

# The role of the media center through the operation case of the local media center

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## Abstract

Rather than local media centers being limited to simply providing facilities, equipment, and media education, it is time to differentiate the purpose of establishing the center, differentiate future projects, and provide various participation programs. This study attempted to clarify common and differentiated projects through the analysis of successful cases of business operations of actual domestic regional (Iksan, Jecheon, Wonju, and Uijeongbu) media centers. The role of video media centers in the future was considered through analysis of the characteristics and contents of successful centers' projects. The analysis method collected and analyzed the project results and homepage data of each center. First, it is the unique business and activities of the video media center. Various media-related projects such as media education and content production and screening projects by age and class are being carried out, and each program is operated to revitalize the business of each media center. Second, it is conducting a media center equipment facility rental and screening project for citizens. Each center is implementing annual business plans and business results so that many media centers can be stably established and operated in each region. Various policy activities should be included to promote local media culture. Finally, it is necessary to establish a network hub for related organizations in the media field. It should contribute to strengthening the relationship between local media activists and organizations and expanding the scope of activities in the media sector through cooperation, joint projects, and business links with related organizations.

**Keywords:** Local media center, community media center, citizen content, video content, local content.

## 1. Introduction

Since 2002, local governments have difficulty systematically promoting local culture promotion policies, which is based on the purpose of bridging the cultural gap between regions and improving the cultural life of local residents[1]. Overseas,

citizens' participation in media activities has been supported through public funding since the late 1960s, and in the 1980s, community broadcasting stations and media centers were systematically established in countries such as North America and Europe. In Korea, the Ministry of Culture and Tourism established a local video media center based on media production and education for local residents to maximize the effect of education, culture, social and industrial media education by investing 15 billion won from 2005 to 2009. The move was aimed at expanding the production of the video industry and expanding the cultural climate by revitalizing video content through understanding and education of most citizens' individual media. In particular, local governments were generally not active in the operation of local media centers from a perspective that focused on performance goals rather than the development of long-term culture and arts in the region. Therefore, due to the nature of government organizations, most of them tend to dismiss frequent movements of people in charge or views of local media centers as simply a space to soothe local people, so the original role, function, operation plan, and solution are urgently needed.

## 2. Theoretical Background

### 2.1. Media access of the local residents

Media access rights refer to the right to access the media and express one's intention[2]. The normative practice of access rights is a practical role in the mass media era, and it is close to daily life and easy to access, obtain information, and listen to other people's opinions[2,3,4].

It means how the access rights pursued as a legal system can be normatively guaranteed and further improved the valuable values that have already been realized through technology and are being realized as facts. Therefore, access to media education and programs for local residents can be realized, and to reduce the difference in media education, local media centers should ensure access to media utilization and education for those subjects. Of course, the meaning of the word access means access and use, but it is also a concept used together in the formation of relationship communication with targets. In other words, the right to use elections, trials,

public records, and access rights generally refer to the right to access mass media and use mass media[5].

**2.2. The guarantee of local residents' access**

Various studies have been conducted focusing on information access to educational programs and participating programs such as media and video content for local residents[6]. A case study of civic media as a local space suggested participation in the production of video content produced by Jecheon Citizen TV Spring, a podcast broadcaster of Jecheon Media Center, and then sending video content through the Internet website or some to local cable broadcasting.

Founded in 2017, the Uijeongbu Media Center has been operating in the same way as the existing local media center, and various projects have been carried out since September 2020 to ensure access channels for local residents. Among them, various channels have been guaranteed online and offline so that media education can be accessed to local residents by providing information on civic institutions or combining them with technical environments such as live commerce video education programs.

**2.3. Media Center**

The establishment of a local media center in Korea was the first beginning of the film promotion committee in 2002. Since then, local video media centers have been launched from various founders, including the Ministry of Culture, Sports and Tourism, the Korea Communications Commission, the Korea Culture Promotion Association, and local governments, and the role of media centers has changed in various ways[7]. The reason for this is that since each center is operated on a regional basis, it has been developed into a form that plays various roles such as media activities and education for reasons of different regions have unique cultural and industrial characteristics. According to the Ministry of Culture, Sports and Tourism's public offering in 2008, the center should secure expertise in operation based on local government support, local video organizations and civil society organizations, and prepare programs that reflect local characteristics and conditions.

