

Academic Society in the Public Electronic Media Area

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Bulgarian TV market

- In Bulgaria, there are 201 television stations
 - Cable or satellites network 185
 - Terrestrial broadcasting 16
- 62 of them broadcast 24 hours per day
- The televisions, which target the youth are usually monothematic
- There are still free program niches. Such empty niche is the idea of youth TV channel, created by students, diplomants and professors
- Large number of subjects realize the potential of one youth TV station, free from censorship and prejudice
- This TV station could be **DREAM TV**
 - **The channel of the New Bulgarian University**

Television like DREAM TV

- It is a matter of will and hard work
- Hand we will be able to create capable, competitive experts:
 - directors,
 - operators,
 - editors,
 - actors,
 - already experienced on TV,
 - managers
- And not simply “**young people**”, but young people who will develop themselves as leading experts and professionals

The New Bulgarian University

- Is the natural protector of the young from the practices of dishonest moguls, far from the corrupting methods for winning easy popularity, far from political influences
- The student TV will be the place in which truth will be heard
- Last, but not least, the TV will be able to solve another problem
- DREAM TV is a program, necessary for the people in Sofia and Bulgaria / make the distinction intentionally

The project goals

- This project could increase the quality of education at NBU
- The whole society will have the unique opportunity to hear the point of view of the young people
- **The academic community**
 - **students and professors, who have potential, will be able to participate in the public debate and defend their opinions**
- As the civil society in Bulgaria stagnates, NBU can be catalisator for its development with its own TV station
- The program will be connected with the production and broadcasting for educational shows and movies, for distance learning
- The TV station will be also a powerful channel for advertising
- In the free time the TV studio could be used as a technical base for the students, who study the program “Cinema and television”

DREAM TV program

- Will create a program, which is necessary for the people in Sofia and Bulgaria
- Will create a multifunctional, student, low-budget cable / IPTV channel, which will reach the viewers in whole nation and will fulfill the following targets:
 - **It will prepare young people** for the challenges of the media-driven society and the digital informative and telecommunication technologies
 - **It will create a media, which is independent from the state and from the corporate interests**, and with it the young people will be able to achieve and improve their skills and knowledge for independence and pluralism when showing different opinions and topics
 - **It will create a base for manufacturing different programs** for publicity for the problems, defended by the non-government organizations, which defend the rights of the minorities, the cultural and linguistic pluralism, rights for education and information
 - **It will show, comment and analyze the problems of the young people**, especially the young scientists, the perspectives in front of them in our society
 - **It will create a base for distance learning** for the people who live in far regions, who are disadvantaged in their education

Our main communicative tasks

- To inform
- To comment and analyze
- To educate
- To use higher lexical style
- To cultivate social and estetic point of view
- To entertain
- To amaze!!!

Our program priorities

- The relations between the authorities and civil society, between the people and the institutions
- The motivation of the person and the challenges in EU
- The development of different economic initiatives
- The integration and the future of the youth
- The problems of the culture and the intellectual property
- The quality of life in Bulgaria and abroad – the opinion of the young person
- The integration of the minorities and the disadvantaged people
- Protection of the cultural traditions and in the regions

PROGRAM IDEAS

- **The program is projected according to the two main criteria:**
 - The expectations of the young public
 - The most effective way of achieving the aims of the NBU and DREAM TV.
- **We will talk to the viewer and not “in front of the public” as some colleagues from the so-called big TV stations often do**
- **Dignity, Justice and Compassion** will be key subjects for DREAM TV
- **We will show our messages with humor, so the information will be delivered attractively and emotionally**
- Important criteria for our conception are the development and the choice of the following type of programs:
 - Educational shows for the purposes of distance learning
 - Specialized programs for different groups and subgroups of people
- **In conclusion, the main idea of DREAM TV is the creation of:**
 - A tribune for young people
 - A bridge between the society and the institutions
 - A bridge between young people and the business
 - A main source for news and knowledge for the young people, which will prepare them for the challenges after our entrance in the EU

The end

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