



Bulgaria
PR Country Landscape 2005

Global Alliance for Public Relations and Communication Management

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Country profile

Area: 110 912 sq. km

Population: 7,8 million inhabitants (2003)

Borders: To the north with Romania and the Danube river, to the east is the Black Sea, to the south are Turkey and Greece, and to the west – Republic of Macedonia, Serbia and Montenegro.

Capital city: Sofia

Administrative regions: Sofia – city, Sofia district, Burgas, Varna, Plovdiv, Rousse, Haskovo, Lovetch, Montana, Sliven, Yambol, Dobrich, Silistra, Shumen, Gabrovo, Pleven, Vidin, Vratza, Veliko Tarnovo, Pazardjik, Smolyan, Razgrad, Targovishte, Blagoevgrad, Pernik, Kardjali, Stara Zagora

Form of State: Parliamentary republic

Official language: Bulgarian

Measures and scales: The metric system

Time: +2 GMT

Brief History: Bulgaria is one of the most ancient states on the European continent. In the second half of the 7th century, the Proto-Bulgarians - an ethnic community of Turkic origin - settled on the territory of the present-day Northeast Bulgaria. In alliance with the Slavs they formed the Bulgarian State, which was recognised by the Byzantine Empire in 681 AD. Khan Asparouh stood at the head of that state and Pliska was made its capital.

Under the rule of Khan Tervel (700-718 AD), Bulgaria expanded its territory and turned into a major political force. Under Khan Kroum (803-814 AD) Bulgaria bordered with the empire of Carl the Great to the west, and to the east the Bulgarian troops reached the walls of Constantinople, the capital of the Byzantine Empire. In 864 AD, during the rule of Prince Boris I Michail (852-889 AD), the Bulgarians adopted Christianity as their official religion. This act abolished the ethnic differences between Proto-Bulgarians and Slavs, and started building a unified Bulgarian nation.

In the second half of the 9th century the brothers Cyril (Constantine the Philosopher) and Methodius created and disseminated the Cyrillic alphabet. Their disciples Clement and Nahum came to Bulgaria, where they were warmly welcomed and found good conditions for work. They developed a rich

educational and literary activity. From Bulgaria the Cyrillic script spread to other Slavic lands as well - present-day Serbia and Russia.

The cities of Ochrida and Pliska, and subsequently the new capital city Veliki Preslav as well, became centres of Bulgarian culture, and of Slav culture as a whole. The reign of King Simeon I (893-927 AD) marked the "Golden Age of Bulgarian Culture", and the territory of his state reached the Black Sea and the Aegean Sea. During the reign of Simeon's successors, Bulgaria was weakened by internal struggles, the heresy of the priest Bogomil spread and influenced the teachings of the Cathars and Albigenses in Western Europe.

In 1018, after prolonged wars, Bulgaria was conquered by the Byzantine Empire. From the very first years under Byzantine rule, the Bulgarians started fighting for their freedom. In 1186, the uprising led by two boyars, the brothers Assen and Peter, overthrew the domination of the Byzantine Empire. The Second Bulgarian Kingdom was founded, and Turnovo became the new capital. After 1186, Bulgaria was initially ruled by Assen, and after that by Peter.

The earlier power of Bulgaria was restored during the reign of their youngest brother, Kaloyan (1197-1207), and during the reign of King Ivan Assen II (1218 -1241) the Second Bulgarian Kingdom reached its greatest upsurge: political hegemony was established in Southeast Europe, the territory of the country spread to the Black Sea, the Aegean Sea and the Adriatic Sea, the economy and culture developed.

The strife among some of the boyars resulted in the division of Bulgaria into two kingdoms: the kingdoms of Vidin and Turnovo. This weakened the country and it was conquered by the Ottoman Empire in 1396. For nearly five centuries Bulgaria was under Ottoman domination.