Media democracy was a representative reason for the birth of such regional media centers. In other words, it can be said that the media access right, the guarantee of public access channels, and the space to express channels, which are channels for access to such media access, represent media democracy[8]. An image is a compound word of an image reflected on a cathode ray tube, a monitor, and the like that serves to convey an action, a media, from one side to the other. In other words, it refers to a place in charge of the operation and management of a series of media centers through video and media to a specific target by using a method called media through a tool called video.

Recently, the concept of education called media literacy is included, which basically refers to the ability to understand information technology, use information media, use information, or express one's thoughts using information. The Media Center is a space where citizens, locals, and the public can use media in a technological development and local

culture and arts development environment, and rent and utilize various media technology education, production and theory education programs, as well as facilities and equipment[9,10]. Of course, the purpose of the establishment of media centers in each region is for local residents, and related support facilities, equipment, and educational programs are provided based on video media. The local media center is a non-profit public culture infrastructure that aims to resolve video culture education for local residents, resolve regional imbalances in video culture, or implement a balanced level of use of centralized video culture. In addition, in the era of video information, it provides necessary matters for the establishment and efficient operation of local media centers to enhance citizens' ability to use media and to balanced development of video culture and expand participation of local communities.

**3. Current status and activities of local video media centers**

**3.1. Current status of local media centers**

Starting with the opening of Media Act by the Film Promotion Committee in 2002, there are a total of 52 regional video media centers nationwide as of 2021. Although there are differences between centers depending on the installation entity or purpose, media education, facilities and equipment use, and center programs within the region reduce regional imbalance and contribute to local media activities. Depending on the subject of establishment, the functions and roles of the Film Promotion Committee, the Ministry of Culture, Sports and Tourism, the Korea Communications Commission, the Korea Culture Promotion Association, local governments, and local broadcasting stations have diversified. Most of them are operated in the form of consignment, and the number of places that operate and manage centers independently, professionally and democratically is gradually increasing. The reason for this is to provide the original function of the local media center as much as possible in a stable and efficient manner, or to achieve the unique purpose of establishment or opening by exercising active projects and continuing business linkage. In addition, it is possible to secure continuous expertise in media activities such as media education, community programs, screenings and facility equipment rental by establishing a local community environment in connection with related organizations and broadcasters. Therefore, local media centers should be accompanied by various video media programs, idea projects, and operations to establish a communication network with local residents and professional knowledge of media. In particular, departments in charge of center operation and management in local governments are experiencing lack of expertise in operation management or difficulties in actual operation and management of local media centers due to the lack of professional manpower and frequent personnel movement. [Table 1] shows the current status of media centers by region.

**Table 1: Current status of media centers by region in Korea**

No	Region	Center Name(Year of establishment)	Running
1	Seoul City	Media Center 'Media Acts'(2002)	(Corporation) Korea Video Media Education Association

