

WITH THE PRESS WITH THE PEOPLE

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Publication Korea Press Foundation

Design Graphic Ocean



Korea Press Foundation is

a semi-governmental organization
established in accordance with the
“Act on the Promotions of Newspapers”.

The Foundation aims at improving the quality of
journalism and supports innovation
in the news media to ultimately promote
better information welfare for the general public.

The Foundation is committed to
promoting reliable press,
a communicative society and innovation
in the news eco-system.

The History of the Foundation

1960'S

- 1962. 05. 03 Established Korea Newspaper Center
- 1963. 11. Published "List of Journalists in Korea"
- 1964. 04. 01 Established Korean Newspaper Research Institute; Founded "Newspaper Criticque"
- 1965. 05. 03 First training session for beginning journalists in Seoul

1970'S

- 1974. 12. 18 Established Korea Press Fund
- 1975. 02. 01 Korea Press Fund started offering loans
- 1977. 02. 10 Founded "Korea Press Yearbook"

1980'S

- 1981. 06. 22 Established Korea Press Institute
- 1981. 08. 20 First basic course training session for journalists
- 1984. 11. 06 Established Korea Press Center
- 1985. 04. 06 Opened Korea Press Center

1990'S

- 1991. 01. 01 Launched news database system 'KINDS'
- 1991. 10. 01 Launched Korea Press Club
- 1992. 01. 01 Began serving as an agency of government advertisements
- 1994. 04. 11 Established the NIE specialist course, the first ever in Korea
- 1995. 08. 25 Exhibition, "100 years of Korea, 100 years of newspapers"
- 1999. 01. 13 Established Korea Press Foundation (Integrated Korea Press Institute, Korea Press Center and Korea Press Fund)

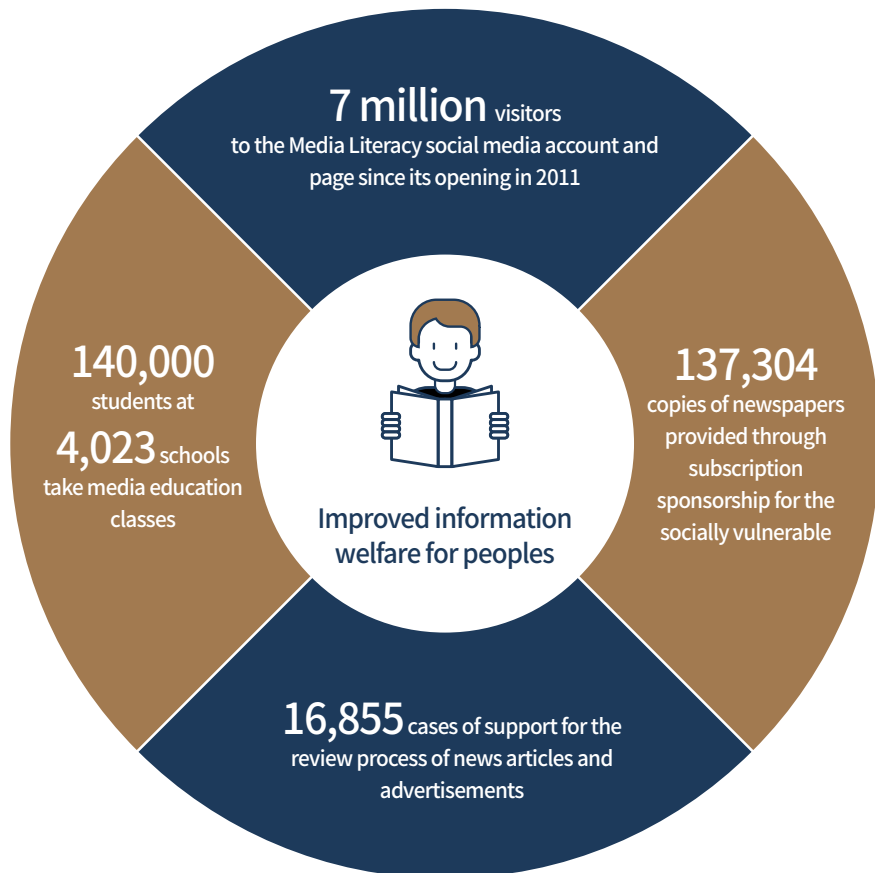
2000'S

- 2002. 09. 01 Began serving as an agency of court real estate announcements
- 2005. 10. 31 Established Korea Commission for the Press
- 2005. 11. 02 Established Korea Newspaper Circulation Service
- 2006. 10. 01 Launched project on intellectual property rights of digital news
- 2007. 06. 01 Launched the English journal, "Korea Journalism Review"

