



**BROADCASTING CONTENT
DEVELOPMENT**
CRC CONFERENCE

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News system of KBS

2016.03.22

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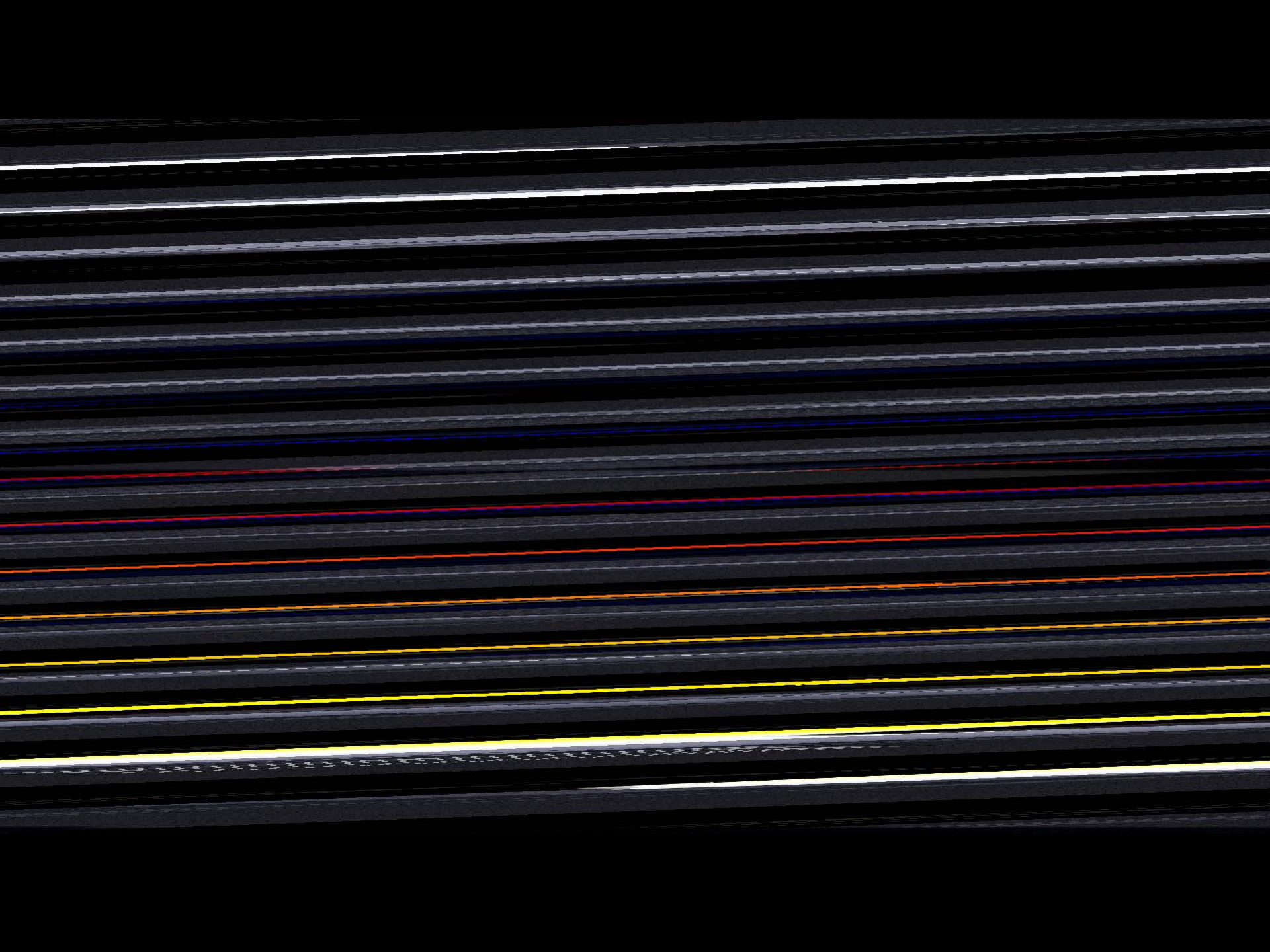
News Quality



Public service broadcasting

Diversity + Professionalism





News Quality

➤ Recruit & Human resources affairs

✓ Public recruit/Experienced employee recruit

- Public recruit : Arranging major in university, sex, region
Training program for new employees → social affairs division
→ other division
- Experienced employee : Expert in law, medicine, science, IT etc.
Employees with experience in other press
(ability, conservatism/progressivism)



News Quality

- Recruit & Human resources affairs
 - ✓ Rotation work in Capital/Region
 - Capital : National issues on central government department, institute etc.
 - Region : Regional issues on local self government department, institute etc.
 - ✓ Expert reporter
 - Five or more years covering experience in specific field
 - Education support for training program