In 1876 the April Uprising broke out - the first significant and organised attempt at liberation from Ottoman domination. The uprising was brutally crushed and drowned in blood, but it drew the attention of the European countries to the Bulgarian national issues. In 1878, as a result of the Russian-Turkish War of Liberation (1877-1878), the Bulgarian State was restored, but national PR Landscapes unity was not achieved. The former Bulgarian territories were divided into three: the Principality of Bulgaria was proclaimed - with Prince Alexander Battemberg at its head, Eastern Rumelia - with a Christian Governor appointed by the Sultan, while Thrace and Macedonia remained under the domination of the Ottoman Empire. The decision for the fractionation of Bulgaria, taken at the Berlin Congress (1878), was never accepted by the people. The decisions of 1878 triggered the Kresna-Razlog Uprising (1878-1879), which in 1885 led to the unification of the Principality of Bulgaria and Eastern Rumelia. The Ilinden-Preobrazhenie Uprising also broke out (1903). Ferdinand Saxe-Coburg Gotha, Bulgarian Prince since 1887, proclaimed Bulgaria's independence from Turkey and in 1908 became king of the Bulgarian people. Bulgaria took part in the Balkan War (1912) and fought together with Serbia and Greece for the freedom of Thrace and Macedonia. Bulgaria won that war, but in the subsequent war among the allies (1913) it was defeated by Romania, Turkey and by its earlier allies, who tore from her territories with a Bulgarian population.

The intervention of Bulgaria in World War I on the side of the Central Powers ended with a national catastrophe. In 1918, King Ferdinand abdicated in favour of his son Boris III. The Neuilly Peace Treaty of 1919 imposed severe provisions on Bulgaria: it lost its outlet on the Aegean Sea, Western Thrace became a part of Greece, Southern Dobroudja was annexed to Romania, and the territories around

Strumica, Bosilegrad, Zaribrod and villages around Kula were given to the Serbian-Croatian-Slovenian Kingdom. (Southern Dobroudja was restored to Bulgaria by the Bulgarian-Romanian Treaty of 1940.)

In the early 1940s, Bulgaria led a policy in the interest of Germany and the Axis powers. Later the participation of Bulgarian cavalry units on the Eastern Front was discontinued. King Boris III supported the public pressure and did not allow the deportation of about 50,000 Bulgarian Jews. In August 1943 King Boris III died and the regency of the young King Simeon II took over the governing of the country. On 5 September 1944, the Soviet Army entered Bulgaria and on 9 September the Fatherland Front Government, headed by Kimon Georgiev, came to power. In 1946 Bulgaria was proclaimed to be a People's Republic. The Bulgarian Communist Party came to power. The political parties outside the Fatherland Front were banned, the economy and the banks were nationalised, the arable land was coercively organised in cooperatives.

The date 10 November 1989 marked the beginning of the democratic changes in Bulgaria. A new Constitution was adopted (1991), the political parties were restored, the property expropriated in 1947 was resituated, privatisation and restitution of the land started. In 1990 Zhelyu Zhelev became President of Bulgaria - the first democratically elected President.

The key priorities in Bulgaria's foreign policy became the membership in the European Union and NATO. The country became member of NATO at 2 of April 2004. As a result of the country's considerable progress towards meeting the criteria for EU membership, Bulgaria received on 10 December 1999 the invitation to start the pre-accession negotiations. The EU plans are to sign the accession treaty with Bulgaria in the first half of 2005. Bulgaria is set to become the European Union's newest member during the bloc's fifth round of enlargement in early 2007. Constitution: The acting Constitution of the Republic of Bulgaria was adopted in July 1991. It was built on the basic principles of the contemporary constitutionalism. The Constitution provides a multi-party parliamentary system and free elections, in which all the citizens of the Republic of Bulgaria take part with the right to vote. After the elections, the largest parliamentary group nominates the government. A general parliament majority is required for the approval of the nominated government (The Council of Ministers), as well as for adoption of regular legal acts. Amendments in the Constitution are to be adopted through a qualified majority of three quarters of all parliamentarians.