2	Seoul City	Chungmuro Video Center. Oh! "Jaemidong." (2002)	(Corporation) Seoul Film Commission
3	Seoul City	Youth Media Center, "Self Net" (2002)	(Foundation) Youth Violence Prevention Foundation
4	Gyeongsangnam-do	MBC Gyeongnam Community Media Center (2003)	Gyeongnam Independent Film Association
5	Seoul City	Gangseo-gu Media Center (2004)	Directly managed by Gangseo-gu Office
6	Seoul City	Seongbuk Village Media Support Center (2004)	Seongbuk Cultural Foundation
7	Gyeongsangnam-do	Jinju Citizen Media Center (2004)	Jinju Citizen Media Center (private organization)
8	Jeollabuk-do	Jeonju Citizen Media Center's "Young Simi" (2005)	(Corporation) Jeonbuk Media Culture Solidarity
9	Jeollanam-do	Mokpo MBC Community Media Center (2005)	Mokpo National University
10	Jeollabuk-do	Jeonju MBC Community Media Center (2005)	Chonbuk National University
11	Busan Metropolitan City	Busan Community Media Center (2005)	(Foundation) Community Media Foundation
12	Gyeongsangnam-do	Gimhae Media Center (2005.11)	(Foundation) Gimhae Cultural Foundation
13	Jeju Island	Jeju Media Center (2006.07.31)	(Foundation) Jeju Film and Culture Industry Promotion Agency
14	Ulsan Metropolitan City	Ulsan MBC Community Media Center (2006)	Ulsan MBC
15	Daegu Metropolitan City	Daegu MBC Community Media Center (2006)	Daegu MBC
16	Gwangju Metropolitan City	Donggu Media Center (2007)	(Public institutions under the Korea Communications Commission)
17	Daegu Metropolitan City	Daegu Media Center (2007.04.13)	(Foundation) Daegu Digital Industry Promotion Agency
18	Incheon Metropolitan City	Juan Media Center (2007.09)	Incheon Michuhol-gu Facility Management Corporation
19	Chungcheongbuk-do	Jecheon Media Center's "Spring" (2008.11.11)	(Foundation) Jecheon Cultural Foundation
20	Gyeongsangbuk-do	Andong Media Center (2008.12.9)	(Foundation) Gyeongbuk Cultural Contents Agency
21	Gangwon-do	Wonju Media Center's "All" (2009.04.)	(Corporation) Wonju Citizens' Art Council/Citizen's Video Council
22	Jeollabuk-do	Iksan Public Media Center, "Fun." (2009.07.02)	(Corporation) Samdong Youth Association (Won Buddhism Foundation)
23	Chungcheongnam-do	Cheonan City Video Media Center "Bichae" (2009.09.23)	(Foundation) Chungnam Cultural Industry Promotion Agency.
24	Gyeonggi-do	Bucheon Media Center (2010.02.14)	(Foundation) Bucheon Cultural Foundation.
25	Gangwon-do	Gangneung Media Center (2010.04.10)	Indie House, a social cooperative (Foundation)
26	Gyeonggi-do	Goyang Media Center (2011.04.20)	Goyang Knowledge Information Industry Promotion Agency
27	Jeollanam-do	Suncheon Video Media Center, "Dodream" (2011.11.16)	(Corporation) Jeonnam Film Commission
28	Gangwon-do	Hwacheon Ecological Image Center (2012)	(Foundation) Gangwon Information and Culture Agency
29	Chungcheongbuk-do	Okcheon-gun Media Center (2012)	Directly managed by Okcheon County Office

30	Gyeonggi-do	Seongnam Media Center (2012.12.27)	(Foundation) Seongnam Cultural Foundation
31	Gyeonggi-do	Suwon Media Center (2014.03.27)	(Foundation) Suwon City Foundation for Sustainable City Foundation
32	Daejeon Metropolitan City	Daejeon Community Media Center (2014)	(Public institutions under the Korea Communications Commission)
33	Gangwon-do	Gangwon Community Media Center (2014)	(Public institutions under the Korea Communications Commission)
34	Incheon Metropolitan City	Incheon Community Media Center (2014)	(Public institutions under the Korea Communications Commission)
35	Chungcheongnam-do	Seocheon-gun Media Culture Center's "Gibolpo Cinema" (2014)	Social cooperative
36	Incheon Metropolitan City	Ganghwa Media Center (2015.02.06)	Social cooperative
37	Gyeongsangnam-do	Yangsang Media Center (2015)	Directly managed by Yangsang City Hall
38	Seoul City	Seoul Community Media Center (2015)	(Public institutions under the Korea Communications Commission)
39	Seoul City	Eunpyeong New Town Media Library Center (2016)	Indeokwon, a social welfare corporation
40	Gwangju Metropolitan City	Dong-gu Media Center (2016.04.28)	(Foundation) Donggu Happiness Foundation
41	Gyeongsangnam-do	Hapcheon Media Center (2016.05)	Cider Co., Ltd.
42	Ulsan Metropolitan City	Ulsan Community Media Center (2016)	(Public institutions under the Korea Communications Commission)
43	Gyeonggi-do	Hwaseong Media Center (2016.12.22)	(Foundation) Hwaseong Cultural Foundation
44	Gyeonggi-do	Uiyeongbu Media Center (2017.04.06)	Shinhan University Industry-Academic Cooperation Team
45	Chungcheongnam-do	Seosan Media Center (2018.03.23)	Seosan Cultural Center
46	Seoul City	Nowon Village Media Support Center (2018.12.19.)	Directly managed by Nowon-gu Office
47	Jeollabuk-do	Wanju Media Center (2019.04.30.)	Media Community Pea Cooperative & Seed Culture and Arts Cooperative Consortium
48	Namyangju-si	Gyeonggi-do Community Media Center (2019)	(Public institutions under the Korea Communications Commission)
49	Daegu Metropolitan City	Suseong Media Center (2019.12.26)	Suseong University Industry-Academic Cooperation Team
50	Sejong-si	Chungbuk Community Media Center (2020)	(Public institutions under the Korea Communications Commission)
51	Sejong-si	Sejong Community Media Center (2020)	(Public institutions under the Korea Communications Commission)
52	Gunpo-si	Gunpo-si Media Center (2020)	Industry-Academic Cooperation Foundation of Dong-A Arts College