2010'S

- 2010. 02. 01 Founded the Korea Press Foundation (integrated the Korea Press Foundation, Korea Commission for the Press and Korea Newspaper Circulation Service)
- 2010. 06. 04 Held the "Grand Discussion to Overcome Crisis of Newspapers"
- 2010. 11. 29 Launched digital news distribution system services
- 2012. 08. 01 Published No. 500 issue of "Newspapers and Broadcasting"
- 2015. 09. Intellectual property rights project that only applied to newspapers is expanded to include broadcast news
- 2016. 04. 19 Launched Big Kinds services, a Big Data analysis system for news

The Foundation in Numbers



Certified for excellence as an education resource donation organization, as designated by the Korea Foundation for the Advancement of Science & Creativity under Ministry of Education



Awarded the Grand Prize in the category of non-profits at the 5th Korea SNS Award

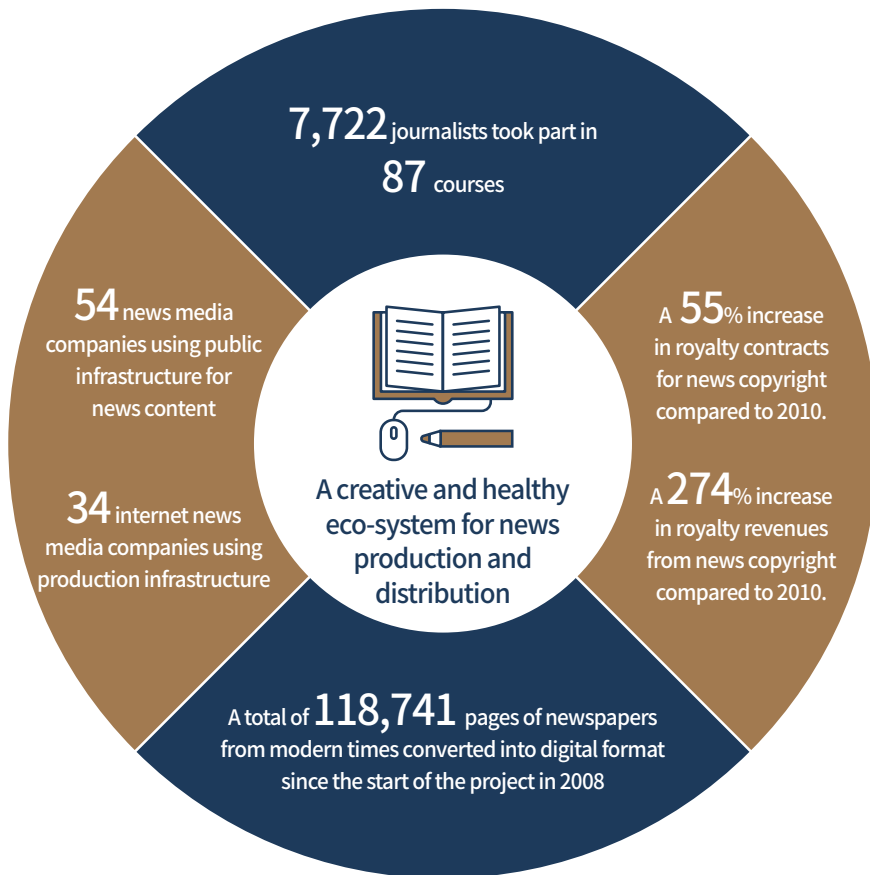


Awarded by the Minister of Science, ICT and Future Planning in the category of closing the information gap for the socially vulnerable



Achieved 90.3% of autonomous review for the press, Better prevention of any damages or losses to readers

As of December, 2016



Awarded a certificate of “excellence”, the highest grade, in the management evaluation of news copyright agencies



Saved 42 billion Won in infrastructure development costs for media companies with the establishment of a public infrastructure



Operation of Big Kinds, the only news data analysis services in Korea with over 41.13 million news articles



Operation of various training courses to meet needs in accordance with changes in the media environment, including courses on data journalism and VR journalism

Becoming a smart producer and consumer of news

Media Education

Inquiries: Media Education Team 02-2001-7861~9



Media Education School

Supports tailored media education classes at elementary, middle and high schools by dispatching specialized media education lecturers and providing educational content

News Literacy Research Group, Media Education Forum

Sponsorship for a research group and forum led by teachers focusing on the development of news literacy class models and content, identification of current issues related to media education and improvement measures

Sponsorship for Special Lectures by Journalists at Universities and Classes using News Content

Sponsorship of the establishment of classes that present examples of applying news to the classroom at universities and special lectures by currently working journalists

Training for Teachers

Collective training sessions with the education office at city or province levels to reinforce media education capabilities and tailored training sessions online and offline

A day in the life of a Journalist

Sponsorship of an experience program, "A day in the life of a journalist" for teenagers.