The Parliament: Bulgaria is a parliamentary republic. The Constitution is the supreme law of the country. The latest Constitution of the Republic of Bulgaria was adopted in July of 1991 and features all basic principles of modern constitutionalism. It provides for a multi-party parliamentary system and free elections on the basis of universal suffrage. The three branches of power in Bulgaria are the legislative, the executive and the judicial. The 240-seat National Assembly, or Parliament, is invested with the legislative power. The Members of Parliament are directly elected to a 4-year term on the basis of proportional representation. Parties and electoral coalitions need 4 percent of the popular vote to qualify.

The President: The President serves as Head of State, and is directly elected once every 5 years for a maximum of two terms. The Vice President is elected on the same ballot as the President. The President is also the Commander in Chief of the Armed Forces of the Republic of Bulgaria and appoints and dismisses the senior command. He appoints the Prime-Minister designate to form a government, schedules the

elections and sets the date for national referendums, and countersigns, together with the Prime Minister or the respective sector minister, decrees for the promulgation of the adopted laws.

The Government: The Council of Ministers (the Government) chaired by the Prime Minister is the principal body of the Executive. The Prime-Minister-designate is nominated by the largest parliamentary group and is given a mandate by the President to form a cabinet. The National Assembly elects the proposed Council of Ministers. The activity of the Council of Ministers is under the direct control of the National Assembly.

[Official homepage of the Government of the Republic of Bulgaria](#)

[Bulgaria Ministry of Foreign Affairs](#)

[Ministry of Labor and Social Policy](#)

[Ministry of Economy](#)

[Ministry of Regional Development and Public Works](#)

[Ministry of Defence](#)

[Ministry of Education and Science](#)

[Ministry of Health](#)

[Ministry of Environment and Water](#)

The Judiciary: The judicial power in Bulgaria is independent. It is built up on the basis of a procedure of three instances. The Supreme Administrative Court (SAC), and the Supreme Cassation Court (SCC) exercise control over the implementation of the law by the courts of lower instances, and take decisions on the legality of the executive power's acts. The Constitutional Court rules if the laws and the international agreements are in compliance with the Constitution.

A Supreme Judicial Council (SJC) is responsible for the organizational aspects of the activity of the judiciary.

Local executive authorities: The status and powers of the local executive authorities depend on the territorial structure of the country. The municipality is the main administrative territorial unit for the local government. The policy of every municipality is determined by the Municipality Council and includes the economic development, the environmental policy, the educational, cultural, etc. activities. The Municipality Council approves the annual budgets and development plans of the corresponding municipality. Every municipality is ruled by a Mayor. The Mayor is in charge of the whole executive activity of the municipality, of keeping the public order, and organizes the distribution of the municipality budget. The region is the bigger administrative territorial unit. Through it the governmental local policy is conducted in a decentralized and more effective way. A regional governor, assigned by the Council of Ministers, rules each region.

Economy

Bulgarian economy is a free market economy. Economically Bulgaria can be qualified as a developed industrial-agrarian country and an attractive place for active tourism and sportlovers because of its incredible natural recourses.

The main industries of great importance for the country are food-processing, wine and tobacco industries as well as the plant growing and the stockbreeding. Bulgaria produces and exports the best tasting and nitrates-free agricultural products - vegetables, fruits, tobacco and dairies, as well as its famous wines.

Bulgaria with its unique climate and natural recourses is home for Bacillus Bulgaricus and the number one yogurt in the world, which is believed to be the main factor for the long life of the Bulgarians.

Bulgaria is a renowned producer and exporter of wine to more than 70 countries in the world. On the territory of Bulgaria there are 12 wineries producing a variety of excellent wines.

Links

Banks:

- [Bulgarian National Bank](#)
- [DSK Bank](#)
- [Bulbank](#)
- [Postbank](#)
- [Demirbank](#)
- [Eurobank](#)
- [ING Bank](#)
- [Encouragement bank](#)
- [United Bulgarian Bank](#)
- [ProCredit Bank](#)
- [First Investment Bank](#)
- [Raiffeisen Bank](#)
- [Roseximbank](#)
- [SG Expressbank](#)
- [EIBank](#)
- [HVB Bank Biochim](#)
- [Hebros Bank](#)
- [Central Cooperative Bank](#)
- [Official Web Site of CB Unionbank Ltd. - Bulgaria](#)
- [National Bank of Greece](#)
- [Black SeaTrade & Development Bank](#)
- [Bulgarian-American Enterprise Fund](#)
- [World Bank Bulgaria](#)

