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**Application for Permission to Change Terrestrial  
Broadcaster  
(Summary for Listening to Viewers' Comments)**

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2023. 2. 28.



**Busan English Broadcasting Foundation**

**1. Purpose of establishment**

- Promotion of international friendship through English broadcasting
- Provision of information to foreigners, promotion of broadcasting, promotion of culture, art and education

**2. Basis for establishment**

- Busan English Broadcasting Foundation Establishment and Operation Support Ordinance (Feb. 6, 2019, Ordinance No. 5853)
- Regulations on the establishment and supervision of the Korea Communications Commission and non-profit corporations under its jurisdiction (Feb. 3, 2010, Korea Communications Commission Notice No. 2010-3)

**3. Key Features**

- Provision of living information and local cultural contents for foreigners residing in Busan
- Improving English proficiency through expanding opportunities for citizens to listen to English broadcasting
- Creating a healthy “Busan local media community” culture

**4. Broadcast status**

- Frequency: (Main) FM 90.5MHz Co., Ltd. (transmission output: 1kW)  
(Auxiliary) FM 103.3 MHz (transmission output: 20~30 W)
- Broadcasting area: (Main) Busan Metropolitan City, Gimhae City, and Jinhae-gu, Changwon City  
(Auxiliary) Western Busan, Gijang, Jeonggwan area (some poor reception areas)
- Broadcast time: 24 hours

## 5. Major facilities

- Location: Centum Venture Town Room 401, 405 (41, Centumdong-ro, Haeundae-gu)
  - Office facilities: Director's office, staff's office, conference room, reception room, supply room
  - Broadcasting facilities: 1 main control room, 4 studios, and 3 editing rooms
- Transmission stations: (Main) Hwangnyeongsan Transmission Station Co., Ltd., (Auxiliary) Gijang, Noksan, and Jeonggan Broadcasting Auxiliary Stations
  - Transmission facilities: Transmission tower antenna, transmission equipment

## 1. Status of broadcasting station applying for change permit

| Business name                         | TV | Radio |             |    |           |           | Total |
|---------------------------------------|----|-------|-------------|----|-----------|-----------|-------|
|                                       |    | AM    | Standard FM | FM | Shortwave | Sub-total |       |
| Busan English Broadcasting Foundation | -  | -     | -           | 1  | -         | 1         | 1     |

## 2. Details of broadcasting station applying for change permit

| Permit No.         | Permit date                            | Permit Expiration date | Station name                       | Media    | Address  |   | Broadcasting matters   | Broadcast zone          |                                       | Allowed operating time | Frequency | Output |
|--------------------|--|------------------------|------------------------------------|----------|--|---|--|-------------------------|---------------------------------------|------------------------|-----------|--------|
|                    |  |                        |                                    |          | Main location  | Transmission station  |  | Whole area              | Part                                  |                        |           |        |
| 11-2008-01-0002550 | 2019.12.30.<br>(Initially 2008.12.03.) | 2023.12.31.            | Busan English Broadcasting Station | HL SX-FM | 401, Centumdong-ro 41, Haeundae-gu, Busan (Ujong, Centum Venture Town) | San 181-3, Yeonsan 2-dong, Yeonje-gu, Busan (KNN auxiliary steel tower at Mt. Hwangnyeon-g) | Overall broadcasting matters (multilingual broadcasting with English as the main language) and commercial broadcasting | Busan Metropolitan City | Gimhae City, Jinhae-gu, Changwon City | 00:00 ~ 24:00          | 90.5MHz   | 1KW    |

### 1. Merger Overview

- Corporate Name: Busan Global City Foundation (TBD)
- Merger targets
  - Busan English Broadcasting Foundation (1 division, 3 teams, 17 people)
  - Busan Foundation for International Cooperation (4 teams, 1 center, 28 people)
- Integrated Format
  - Integration of the administration and planning teams of the two institutions, and broadcasting and international exchange projects will be the responsibility of divisions under the foundation.
  - For efficient business promotion, each institutions' independent functions shall be preserved.
- Main functions of the integrated foundation
  - Creation of a global hub city and integration of services for foreigners
    - **(English broadcasting)** Broadcasting business to provide information to foreign residents and enhance citizens' communication skills, etc.
    - **(International cooperation)** General management of various internationalization tasks, promotion of exchanges with foreign cities, support for foreigners, etc.
- Organization of the integrated foundation (Draft): 1 office, 2 divisions (Management Planning Office, English Broadcasting Division, International Cooperation Division)

