph Agency

Participants:

Ms. Paola Ivanova (President of the SOFIMUN Foundation), Mr. Dimiter Mandradjiev (Executive Director of the SOFIMUN Foundation), Mr. Boris Tassev (Manger of the SOFIMUN 2009 conference), Ms. Ekaterina Papanova (Public relations manager of the SOFIMUN 2009 conference), Mr. Andrey Stoichev (Fundraising manager for the SOFIMUN 2009 conference), Ms. Martina Boyuklieva (Secretary of the SOFIMUN 2009 conference), Petko Popadiyski (IT manager of the SOFIMUN 2009 conference), Petya Genova (Vice-editor-in-chief of the SOFIMUN NEWS NETWORK).

Invitation and public awareness:

Information and invitation for the press conference was broadcasted by the SOFIMUN Foundation team and the Bulgarian Telegraph Agency with 2 press information leaflets and newsletters on 2 dates before the press conference.

Synopsis:

The participants at the press conference announced the achieved results of the 2nd edition of the Sofia International Model United Nations that take place in the period 18-25 July 2009 with the participation of around 160 foreign students, young specialists and youth leaders from 40+ states from 5 continents.

The SOFIMUN Foundation thanked its sponsors and gave out special plackets made from marble stone to its 4 biggest sponsors – the Friedrich Ebert Foundation, the UN mission to Bulgaria, the Ministry of Defense and the Sofia Municipality. The organizers explained the results of the successful experiment conducted with the support of the UNIS Vienna as well as presented the resolutions and statements that the delegates had come up with after the 7 days of debate on important topics. (For a complete view of the results please refer to the BOOK OF THE RESULTS on the aftermath section of the SOFIMUN 2009 conference).

The SOFIMUN Foundation received greetings from its supporters and sponsors. The media partners and sponsors, as well as the supporters were thanked and their contribution to the project was presented to the wide public.

Media turnout:

More than 30 journalists from major Bulgarian media as well as member of foreign media as BBC and RFI. More than 40 publications and media revues of the press conference in the next hours and days.



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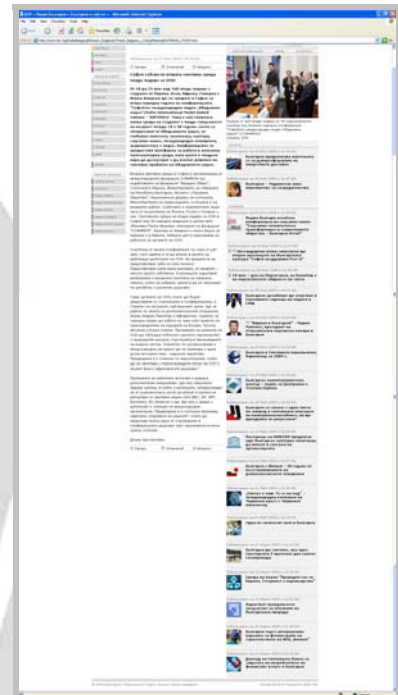
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ELECTRONIC MEDIA (TV + RADIO) coverage of the 2nd edition of the **SOFIA INTERNATIONAL MODEL UNITED NATIONS**

- Bulgarian National Radio
- Program Horizont
- Program Sofia
- Program Hristo Botev
- Darik Radio
- Bulgarian National Television
- Information Agency Focus
- EBF - Economic Bulgarian TV
- bTV
- RFI – Radio France Int.
- BBT – Balkan Bulgarian TV
- other





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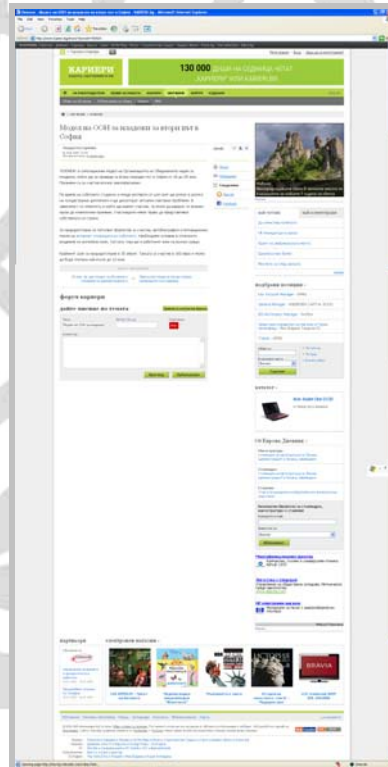
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INTERNET MEDIA **coverage of the 2nd edition of the** **SOFIA INTERNATIONAL MODEL UNITED NATIONS**

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





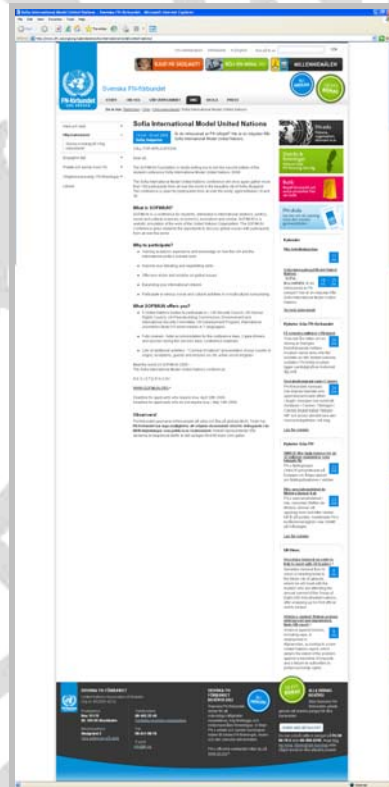
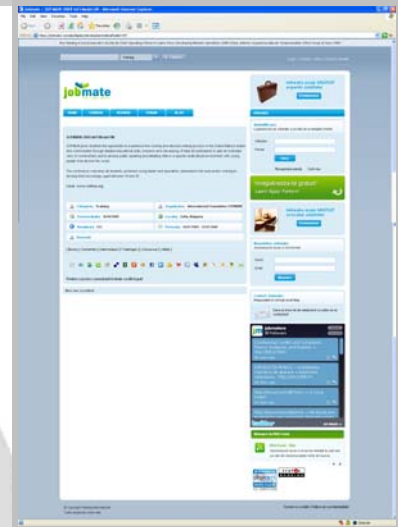
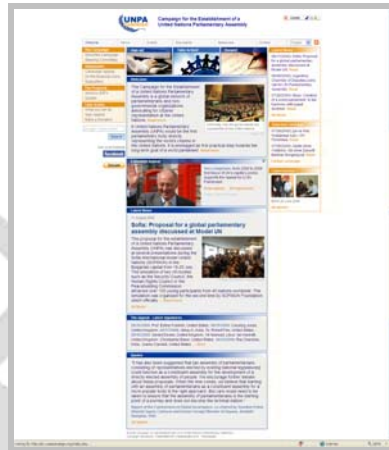
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PRINTED MEDIA coverage of the 2nd edition of the **SOFIA INTERNATIONAL MODEL UNITED NATIONS**

- 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"