As shown in [Table 1], there are a total of 52 regional video media centers nationwide, of which 35 (67.3%) were analyzed as regional media centers joined the National Media Center Council. Among the viewer media centers, a public

institution under the Korea Communications Commission, one institution joined the Dong-gu Media Center in Gwangju Metropolitan City. Of the total media centers, nine (17.3%) viewer media centers under the Korea Communications Commission and 43 (82.7%) regional media centers were

analyzed. [Figure 1] shows the current status related to subscription by year.

**Figure 1. Status of establishment of regional media centers by year**



An average of 2.7 regional media centers were created annually, as shown in [Figure 1], and by period, 1998-2002 (3), 2003-2007 (15), 2008-2012 (12), 2013-2016 (13), and 2017-present (9).

### 3.2. Local media center activities

Regardless of the subject receiving the subsidy, local media centers basically showed common center activities such as media education, civic participation, equipment and facility rental and use for local residents or citizens. This is because the activities of each local media center have the same establishment and operation principles as the purpose of installation. Since local media centers are targeted at local residents, most of them are limited to the general public. Therefore, it can be largely divided into four areas as a business type of a local media center. The first is media education. Media education is a program project to reduce the media information gap and foster media utilization ability by opening or operating media education courses for citizens or local residents. Depending on the target class, it includes the underprivileged, or supports regular education, member education support, teacher manpower pool operation, textbook development, and other seminars or public hearings. Second, it is support for creation and production. As a media content creation or production support program project, it is recommended to support creation and production as an achievement through education such as content creation and production. This also includes rental of facilities such as equipment and recording owned by each center and rental of editing rooms. In particular, production and post-production maps, screening programs, and archives utilization are also important creative and production support. The support project even supports information support and exchange of local residents. Third, it is the establishment and reinforcement of community networks. Basically, the activation of communication, information support, and mutual exchange of participating groups through educational courses and opening is the greatest. Village community programs and local radio production activities are typical

examples. Lastly, it is to create a foundation for the media industry environment and activate the network. In this area of business, the biggest purpose is to create a related project, foundation, and environment for local media centers.

### 3.3. Representative success cases

The operation and management of local media centers can be divided into two areas. First, it is the media business support area that plans and performs the projects of each center and the operation support area that is in charge of administrative support and accounting processing. Since the media business support area is a part that oversees and promotes all projects of local media centers, there are differences between each local media center, but in a broad sense, the task and role are the same. This analysis aims to introduce the most successful business operation and management success stories and characteristics among 52 regional media centers in Korea.

#### 3.3.1. Iksan Public Video Media Center <Fun>

Iksan Public Media Center <Fun> as [Table 2], [Table 3] was selected for the Ministry of Culture, Sports and Tourism's regional video media center establishment support project in 2008 and is operated by the Samdong Youth Association, a corporation commissioned by Iksan City. It advocates a public cultural area that supports all citizens to use and enjoy media easily and freely. The <Fun> Center aims to ensure universal human rights and ecological values without distinction between physical conditions, gender, nationality, and class through civic participatory operation, and strives to develop a community through the media so that everyone can communicate with the local community and contribute to the community. In general, (1) education, experience, (2) equipment and space rental, (3) operation of a screening theater, (4) support for civic media production, women's film production, village community media support, community screening support, (5) policy research (media research institute), etc. In particular, the media research institute support activities are characterized by participatory media activities of local residents and research and policy proposal activities to revitalize community media.