The Foundation and 10 partner media companies have been awarded by the Deputy Prime Minister and Minister of Education in the 2016 Free Semester system award. (January, 2017)

Sponsorship for Media Education Facilities and Groups

Sponsorship of facilities and groups that run media education programs catering to a wide array of age groups and those who are on the social margins of having access to information and news



Development of Media Education Content and Operation of an Education Portal

Development of specialized media education content tailored to specific target groups and operation of a social media channel and media education portal "Forme" (www.forme.or.kr) to share related materials with the wider public.



Materials for media education for each school level and age group (infants, elementary school, middle school, high school, parents and senior citizens)

Nationwide Forum for Media Education

An annual forum for sharing best practices in media education at schools and in local communities

Fostering of Lecturers for Media Education

Fostering of lecturers for media education to be dispatched to schools and media education facilities and operation of mid-career training programs

Benchmarking of Media Education in Advanced Countries

On-site training for teachers and educational administrators to benchmark best practices in advanced countries

Media Literacy Classes

Dispatch of media education lecturers to local children's centers, welfare centers and libraries who wish to conduct media education courses

A Snapshot of Research on Journalism and Statistics Concerning the Media

Academic Research and Surveys

Inquiries Media Research Team 02-2001-7742~7,9 | Research and Analysis Team 02-2001-7751~8



Research Competition for Designated Themes and Topics

Sponsorship for external academic research on timely themes and topics related to the media

Publication of Research Papers

Publication of various research papers to promote the development of journalism and the media, publication of the monthly web magazine, "Media Issue" with its in-depth report on timely topics

Publication of the Monthly <Newspaper and Broadcasting>

Launched in 1964, <Newspaper and Broadcasting> is a paper covering the media and relevant topics.

Press Archive

The press archive holds various publications from home and abroad, as well as academic papers, research reports, theses and daily newspapers of Korea (copies and micro films)

Location 13th floor of the Press Center

Hours 9:30~17:30, weekdays

Inquiries Press Archive 02-2001-7510~2

Survey and Analysis of Media-Related Statistics

The latest data on print, broadcasting and internet media are collected and analyzed to provide statistics on the overall media industry and media usage in Korea.

Survey on the current status of the media industry

Survey on the current status of the newspaper / Korea Press Yearbook and The Korea Press (in English).

Survey on the perception of media consumers

Survey on the usage and perception of consumers towards the media

Survey on the perception of journalists

Survey on how journalists view their profession and their work environment

Foreign Media Trends

Introduction on the latest trends in international media

Academic conferences on the media

Academic conferences on the media that discuss the latest data from surveys on the perception of news producers and consumers

Special in-depth surveys

Timely surveys, including survey on the usage of media by teenagers and survey on the users of social media



In-depth Reporting, Free Communication Special Reports and Seminars

Inquiries News Media Support Team 02-2001-7761~8



Support for Special Reporting

- Support for special news articles and digital storytelling that promote the public interest
- Increased opportunities for reader participation by distributing articles through Kakaro Story Funding services

Support for News Content Production in each field

Sponsorship for in-depth news reports in specialized fields (with the option of joint operation with specialized institutions in respective fields)

Sponsorship for the Socially Vulnerable

Sponsorship for media companies that represent the rights of the socially vulnerable (e.g. the handicapped, families of mixed cultures)

Hosting and Operation of Seminars

Discussions and seminars for journalists on major domestic and foreign issues

Sponsorship for Organizations

Sponsorship of events, publications and seminars by non-profit organizations in the field of media and advertisements and academic associations

Sponsorship for Autonomous Reviews

Sponsorship for autonomous review by media companies to prevent damages or losses incurred by readers and improve reliability of the press

Eligible groups

- Korean Press Ethics Commission (Support for review of newspaper articles)
- Korean Advertising Review Bureau (Support for review of advertisements in the print media)
- Internet Newspaper committee (Support for review of internet newspapers)