## **2. Background of merger**

- Busan Metropolitan City is promoting the launch of the integrated corporation, “Busan Global City Foundation”, by merging and absorbing the Busan English Broadcasting Foundation into the Busan Foundation for International Cooperation for the purpose of improving the efficiency of public institutions.
- This initiative aims to improve the management efficiency and financial stability of Busan Metropolitan City's public institutions, leading to the realization of citizen happiness and contributing to the development of the local community.
- It is necessary to enhance competitiveness by optimizing the size of an organization dedicated to serving as a control tower for international exchanges suitable for the status of Busan, a global hub city.

## **3. Grounds for merger**

- Busan Metropolitan City Ordinance on the Comprehensive Revision for the Integration, Closure, and Functional Adjustment of Public Institutions (Busan Metropolitan City Ordinance No. 6780; Dec. 28, 2022)
- Busan Metropolitan City Ordinance on the Establishment and Operation of the Global City Foundation (Busan Metropolitan City Ordinance No. 6780; Dec. 28, 2022)

## **4. Major businesses of the integrated foundation**

- International exchange and international cooperation projects
- Projects for establishing a basis for the promotion of international exchanges and support for trade activities

- Various projects to create a city that is good for foreigners to live in
- Provision of information and knowledge through English radio broadcasting
- Planning, organizing, producing, and operating broadcasting programs
- Scheduling and adjustment of broadcast advertisements
- Other projects necessary for the achievement of the Foundation's purpose

## **5. Promotion direction**

- Busan English Broadcasting Foundation will be dissolved and integrated into Busan Foundation for International Cooperation (which will remain).
- The name of the integrated corporation will be changed to “Busan Global City Foundation (TBD)”, along with changes to its articles of incorporation and regulations.
- The integrated foundation will ensure comprehensive integration and succession of Busan English Broadcasting Foundation employees and guarantee their rights and benefits.

## **6. Expected effects**

- Unification of global hub city promotion system by integrating functions of both foundations
- Performing the role of an international exchange control tower for the leap forward into a global hub city.
- Creating an environment where English is easy to use and providing integrated support services for foreigners
- Vitalization of international exchange through strengthening multilingual broadcasting identity, diversifying content, and broadcasting

## **7. Progress**

- '22. 08: Announcement of Busan City's pledge to streamline public institutions
- '22. 10: Citizens' debate on efficiency of public institutions in Busan and announcement of research service results
- '22. 12: Legislation of a comprehensive amendment ordinance for the integration and abolition of public institutions and functional adjustment in Busan City
- '23. 01: Formation of a working group for the integration of Busan English Broadcasting Foundation and Busan Foundation for International Cooperation
- '23. 02: Signed an integration agreement between Busan English Broadcasting Foundation and Busan Foundation for International Cooperation

## **8. Future plan**

- '23. 3.~: Examination of change permit
- '23. 6: (When change permit is granted) Dissolution and liquidation of  
Busan English Broadcasting Foundation
- '23. 7: (Planned) Launch of integrated corporation 'Busan Global City  
Foundation'