Others

- [National Statistical Institute](#)
- [Commodity Exchange and Wholesale Markets State Commission](#)
- [Patent Office of the Republic of Bulgaria](#)

- The Bulgarian State Energy Efficiency Agency
- Privatization Agency - Bulgaria
- Commission for the protection of competition Bulgaria
- Bulgarian Chamber of commerce and industry
- Bulgarian Economic Forum
- Bulgaria Foreign Investment Agency
- Bulgarian International Business Association
- Institute for Market Economics
- Center for the Study of Democracy
- Bulgarian Academy of Sciences, Central Laboratory for Parallel Processing - Sofia
- National Museum
- National Association of Municipalities in the Republic of Bulgaria
- Union of Bulgarian Black Sea Local Authorities (UBBSLA)

Media in Bulgaria

The changes in the Bulgarian society in the past 15 years are most evident in the media field. Following the collapse of the totalitarian rule in 1989, the Bulgarian media acquired quite a new image. It can be said that it was in the media field, both print and electronic, that market economy made an entry for the first time. For the past 15 years, Bulgarian media have travelled a complicated and rocky way from totalitarianism towards democracy rule together with Bulgarian society. Important steps have been made for the liberalisation of print and electronic media. The rights of speech and information freedom are guaranteed by the country's constitution, adopted in 1991.

The most characteristic feature of the Bulgarian print media is the dynamics of the changes within them. New publications keep emerging on the market, while others disappear. It is not possible to establish the exact number of publications coming out at present, since there is no press law in Bulgaria and the procedure of publishing papers is fully liberalised.

There are several national dailies and a lot of regional newspapers in Bulgaria. The two newspapers with the largest circulation are "Trud Daily" and "24 Chasa. They are managed by WAZ (Westdeutsche Allgemeine Zeitung). The following is the national audience of the dailies in

Bulgaria at the end of 2004:

1. Dneven Trud (Trud Daily) – 33.7 percent
2. 24 Chasa – 21.3 percent
3. Standard – 5.2 percent
4. Telegraph – 1.9 percent
5. Sega – 1.5 percent
6. Novinar – 1.4 percent
7. Monitor – 1.1 percent
8. Noshten Trud (Trud Nightly) - 1 percent
9. Duma – 0.6 percent
10. Pari – 0.2 percent
11. Dnevnik – 0.2 percent
12. Zemja – 0.1 percent

13. Bulgarian army – 0.1 percent

The audience of the print media in Bulgaria is relatively big. Nearly 70 percent of Bulgarians read newspapers at least once a week. Every third Bulgarian reads a newspaper every day. The readers' interest is concentrated on the two biggest newspapers – "Dneven Trud" and "24 Chasa".

Among weekly newspapers the specialised issues for women and entertainment have priority. The weekly newspapers like Capital, Cash, and The Banker are qualified in the field of business and economy. They have a small circulation, but concentrate most of the advertising budgets. Bulgarian versions of some of the best known magazines worldwide Cosmopolitan, Playboy, PC World, National Geographic are present on the Bulgarian market.

Broadcasting of radio and TV programmes is among the most liberalised sectors, including the use of satellite capacity. So far, no concession has been issued to private radio or TV broadcasting operators with national coverage. The market shares of the three major national TV stations (December 2004 by tns/tv plan). The two most popular shows – Who want to be a Millionaire and Big Brother, are on air in Bulgaria.

bTV – 34 percent

Nova TV – 22.8 percent PR Landscapes

Kanal 1 – 19.2 percent

Kanal 1 is a channel of the Bulgarian national TV – the public TV station in Bulgaria. Bulgarian National Television was founded in 1959. Its official launch was on December 26 of the same year. Presently Bulgarian National Television operates on the basis of the Law for Radio and Television from 1998. It is a national public broadcasting station. It has four regional centers situated in the cities of Blagoevgrad, Varna, Plovdiv and Russe. Since July 19, 2001 BNT has been a licensed nationwide communication operator and TV broadcaster with its Channel 1 as well as the regional stations' programs – "Pirin", "More", "Plovdiv" and "Sever".