Number of reviewed cases and media companies

Autonomous review of news articles	192 companies 2,102 cases
Autonomous review of advertisements in the print media	103 companies 2,689 cases
Autonomous review of internet newspapers	255 companies 12,064 cases

Training and International Exchange to Promote the Expertise of Journalists

Inquiries Journalist Training Team 02-2001-7871~8 | International Exchange Team 02-2001-7771~6



Basic Training for Journalist Interns

Basic introduction on laws related to the media, reporting ethics, article-writing practice and video editing

KPF Diploma

Mid-career training to strengthen expertise regarding investigative reporting, election reporting, digital journalism, media business management, and the fields of science and culture
(International or domestic courses)

Tailored Lectures on Digital Journalism

Tailored lectures and educations for each media company

Support for foreign journalists of Korean heritage

Support for special reports on Korea or the Korean diaspora by foreign journalists of Korean heritage

Mid-career Training for Experienced Journalists

Practice sessions on article-writing to strengthen the expertise of experienced journalists, special training on the fields of politics, economy, culture and business.

Sponsorship for Overseas Training and Participation in International Conferences

Sponsorship for short and longer-term in-depth training courses at universities or research centers abroad and participation in journalism-related international conferences

Exchanges among Journalists, International Seminars and Forum

Exchange programs, discussions, seminars and forums with overseas journalists stationed in Korea and Korean journalists

Kwanhun-KPF Press Fellowship

Journalists from developing countries or countries who fought in the Korean War are invited jointly by Kwanhun Club and KPF to hold Korea-related lectures and operate cultural experience programs and interviews with major institutions in Korea.

Support for Newspaper Distribution to remote areas, Promotion of News Copyright

Inquiries News Circulation Service Team 02-2001-7751~7 | News Copyright Team 02-2001-7791~7



Establishment of and Operational Support for the Public Distribution Center

Operation of 294 Public delivery centers nationwide to ensure distribution of newspapers to even the remotest areas

Sponsorship for Newspaper Delivery Fees

- Support for transportation routes to remote areas that newspaper companies are reluctant to deliver to
- Subsidies for newspaper delivery fees in remote areas

Sponsorship of Subscription Fees for the Socially Vulnerable

Providing opportunities for the handicapped, those receiving government financial aid, those who frequent social welfare centers and families of mixed cultures to subscribe to newspapers for free

Management of News Copyright

- Encouragement of organizations to take part in commissioned management of News Copyright on news articles, signing of related contracts and supervision of organizations managing News Copyright
- Distribution of royalties to media companies after sales of news products and related statistics management

Planning and Development of News Products

- Contracts on the usage of news with the public sector, including government bodies and local governments
- Operation of e-NIE, an education program using news articles and clips in classrooms

- The first sales contract signed with an overseas organization, Factiva.com in 2016
- 81 media companies took part in 91 projects on news copyright in 2017

Monitoring of any violation on News Copyright

Investigation into unauthorized posting of news articles by organizations or corporations on their websites, follow-up measures for violation cases and monitoring of unauthorized distribution of news articles

Continued increase in the legal use of news by the public sector
46.9% in 2014 ▶ 59.6% in 2015 ▶ 72.9% in 2016

Raised Awareness of News Copyright

- Awareness programs for intellectual property rights on news and operation of a guardian system for intellectual property rights (PR and monitoring boards)
- Workshops on intellectual property rights on news for public and private organizations

A Wider Application of News Content in the Digital Era

Digital Conversion of News Content and Establishment of a joint infrastructure

Inquiries News Big Data Team 02-2001-7571~5 | Digital 3.0 Team 02-2001-7781, 3~6



Support for Digital Conversion of News Content

Through the conversion of news content of historical value into digital format, Big Data analysis of news, application of past news content and creation of added value are promoted.

News Big Data Analysis System

- Big Kinds (www.bigkinds.or.kr), a news analysis system that combines a news data base that compiled articles from 1990 to present with Big Data technology
- Services to take a multi-faceted view of characters, venues, institutions and comments mentioned in the news

Start-up Incubators that use News Big Data

Start-ups that have creative ideas of using news content are identified and offered news Big Data analysis API, training and consulting services to help them develop their ideas into commercial services

Eligible candidates

Individual entrepreneurs or corporations officially registered as media venture corporations

Sponsorship of a Public Infrastructure for News Content

A comprehensive CMS and mobile news services system are established jointly with media companies to respond better to changes in the news media environment, under the motto, "Digital First".