**Table 2: Iksan Public Video Media Center project**

Education	Experience	Rent the equipment	Rent Place	Fun Theater	Support Public Works
					

Public lecture	Experience TV studio	Equipment rent	Place rent	Monthly screening	Support public works
Opening and operating courses such as media-related technologies and production, criticism, theory, and humanities for citizens of various ages.	10 to 20 people aged 6 or older, 5,000 won per person, and 100 minutes of video letters, animal kingdom, dance time, today's weather, the world is wide, Iksan culture tour, and fun music chart experience.	Filming equipment. Recording equipment. Lighting equipment. Other equipment... Rental.	Rent a meeting room, club room, lecture room, editing room, recording room, fun theater, studio, etc.	Free screening 3 times a week. First come, first served. (Can watch as a group)	Citizen media production. Female film production. Village community media. Community screenings, etc. Support for citizens.

The Media Research Center of the <Fun> Center supports (1) community media movement research and incubating local media, (2) local media movement activities, (3) publication of <Media Thinking> with the local community, (5) network activities, participation, and securing media publicity and communication rights.

**Table 3: <Fun> Major activities of Media Research Institute**

Major activities	Details
Research on community media movement and experiment on community media in incubating areas	<ul style="list-style-type: none"> <li>• Publication of a research report on community media movement</li> <li>• Local festival mini FM promotion</li> <li>• A joint project with the local community</li> </ul>
Activating the local media movement	<ul style="list-style-type: none"> <li>• Sharing stories about local media activities</li> <li>• Participating in the discussion structure of public access to local broadcasts</li> <li>• Promotion of community radio</li> <li>• Podcast Radio Operation (Fun IN Radio)</li> </ul>
A Study on the Operation Plan and Activity Cases of Regional Media Center	<ul style="list-style-type: none"> <li>• A study on the architectural plan of the media center</li> <li>• A Study on the Operation Policy and Program Development of Adult Cognitive Media Center</li> </ul>
Publishing "Media Thinking" with the local community	<ul style="list-style-type: none"> <li>• A quarterly magazine created by local citizen reporters directly participating in news of various media activities and media movements in the region</li> </ul>
Activities to secure media publicity and communication rights	<ul style="list-style-type: none"> <li>• National Media Center Council</li> <li>• National Media Movement Network</li> <li>• International media activist exchange activities</li> <li>• Media education network in Jeolla-do</li> <li>• TF for revitalizing Jeonbuk Village Community Media</li> </ul>

**3.3.2. Jecheon Video Media Center <Spring: Bom>**

Jecheon Video Media Center as [Table 4] is an institution run by the Jecheon Cultural Foundation; a foundation located in Chungcheongbuk-do. Since its establishment in 2008, the center has been operating mainly on (1) media education, (2)

equipment/facility rental, and (3) spring theater. Detailed education projects include video production classes, video special lectures, and regular member education, which are permanent education programs. Order education programs include school video education, public interest programs include visiting spring theaters, and silver media education.

**Table 4: Contents of media education at Jecheon Video Media Center <Spring>**

Division	Details
Permanent education program	<ul style="list-style-type: none"> <li>• It is a video production class conducted by each class to learn the overall process of video production, and an educational program in which students look at the characteristics of each step, such as planning, filming, and editing, and produce videos</li> </ul>

		themselves
	Special lecture on video lecture	• Educational programs that focus on learning from video experts by selecting one of the various video production-related fields (premier, photoshop, video shooting, etc.)
	Regular member training	• It is an educational program provided free of charge to members of the center that provides information on the use of center facilities and equipment and helps members use the center more conveniently and easily.
On-demand training program	Video education at school	• An educational program that provides video understanding and production education for one year using the relevant school and center facilities as visiting video education.
Public service program	Visiting spring theater	• It is a program that directly visits and screens various films, including Korean classical films, for residents of Jecheon-si. During the busy farming season (March to October), it is a program operated for local residents during the farming season (November to December).
	Silver media education	• It is a video education program for the elderly to experience and produce videos along with improving media utilization ability.