bTV is the first private national television in Bulgaria. It is 100% owned by News Corporation - a worldwide acknowledged company, active in a variety of areas such as: television, filmed entertainment, newspapers, magazines, etc. bTV has broadcast for over 2 years now and has proved itself to be a leading channel in Bulgaria with over 40 % share of the TV audience. It has a 24-hour schedule with a rich variety of programs including news, sports, weather forecast, public affairs, talk shows, children programs, entertainment and much more. It has a leading position on the TV advertising market in the country with a long list of clients both international and local ones. The station is fully equipped with high digital technology. It has trained the staff in each specific field and continues to update with the novelties on the market. bTV is flexible, creative and always open to its viewers.

Nova Television was established in 1994. In 2000 it became 100% property of "Antenna Bulgaria". On July 18, 2003 Nova Television was granted a license for national airing of channel's program and it became the second private national TV station in the country. The radio landscape is very dynamic and competitive. The most popular radio station is Horizont, broadcasted by the Bulgarian National Radio,

which is public owned, with 22.1% audience. Darik radio is the first private information radio station with 15.9 percent audience.

The online media quickly gain popularity and influence. The Internet users in Bulgaria are 17.3 percent of the country adult population.

Some of the most popular online media:

<http://mediapool.bg/> - online media for politics, economics and culture in Bulgaria

www.abcbg.com/ezine - online media for Internet users

<http://www.novinite.com/> - the news from and for Bulgaria in English language

Some of the news agencies in Bulgaria:

Bulgarian Telegraph agency The Bulgarian Telegraph Agency is the national information agency of Bulgaria, established in 1898.

News.bg is one of the first informational web sites, established on the 1st November 1998. The first bulletin was distributed in Bulgarian and English language.

Focus News is one of the leading news agencies, which distribute news in both languages – Bulgarian and English.

Bulgarian news network is another news agency, whose work is bilingual – English and Bulgarian.

Links for Bulgarian media

The web site of the **Bulgarian Media Market 2004**

The web site of the **Association of Bulgarian Broadcasters (ABBRO)** The Association of Bulgarian Broadcasters is a voluntary, independent, non-political and non-for-profit organization, representing the broadcast industry in Bulgaria, founded in 1997.

The **Media Development Center**, Sofia (MDC) was established in 1998 to promote the activities of independent media in Bulgaria and to foster capacity building of the media by encouraging good practices in journalism, ethics, networking and cross-border cooperation.

The web site of the **Communications Regulation Commission**

Council of Electronic media is an independent specialized authority in charge of the regulation of radio and TV broadcasting in the country by registration and licensing of the radio and TV operators and by supervising exclusively whether the radio and TV operators.

<http://info.wlu.ca/~wwwpress/jrls/cjc/BackIssues/20.1/bakardji.html> a comprehensive review of media landscape in Bulgaria

<http://www.ejc.nl/jr/emland/bulgaria.html> a comprehensive review of media landscape in Bulgaria

<http://www.news-bg.com/world/index.html> The Bulgarian abroad

The Public Relations Industry

As most of the countries from East Europe, Bulgaria discovered the real public relations profession after the changes to democracy in 1989. We must note another feature of public relations in Eastern Europe, as the media sociologist Todor Petev points out "in Western societies Public Relations emerge and develop to meet the needs of business corporations and their customers, whereas in the young democracies of Eastern Europe they appear as a necessary means of reorganization and stabilization of social interactions and relations in a period of total crisis."

It is a unique chance for all public relations practitioners in Eastern Europe to be a witness of the history of public relations in their country. But the most exiting point is to see how the events from the past are occurring today. At the real beginning till today the most practice aspect of public relations profession is media relations. In most of the cases the clients want to receive publicity. So at the early stage of the Bulgarian public relations the model was press agency. For many kind of business it is still the model even today – show business, movies, sports. The curious thing is that many of the companies in the fast moving products also look for publicity of their products. In most of the cases the government is using the model public information. But in crises situation the only working model is the two-way symmetrical communication. This is the model in which the both parties in the communication are equal and can establish relationship in mutual benefits. As it is logic the most practice public relations model is the two-way asymmetric.