## 9. Changes after merger

| Category                          |                               | Before merger   | After merger  |
|-----------------------------------|-------------------------------|---|---|
| Corporate name                    |                               | Busan English Broadcasting Foundation<br>(Abbreviation: Busan English Broadcasting) | Busan Metropolitan City Global City Foundation<br>(Abbreviation: Busan Global City Foundation)  |
| Major business                    |                               | English radio broadcast production, etc.  | <ul style="list-style-type: none"> <li>International exchange and cooperation projects</li> <li>Production of English radio broadcasts, etc.</li> </ul> |
| Representative                    |                               | CEO   | CEO   |
| Person in charge of programming   |                               | Executive Producer<br>(Department of Production and Programming)                    | Head of Broadcasting Division   |
| Budget size                       |                               | KRW 2.9 billion (in 2023)   | KRW 6.6 billion (estimated in 2023)   |
| Organization (Personnel capacity) |                               | 1 division, 3 teams (17 people)   | 1 Office, 2 Divisions (45 people)   |
| Corporate address                 |                               | #401, #405, Centum Venture Town, 41, Centumdong-ro, Haeundae-gu, Busan              | 13F, National Pension Busan Hall, 1000 Jungang-daero, Yeonje-gu, Busan  |
| Broadcasting related items        | Broadcasting station name     | Busan English FM Broadcasting Station   |   |
|                                   | Broadcasting station location | #401, #405, Centum Venture Town, 41, Centumdong-ro, Haeundae-gu, Busan              |   |
|                                   | Frequency                     | FM 90.5 MHz (auxiliary frequency FM 103.3 MHz)                                      |   |
|                                   | Business budget               | KRW 1.3 billion (in 2023)   |   |
|                                   | Production manpower           | Production & Programming Team: 7 people<br>New Media Technology Team: 4 people      |   |
|                                   | Remark                        | Matters concerning broadcasting: No changes due to merger                           |   |

- As the unique functions of both organizations are maintained, broadcasting-related matters remain unchanged, and the general affairs of the Busan English Broadcasting Business will be operated under the responsibility of the head of the English Broadcasting Division of the integrated corporation.

| Serial No. | Examination items   | Realization plan  |
|------------|---|---|
| 1          | Public responsibility, fairness and public interest in broadcasting   | <ul style="list-style-type: none"> <li>▪ Formation of sound public opinion in the region and regional integration</li> <li>▪ Efforts to globalize the region as a foreign language media</li> <li>▪ Protection of rights and interests of listeners and realization of sovereignty</li> <li>▪ Contribution to the development of local culture and the development of human resources</li> <li>▪ Ensuring independence in broadcast production and programming</li> <li>▪ Securing citizens' universal broadcast reception right</li> </ul> |
| 2          | Broadcast program planning, organization and production related items | <ul style="list-style-type: none"> <li>▪ Creation of community-oriented citizen-participatory content</li> <li>▪ In-house production-oriented organization to strengthen channel identity</li> <li>▪ ESG practice and value spread through broadcasting</li> <li>▪ Planning competitive, high-quality broadcasting programs</li> </ul>  |
| 3          | Regional/social/cultural necessity and feasibility                    | <ul style="list-style-type: none"> <li>▪ Multilingual media role in promoting diversity and openness</li> <li>▪ Promoting life settlement and social integration of foreign residents</li> <li>▪ Discovery of regional agenda and production of regional information-oriented content</li> <li>▪ Expansion of citizen participation and</li> </ul>  |

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|---|---|---|
|   |   | <p>promotion of communication between Koreans and foreigners</p> <ul style="list-style-type: none"> <li>▪ Development of local culture and utilization of local cultural resources</li> <li>▪ Creating a sustainable social environment and implementing public projects</li> </ul>   |
| 4 | <p>Management plan related to organization and manpower operation</p> | <ul style="list-style-type: none"> <li>▪ 1 office, 2 divisions (integration of management teams, divisions having unique functions)</li> <li>▪ Efficient broadcasting program, education and R&amp;D investment</li> <li>▪ Securing broadcasting independence and promoting transparent management</li> <li>▪ Increased advertising/sponsorship income and additional income from integrated corporation</li> </ul> |
| 5 | <p>Financial and technical capabilities</p>                           | <ul style="list-style-type: none"> <li>▪ Estimated average annual asset growth of 2% over the next five years</li> <li>▪ Investment and management of production and transmission facilities such as old audio mixers</li> <li>▪ Efforts to develop new technologies such as relay station on-air return system</li> </ul>  |
| 6 | <p>Support for the development of broadcasting</p>                    | <ul style="list-style-type: none"> <li>▪ Pursuing public value for the development of broadcasting</li> <li>▪ Production of local-friendly content</li> <li>▪ Efforts to strengthen employee competencies and improve content quality</li> <li>▪ Improvement of broadcasting production environment and co-existence with freelancers</li> </ul>  |