News Quality

➤ Covering & Producing

✓ Covering

- Multiple access(Senior-Junior) / Desk

✓ Producing

- Covering reporter, Shooting reporter, Video editing, Computer graphics, Shooting for special effects
- Participation of expert for each field



News Quality

➤ Covering & Producing

✓ Coverage consultant

- Organized by expert for each field such as politics, economy, society, culture etc.
- Coverage consulting, interview, appearance



Editorial Censorship

➤ Coverage part

- ✓ Article : Coverage/Writing article → approval of desk
- ✓ Video : Shooting/Editing → approval of desk



Editorial Censorship

➤ Editing part

- ✓ Editing meeting
 - In the morning - check up expected issues
 - In the afternoon - check up the progress of expected issues
 - Writing cue sheet
- ✓ Department manager meeting for editing : selecting major issues, main news program item
- ✓ Editing meeting for each news : selecting each news program item
- ✓ Monitor : evaluating and analysis of news



Accountability

➤ Internal company

- ✓ Deliberation council : After deliberation on fact relation, impartiality
- ✓ Inspection council : Illegal action in coverage process, loss of dignity as a member of public corporation
→ Disciplinary punishment to the person in charge(coverage reporter/desk)
- ✓ Suit for damages : Action of legal affairs
First compensation of corporation
Exercising right to indemnity to the reporter after judge



Accountability

➤ External company

✓ Press Arbitration Commission

- Counter argument/Correction report → reflection in the news

✓ Korea Communication Standards Commission

- Disciplinary punishment to company → disciplinary punishment to the person in charge



Balance and Impartiality

➤ Politics

✓ Article

- Multiparty system, equal proportion in news of the ruling party and the opposition parties

✓ Manpower arrangement

- Equal number of reporters to access the ruling party and the opposition parties



Balance and Impartiality

➤ Economy

✓ Article

- Conglomerate playing a leading part in Korean economy, operation of special program section for small and medium-sized businesses

✓ Manpower arrangement

- Exclusive reporter accredited to small and medium-sized businesses and to Korea Consumer Agency etc.



Balance and Impartiality

➤ Society

✓ Article

- Report of corrupt people in the leadership class, consideration for the underprivileged

✓ Manpower arrangement

- Operation of special program section for report on corruption, campaign for the underprivileged in the end of the year



2. Organization of KBS news

Headquarter of KBS news department

Department	News coverage		Sports	Current affairs	Digital news	News footage
	News report	Editing				
Division	Politics	1 st News producing	Sports news coverage	Current affairs planning 'Chang'	Digital news	Video coverage
	Economy	2 nd News producing	Sports program planning	Coverage file K	IT	Special video coverage
	1 st Society	3 rd News producing	Running commentary	Checkup on Sunday	Data-journalism	Video editing& Archive
	2 nd Society	Radio news producing	Sports business	Media inside		Visual graphic
	Science and disaster					
	Culture					News engineering
	Network					News management
	International affair					Election broadcasting



2. Organization of KBS news

Department of news report

Division	Team
Politics	Political ministry team
	National Assembly team
	Diplomacy and national security team
Economy	Finance team
	Business team
	Consumer team
1st Society	Administration team
	Welfare team
2nd Society	Social affair team
	Legal procession team
	Planning team
Science and disaster	Disaster broadcasting team
	IT team
Culture	Culture team
	Education team
Network	Region team
International affair	Daily team
	Producing team



2. Organization of KBS news

Department of editing

Division	Program
1 st news producing	KBS 9 news
	KBS 7 news
	News line
2 nd news producing	News plaza
	KBS news
3 rd news producing	Morning news time (KBS 2TV)
	News12
Radio news producing	



Department of sports

Division
Sports news coverage
Sports program planning
Live for sports running commentary
Sports business



Department of current affairs

- Division
 - ✓ Current affairs planning 'Chang'
 - ✓ Coverage file K
 - ✓ Checkup on Sunday
 - ✓ Media inside

- Producing current affairs program weekly



Department of digital news

- Division
 - ✓ Digital news
 - ✓ IT
 - ✓ Data-journalism

- Task force team for innovation of news system

- Expanding department of digital news
 - ✓ Investment in employee and finance (TV → Multimedia)