But starting public relations industry after others gives us the opportunity to learn from the public relations history. Knowing that the ideal model is the two-way symmetric model most of the public relations practitioners in Bulgarian are looking forward establishing that model in their work, even when the clients or the situation is not demanding symmetric communication. The using of the two-ways models depends of course of the ability of the practitioners to do research and the willingness of the clients to pay for research. In the last year we can see a progress in that direction. So we will proof once again that in the development of society there is a natural logic of the events.

In March 1991, the Department of Mass Communication of the newly established private [New Bulgarian University](#) (NBU) in Sofia opened its first 3-year experimental course in public relations as a separate specialty in which students graduate with the qualification title "Public Relations specialist". It was five NBU graduates who set up the first Bulgarian private public relations agency called "Prime Agency".

In the school year 1994/1995, the first 50 full-time and correspondence students started their studies at the [Sofia University FJMC](#).

A contract concluded on 6th December 1995 between UNESCO, represented by Secretary General Dr. Federico Mayor and Prof. Ivan Lalov, Ph.D. - Rector of Sofia University stipulated the foundation of the UNESCO Department of Communication and Public Relations at FJMC headed by Associate Professor Todor Petev, Ph.D.

In 1996, the first Bulgarian professional association - the [Bulgarian Public Relations Society](#) - was founded. It is a voluntary non-profit organization whose members are practitioners and teachers in the

sphere of public relations, marketing, communication and advertising. The BPRS has developed and approved its Code of Professional Standards on the basis of the acting codes of a number of public relations organizations. The first Chairperson of BPRS was Assoc. Prof. Todor Petev, Ph.D. In 1998, IPRA opened a branch in Bulgaria. The first Annual Award Ceremony for public relations best practices was held by BPRS in 2001.

In 2001, was established the Bulgarian Association of Public Relations Agencies by four of the major agency on the market: [APRA Porter-Novelli](#), [Janev&Janev](#), [Marc Communications](#) and [United Partners](#). In 2002, Maria Gergova, managing director of [United Partners](#), became a board member of IPRA. The year 2003 brings the first IPRA World Golden Award for Bulgarian agency – The Campaign BGTeen.info for Procter & Gamble, realized by [United Partners](#) won the Golden Award in category Corporate Social Responsibility. In 2004 [M3 Communications Group](#) became the first public relations and marketing company in Bulgaria certified to the ISO 9001:2000 standard. Active member of the PR industry is the association "Imagines", which members are public relations specialists and image makers. The growing public relations market stimulated the establishment of more specialized public relations bodies - Association of Municipality Communication Officers and the newest one – Association of the Media experts in Administration.

As part of the preparation for the Summer School "European Tendencies in Public Relations the Mass Communication Department of the New Bulgarian University requested the first empirical sociological survey of the "State and Tendencies of the Public Relations Activities in Bulgaria. It was a testing one, carried out from 19th to 28th May 1999 by the Institute for Communication Ltd. The general conclusion of the survey is that both journalists and public relations experts were not fully aware of the character, functions and tasks of public relations, i.e. there is no adequate description of the job "expert in public relations" which confirms "the need for a long-term strategy for the development of the public relations activities in Bulgaria".

