

SVETLOZAR ZHEKOV

“GOOD MORNING”

project for a block radio-show

duration: 90 minutes

periodicity: every day, Monday to Saturday

time of broadcasting: 9.00-10.30 AM

type of programme: broadcast live from the studio with open telephone lines and constant dialogue with listeners.

purpose of the show:

To inform the public, to show life as it is, to enhance personality formation, to motivate the listener for an active participation in moral, ethical and social issues, to help the formulating and solving of important public problems.

characteristics:

“**Good morning**” is a talk show for all ages - it covers problems of children and young people, of adult activities, of pensioners and housewives.

Its focus is the personality of the present day citizen, the social, psychological and existential problems that people of our time face in their everyday lives.

It provides encounters with new, different and unusual things, emphasises on the constructive attitude and aims at disassociating the listener from passivity and indifference.

The show scans the points of conflict of the present times and seeks to provide answers to urgent public problems.

It relies on generating discussions on topics suggested by the audience.

It includes journalist investigations for an in-depth analysis.

It offers alternative solutions to open issues.

It entertains the listener, provokes audience reaction and interest and keeps up the hot topics in the evening line or in the next days.

team:

editorial board: chief editor and leading presenters;

leading presenters: every week day has its own presenter, an experienced radio journalist with practice in the respective field and good contacts with the related professional circles;

guests in the studio: specialists with social recognition - scientists, sociologists, psychologists, writers, artists, social workers, ordinary people;

reporters: young, communicative journalists able to lead the interviews within the topic of the show;

editors, music editors, sound operators.

structure:

opening: dynamic musical beginning with three voices - a man, a woman and a child - saying “Good morning” to the audience;

introduction: each show starts with a brief survey of opinions or a report, prepared by the reporters in the morning setting up the topic of the day;

main part: in accordance with the topic and the problems that are going to be raised the author(s) start a live discussion with one or more guests. It is important that the show keeps its pace and that the leading presenter maintains an active contact between the guests and the audience with constant live telephone feedback. The presenter always informs the listeners of the results of the journalistic investigations carried out in response to matters raised in earlier programmes. At the end of each show reference is

made to the evening line or future special programmes that will carry on the discussion on the present topic.

daily characteristics:

Monday - Me and My Work

The personal dimension of work - self-realisation or means for existence, dedication, call of duty, necessity, gratification.

The choice of profession, prestigious and unattractive jobs, professional orientation and training.

Family professional traditions, old crafts, dying out, rare and exotic professions, new specialities.

Personal and social assessment of labour, wages, employment, efficiency, innovations.

Labour rights, worker-employer relations, labour contracts and conflicts, insurance and pension funds, trade unions.

Work and age - social and psychological dimensions.

Tuesday - I and We

Individual and society.

Morality, ethics, law. The individual, the family, the collective. Social groups and their interrelations.

Family and school - bringing up, education, character building.

Way of life, moral and ethical traditions, new values and the way they interact, the national character.

Generation conflicts, tensions between various social groups, between individual and society.

Asocial behaviour, "difficult" persons, various lives and fortunes.

Wednesday - Me and My Time

Past-Present-Future in the unity of development.

Individual and Time - personal and social consciousness, historical memory.

Documents of time - from manuscripts and monuments, through archives and chronicles up to historical essence of time.

Signs of Time - calendar of feasts from ancient times to the present days.

The seasons and work.

The time of nations and the time of the world.

Universal dimensions of time. Cosmic time. Streams of time. Clairvoyance. Time and consciousness.

Individual and social time.

Organisation of the personal timetable.

The free time and the lost time.

The time of the future.

Thursday - Me and My World

"We too have given something to the world..."

Bulgarian contribution to world history and culture.

Bulgarians living abroad. The emigrants life stories.

Conflict points on the planet.

World organisations and programs. Integration. The future of the planet.

Ecological future of the Earth.

The great explorers who chartered the new world.
 Man and space. Other worlds. Is there life elsewhere in space? Bulgarian participation in space exploration.
 My world and the wide world.
 My friend from abroad.
 Tourist routes - a glimpse of less known countries and peoples.

Friday - Me and My Culture

The individual and the national fate, cultural reflections from the ages.
 Spirituality, cultural and historical implications of aesthetic values.
 The great creators of mankind.
 Bulgaria's cultural contribution to the world's treasure of artistic creativity.
 Culture - world without borders.
 Crosspoints of various cultures.
 Cultural calendar - anniversaries, current and forthcoming events.
 Guided tour of world's museums, galleries, theatres, operas.
 Queuing in front of the bookshop.
 The new titles of the week.
 Premières.
 My favourite author, actor, book, theatre production, film, performer, etc.
 Best-read book, blockbuster film, most visited exhibition or show.
 Youth counterculture - new trends and their social implications.
 Culture and the market - electronic media, mass and elite culture.
 Culture - necessity, entertainment or... - for the three ages.
 Culture and leisure time.

Saturday - I and the Adults; I and the Children.

Generations and their relations.
 Bringing up of the child - bringing up for the grown-ups.
 The child and the world.
 The child and the games.
 The child and the work.
 The child and education.
 The child and culture.
 The child and health.
 The world of the child.

conclusion:

Every show has its own defined topic and adheres to the thematic field of the day and to the general concept, but within itself builds its own structure in accordance with the logic and relations of the problems that are discussed. There is freedom in the way the problems are put forward and discussed as well as in the creative choice of artistic forms and means which the authors would use in order to explore them in depth. The aim is to activate the "I" of the listener, to form a personal attitude to existing controversial issues of the day. In a nutshell, the show could contribute to the practical solving of various problems by forming a public opinion and encouraging civic position - which is ultimately the purpose of "Good morning" as a socially oriented radio show.