Department of news footage

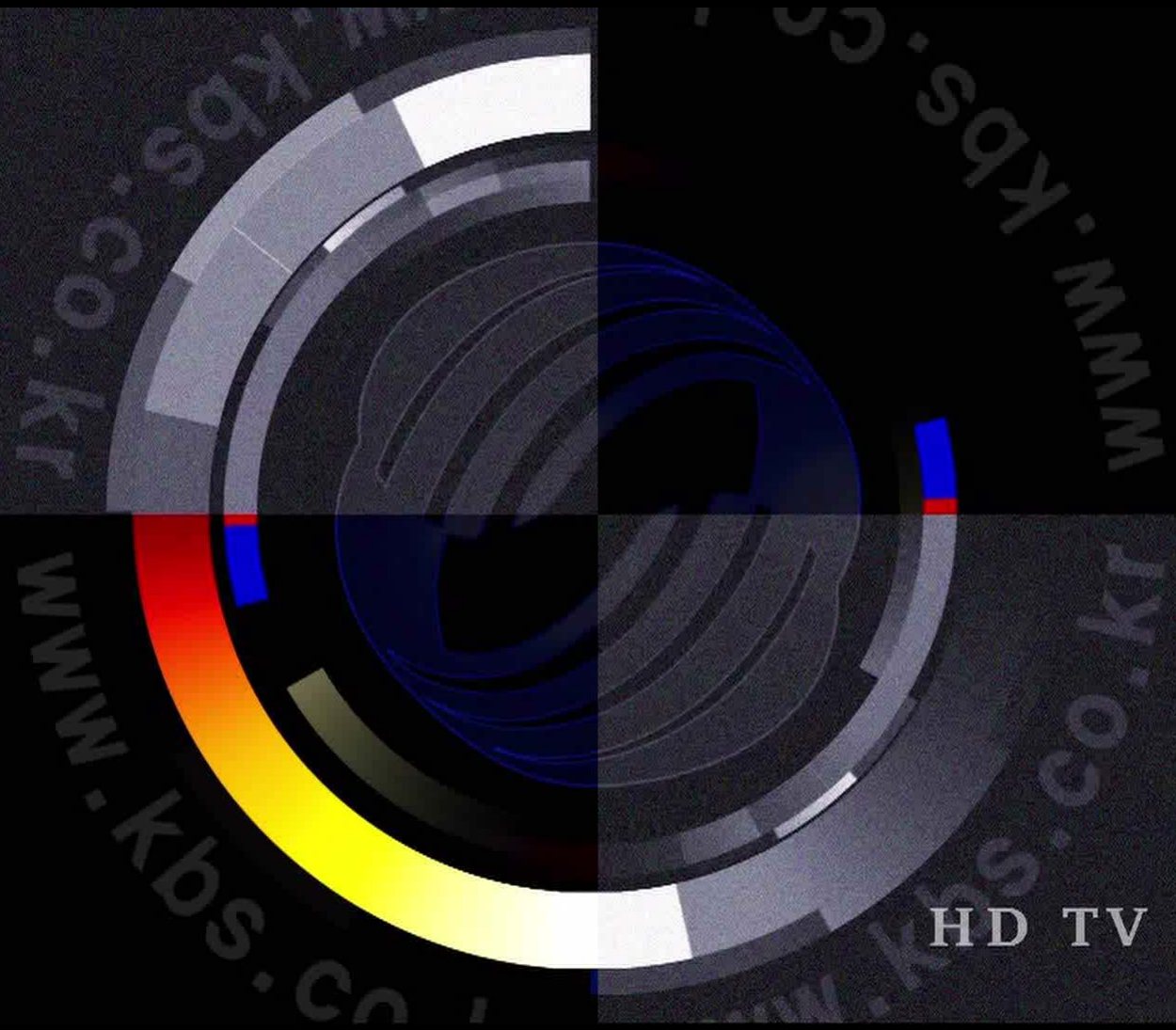
- Division
 - ✓ Video coverage(daily news)
 - ✓ Special video coverage(current affairs)
 - ✓ Video editing&Archive
 - ✓ Visual graphic

- News engineering

- News management

- Election campaigning broadcasting program





HD TV

News casting

➤ Main news

- ✓ Male anchor : News reporter
- ✓ Female anchor : News reporter, announcer



News casting

- Other minor news is introduced by announcer
 - ✓ News reporter
 - Experience with a variety of subjects to cover news on field
 - ✓ Announcer
 - Articulate speaking and correct pronunciation



Image and age

- Man
 - ✓ Ordinary looking, 40s~50s
- Woman
 - ✓ Beautiful looking, 20s~30s



Dress Code

- Ordinary days
 - ✓ Suit, formal-attire
- National holiday
 - ✓ Traditional outfit
- Condolences
 - ✓ Black tie, ribbon



KBS World

- Since 01/07/2003
- KBS World provided a international broadcasting service for overseas Korean with English and Chinese subtitles
- News channel
 - ✓ 'KBS WORLD 24' (World Today : English news)
- KBS World Radio
 - ✓ Started by broadcasting news program 'The Voice of Free Korea' in 1953, available in 11 languages



Exchange of news with foreign broadcasting station

- CCTV(China), NHK(Japan) and KBS exchange news among 3 nations

Overseas offices

- KBS America
 - ✓ American version of KBS World for viewer in the American Continent
- KBS Japan
 - ✓ Japanese version of KBS World for viewer in Japan



Thank you



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