Sponsorship of Infrastructure for the Production of Internet Newspapers

Systems necessary to offer high quality services through internet newspapers are established in collaboration

The Foundation offers a variety of services From **Government advertisements** to **Press fund**



Agency for government advertisements

The Foundation carries out advertisements and notices by government bodies, public organizations and courts

- Legal rationale**
- **Government advertisements** : No.541 of the decree by the Prime Minister (rules on the implementation of government advertisements)
 - **Court notices** : No.1362 of the decree for trials in the Supreme Court
- Eligible organizations**
- **Government advertisements** : Government administrative bodies, local governments, public institutions, local public corporations, special corporations
 - **Court notices** : 58 courts nationwide
- Inquiries** Government Advertisements 02-2001-7589 / Court Announcement 02-2001-7854~5

Venue rental

- The international conference room (20th floor) and press conference room (19th floor) can be rented for press conferences, seminars, town hall meetings, award ceremonies and international conferences
- Venues can be rented for wedding ceremonies on weekends and public holidays (special discounts offered to journalists)

Inquiries HR & Management Team 02-2001-7722

* Venue rentals can be applied for online through the tab "Using the venue for special events" on the Foundation's website (www.kpf.or.kr). For reservations of the venue to be used for weddings, please contact the wedding reservation center (02-2001-7653).

Press Fund

Low interest loans are offered for living expenses and mortgages to journalists

Eligible applicants

Full-time or part-time employees with indefinite contract periods working at corporations registered as members of the Journalists' Fund.

- Loans for living expenses: Those who have worked for 1 year or longer at the corporation
- Loans for mortgages: Those who have worked for 1 years or longer at the corporation and who do not own a home

Inquiries News Media Support Team 02-2001-7766~7

* Please visit the tab "Press Fund" on the Korea Press Foundation's website for details.



Commissioned Management of Local Newspaper Development Funds

Media Classes and Training Sessions for Journalists

- Sponsorship of newspaper subscription fees for schools

Local newspapers that can be used as educational content at elementary, middle and high schools are sponsored.

- Planning and operation of educational programs

Various media education programs including classes to experience newspaper-making and student journalist initiatives are sponsored.

Inquiries Media Education Team 02-2001-7861~9
Local News Media Team 02-2001-7821~6

- Training and education

Specialized training including tailored training for each newspaper company and thematic training to strengthen journalistic expertise of members of the local press.

Inquiries Journalist Training Team 02-2001-7871~8
Local News Media Team 02-2001-7821~6

Special Reporting and Seminars

- Sponsorship of special reports

Plans for special reports on issues relevant to the local community are reviewed and selected special report plans are subsidized.

- Sponsorship of joint special reports

Topics that would be of common interest to a number of newspaper companies are identified and covered in a special report that may include comparison with cases in other countries.

- Sponsorship of participation by local citizens in news reporting

Sponsorship is offered to local residents who write news articles and produce video news content.

- Campaign to reinvigorate local newspapers

Conference of local newspapers are held, content that promotes collaboration between local newspapers and local citizens are produced and creative business ideas by newspaper companies are sponsored.

- Monitoring of local newspapers

A permanent monitoring officer reviews and evaluates the quality of coverage in local newspapers.

Inquiries News Media Support Team 02-2001-7761~8
Local News Media Team 02-2001-7821~6

Closing the Information Gap and Digital Conversion of News Content

- Sponsorship of newspaper subscription fees

Sponsorship of subscription fees of newspapers for families of mixed cultural backgrounds, those receiving government financial aid and social welfare facilities to close the information gap.

- Sponsorship of digital conversion of news articles

Establishment of a digital data base of past news articles for archiving purposes and use as content

- Sponsorship of a joint cloud infrastructure

Stable operation and technological support for joint infrastructure used in the production of newspapers

- Rentals of digital equipment

Support for rentals of digital equipment used in news coverage, including laptop computers, digital cameras and camcorders

- Seminars with local newspaper companies discussing local issues

A forum for communication and exchange with editors and senior executives of local newspapers in each region.

Inquiries News Circulation Service Team 02-2001-7751~9
Local News Media Team 02-2001-7821~6

Korea Press Foundation is Officially Recognized as a Designated Donation Organization.



Donations are used to improve information welfare of the Korean people and development of the news industry, including closing the information gap between the haves and have-nots and promoting the growth of healthy media.

Contact us for details, including ways to donate.

Headquarters and Branch Offices

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T. 042-527-4718 F. 042-527-4714

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Suyoung-gu, Busan City
T. 051-759-2841 F. 051-759-2842

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Gwangju City
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