In 2004, as part of its doctoral thesis, senior assistant professor at New Bulgarian University Dessislava Boshnakova made a survey of the public relations industry. Some of the main results, which described the public relations industry in Bulgaria, are presented here. The most important skills for success in the field of public relations in Bulgaria, following the opinion of the participants in the survey:

Skills for persuasive writing and speaking - 86.50%
Desire to work - 83.50%
Creativity - 83.50%
Ability to take responsibility - 83.30%
Ability to solve problems - 79.40%
Ability to make decisions - 77.30%
Deep knowledge of media landscape - 56.70%
Tolerance - 53.60%
Open mind - 50.50%
Excellent knowledge of English language - 48.50%

In Bulgaria the clients of public relations agencies expect from the practitioners:

Professionalism - 91.80%
Dynamism - 79.40%
Loyalty - 75%
Authenticity of information - 73.20%
Consciousness - 55.70%
Professional ethics - 42.90% PR Landscapes

On the public relations market the most offered services are:

Media Relations - 84.40%
Event management - 71.90%
Media monitoring - 67.00%
Development of strategies - 56.70%
Corporate identity - 56.40%
Relations with clients - 53.70%
Media distribution - 46.90%
Brand management - 41.10%
Consulting - 33.30%
Internal Communications - 31.20%

The most effectively implemented public relations tasks are:

Building and maintaining a corporate brand - 35.80%
Positive image in the media - 32.60%
Publicity for products and services - 32.60%
Corporate social responsibility - 31.60%
Promoting mission outside the company - 24.70%
Building and maintaining a product brand - 22.60%

The truth is that the public relations industry in Bulgarian is developing too fast and it will be not overstated if we say that most of the public relations agencies and departments are as good as they colleagues from West Europe. There is one specialized magazine "Media World".

[Annotated web links to think tanks.](#)

In Bulgarian language there is no equivalent for *think tank*. But there are a lot of organizations which are real think-tanks.

[Center for liberal strategies](#) is a new generation think tank, born out of the political changes in Eastern Europe. We try to make a difference both on the field of research and on the field of policy. Our major advantage is our strategic imagination.

But in Bulgarian public debate CLS is one of the key words for "change".

The [Red House Centre for Culture and Debate](#) provides an opportunity for the youngest generation to participate in public life, brings together young artists who are ready to question the prevailing perceptions and offers them a place to realize and present their projects. Through its socio-political programmes, the Red House Centre for Culture and Debate creates a forum which stimulates public debate, brings new ideas into public politics, educates a new generation of political leaders and brings together the cultural and political elite of the nation. The Red House Centre for Culture and Debate organises and presents socio-political as well as artistic, cultural and training programmes.

The [Center for Economic Development](#) (CED) is a non-governmental think tank in the economic policy area, established in 1997. It is the successor to the Economic Group at the New Bulgarian University, active since 1996, and the Working Group on Privatization, established in the summer of 1997. The Center for Economic Development has clearly defined its goals. It actively contributes to Bulgaria's economic development and achievement of sustainable growth, plays a key role in formulating economic policy options and in promoting public debate on major economic issues; fosters cooperation between the public, private, NGO sector, and educational institutions in addressing and resolving economic problems.

Founded in late 1989, the [Center for the Study of Democracy](#) (CSD) is an interdisciplinary public policy institute dedicated to the values of democracy and market economy. CSD is a independent organization fostering the reform process in Bulgaria through impact on policy and civil society. CSD encourages an open dialogue between scholars and policy makers and promotes public-private coalition building. As a full-service think tank, the Center achieves its objectives through policy research, process monitoring, drafting of legislation, dissemination and advocacy activities, building partnerships, local and international networks.

The [Bulgarian Business Leaders Forum](#) is affiliated to The Prince of Wales Business Leaders Forum. Recognising the link between social and economic development, 10 companies and 2 non-governmental organisations with operations in Bulgaria formed the Bulgarian Business Leaders Forum (BBLF) to mobilise the private sector as an engine for growth and partner for sustainable development.

[Bulgarian Gender Research Foundation](#) is an NGO of public utility that promotes social equality and women's rights in Bulgaria through research, education and advocacy programs. The BGRF was founded in June 1998 in Sofia. The team of the Foundation consists of lawyers, academics, experts in advocacy, education, monitoring violations of human rights, lobbying for legislative changes, preparing publications, networking.

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Media World magazine

Capital weekly

Contact information

The Global Alliance is always interested in cooperating with local institutions and associations to provide profiles of the social, economic and media context of member countries, along with details on the local public relations industry, its main activities and tips on successful local practice.

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