



Dear Friends,

In the mid-1980s, it looked as if radio was becoming eclipsed by television. Queen's immortal hit song "Radio Ga Ga" is a poignant homage to what seemed like a medium in decline.

But concerns about the audio format's impending demise were premature. Two decades later, in 2005, the *New Oxford American Dictionary* named *podcast*, or audio content on demand, its word of the year. Podcast listeners worldwide have doubled in number every five years since, reaching 505 million in 2024, according to data-gathering platform Statista.

In the month that celebrates radio — February 13 is UNESCO World Radio Day — we talk to journalism veterans and audio enthusiasts Darina Sarelska and Graham Griffith. They tell us that audio is a great way to connect with young people and a powerful tool for improving civic dialogue.

Maybe Queen's 40-year-old line "You've yet to have your finest hour / Radio" will prove prescient rather than wishful.

Keep reading to discover what we are listening to and learn about a great training opportunity for aspiring journalists.

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## On the power of listening



**Longtime TV Producer Darina Sarelska: Audio Enables an Authentic Exchange of Ideas**

She is better known for her work in television, but Darina Sarelska is not afraid to try new things and challenge herself. Today, she co-hosts a podcast and mentors young journalists.

[FIND OUT MORE](#)



**Graham Griffith, the Radio Man Who Wants to Bring the Balkan Voice to the Global Table**

Graham has 30 years of professional experience, but he is in Bulgaria to learn. He wishes to understand how the region shapes global events and what lessons it has for the rest of the world.

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## Apply now



sCOOL Media is now accepting applications for its summer boot camp for future journalists. Twenty high school students in grades 8 through 12 will be able to participate in the program's fifth edition between July 1 and 8. They will spend a week with peers learning about storytelling, reporting on real stories, and having fun. The camp is free for participants and is organized by the Association of European Journalists, the Bulgarian-American Fulbright Commission, and the America for Bulgaria Foundation.

The deadline for applications is April 15.

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## Listen Up!



### In the Maze of the Law

Nervous about mazes? Intimidated by legal language? Fear not. Your faithful guides in this thought-provoking podcast series are legal experts from the Bulgarian Institute for Legal Initiatives. With their help, you will find answers to questions such as: What are your rights in an era of artificial intelligence? Why are you told how to be a patriot? What do fear and propaganda have in common? Why is the law an exciting career opportunity for youth?

[Listen on Spotify \(in Bulgarian\)](#)

### Added Value

This isn't yet another podcast. Not only does it cover a wide variety of subjects — such as anti-corruption efforts, education, agriculture, real estate, best places to work and live in Bulgaria — but it also tells listeners how developments in these areas affect them and their wallets. This podcast is brought to you by the Institute for Market Economics. To listen to *Added Value*, tune in at 9:30 am every Wednesday on Darik Radio or anytime on Spotify or Apple Podcasts. In Bulgarian only.

[FIND OUT MORE](#)



### Contours

A podcast may seem like an unusual introduction to painting, at first. But audio isn't touted as the most visual of mediums! The bilingual podcast *Contours* brings to vivid life the work of some of Bulgaria's greatest twentieth-century painters. The podcast launched last fall with help from the Bulgarian Ministry of Culture and is produced by Boyana Stoilova, Diana Trifonova, and Iliyan Ruzhin. Listen to *Contours* in both Bulgarian and English.

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Sending warmest regards,

Your friends at the America for Bulgaria Foundation

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