

PROFILE



NAME:
KIM Hye-Young
JOB TITLE: Head of
International Broadcasting
Team (Executive Producer)
COMPANY: KBS World Radio,
 Korean Broadcasting System

MY CAREER

I have been in international broadcasting for 24 years since I first joined KBS World Radio (then called Radio Korea). That was in 1985, and I started as a producer for the Japanese service.

My passion has always been radio. I produced a wide variety of programmes ranging from news and current affairs to culture and entertainment, although my strength was news and current affairs. While I was head of the Japanese service in 2002, I initiated a two-way live broadcast with Japan's NHK. This annual co-production continued until 2006, cultivating mutual cooperation and understanding between KBS and NHK and getting very positive feedback from the Japanese audience.

Back in 1994, I headed an audience research team and published the results of the survey in a book that same year. Two years later, I led a team to set the station's news guidelines. This was published as a small booklet and is

being used as a style guide for our journalists at the station. In 2005, my colleagues in the Japanese service and I published a book to mark the 50th anniversary of KBS World's Japanese-language broadcasting.

I strongly believe that international broadcasting is becoming ever more significant in this fast changing world, where huge amounts of information pour from a great number of outlets. Sources for reliable and accurate news and information are more needed than ever before. Over more than half a century, KBS World Radio has slowly but steadily grown to be a main source of unbiased news and information for those listeners who wish to learn about Korea and thus better understand it. For the past 24 years, I have worked hard to promote the nation's image through the media. The most efficient way to do that is to show it just the way it is.

ABOUT KBS WORLD RADIO

KBS World Radio is the nation's sole international broadcaster providing content in 11 languages. Its maiden transmission aired in a 15-minute English broadcast on 15 August 1953 under the station name "The Voice of Free Korea." KBS World Radio now broadcasts in Korean, Japanese, French, Russian, Chinese, Spanish, Indonesian, Arabic, Vietnamese, German and English.

By providing a variety of accurate and up-to-date programmes and news on Korea's politics, economy, society, culture and traditions for an international audience, KBS World Radio seeks to strengthen friendly ties and cultivate an understanding of Korea among the global community. In addition, we provide a bridge between Korea and the seven million overseas Koreans who are missed by their loved ones back home.

LATEST INITIATIVES

The biggest project that KBS World Radio is pushing forward is the Multilingual Korean Language Lesson Programme (MKLLP),

widely available in both book and CD format to promote the Korean language overseas.

The MKLLP is the nation's first multilingual Korean language lesson service provided in ten foreign languages: English, Japanese, Chinese, French, German, Spanish, Arabic, Russian, Vietnamese and Indonesian. It is the 4th Korean language lesson project KBS World Radio has undertaken since 1980.

Consisting of 20 lessons, the programme provides a guide for foreigners wishing to learn Korean through situational dialogue - taking place in a variety of typical settings like airports, hotels, restaurants, hospitals, department stores and tourist attractions. KBS World Radio is providing the MKLLP on-air and on its web site, in book format and as CD-ROMs.

FUTURE STRATEGY

KBS World Radio has renewed itself continuously to meet the growing demands of the world of multimedia, and we will be doubling our efforts to strengthen content for the internet as well as for radio. Increasingly, international audiences are turning to media other than short wave radio, the traditional medium for international broadcasting. We are increasing audio and video content on the internet in 11 languages.

For the growing number of audience members on the web, we will increase RSS, podcasts, and content for hand-held devices. For radio listeners, we will seek to increase transmission via various local platforms such as AM, FM and satellite radio in regions of the world where short wave is not an efficient medium.

However, what matters most is of course the continued provision of high quality and objective programming. KBS World Radio is expanding and redefining itself to meet the challenges of modern broadcasting, but our goal to be the most reliable source of accurate and unbiased news and information about Korea will not change. ■