The On-demand program is a two-way program that uses the facilities or center facilities of the participating organization to reflect the students' desire for video education. A specialized program is a program that conducts various video media education using cultural and human resources in the region. Finally, the public interest program is a visiting education program for the underprivileged in society, and includes support for media literacy and media production education programs. Jecheon Citizen TV <Bom> is a podcast broadcast with the aim of expanding public access in October 2009, and in its operation, about 12 resource activists, including producers, announcers, reporters, editors, and writers, were selected and conducted in earnest in February 2010. As for the contents of the project, video content produced by participating personnel was transmitted through

the Internet homepage after deliberation by the center officials, and some of them were transmitted in connection with local cable broadcasting.

### 3.3.3. Wonju Media Center

Wonju Media Center was established in April 2009 so that Wonju citizens can use and enjoy media in their daily lives. Along with media education such as smartphones and short film production, independent art film releases, community screenings, and film festivals are held as screening projects. It supports production support projects to help citizens create media, and is equipped with equipment and facilities so that anyone can produce and access media. It also provides a place to share various media cultures through community radio operations. The main projects are five support projects as [Table 5].

**Table 5: Major business contents of Wonju Media Center**

Major activities	Details
Community media education project	<ul style="list-style-type: none"> <li>• Person in charge, pick! Steady seller training</li> <li>• Online and offline media access education such as media utilization and video production</li> <li>• Basic education for smart office tools, Vlog production, Gomix and Premium Pro editing</li> </ul>
Community Support Project	<ul style="list-style-type: none"> <li>• Education for citizens to improve their ability to use media</li> <li>• Visiting media education</li> <li>• Career experience education for adolescents</li> <li>• Media support for village organizations</li> </ul>
Screening business	<ul style="list-style-type: none"> <li>• Movie screening</li> <li>• Independence, release of an art movie</li> <li>• Dodam Dodam Cinema (screening at request)</li> <li>• Podcast (Life like a movie)</li> <li>• Letters for all letters</li> </ul>
Creative support project	<ul style="list-style-type: none"> <li>• Support the media environment to citizens of video production activities in the region (free of charge of facilities and equipment)</li> </ul>
Rental business	<ul style="list-style-type: none"> <li>• Video equipment rental</li> <li>• Video conferencing, seminar, theater facility rental</li> </ul>

Podcast "Life Like a Movie" is a content that is screened on Naver Audio Clip and YouTube channels every other Friday. Letters for all letters provides various film theme information in the form of an online newsletter in which audience writers select and criticize movies every month. Wonju is famous as a military city. Five single theater theaters were successful in the 1990s, but closed in 2006 the following year when Wonju's first multiplex movie theater was built in 2005. In 2015, when the Cultural Theater was removed, there was only an academy theater in Wonju, but it was currently incorporated into the Wonju Video Media Center through the financial burden of Wonju City using provincial and state funds.

### 3.3.4. Uijeongbu Media Center

Uijeongbu Media Center is one of the policies to establish a regional media center organized by the Ministry of Culture, Sports and Tourism, and is a public media service facility established by Uijeongbu City and commissioned by the Industry-Academic Cooperation Group of Emerging Academy since April 2017. In the era of video information, it is playing a role as an educational space where Uijeongbu citizens can increase their ability to use videos, communicate with citizens, and further achieve smooth exchanges with the local community. In particular, as the number of new differentiated projects has increased since September 2020, it is gradually showing differentiation from other regional video media centers. The main projects are six areas as shown in [Table 6].

**Table 6: Major business contents of Uijeongbu Media Center**

Major activities	Details
Media education	<ul style="list-style-type: none"> <li>• General education</li> <li>• Customized training education</li> <li>• Community education</li> <li>• Experiential training</li> <li>• Other training</li> </ul>
Community Media Support	<ul style="list-style-type: none"> <li>• Support for content production</li> <li>• Online content development</li> <li>• Club support</li> <li>• Support for activities at local media centers</li> <li>• Video media culture and arts education for the elderly</li> </ul>
Rental business	<ul style="list-style-type: none"> <li>• Operation of equipment and facilities</li> <li>• Field trip program</li> </ul>
Screening business	<ul style="list-style-type: none"> <li>• Regular screening</li> <li>• Planned screening</li> <li>• Group screening</li> <li>• Visiting theaters</li> <li>• Outdoor screening</li> <li>• Indi-cinema of Gyeonggi</li> </ul>
Promotion	<ul style="list-style-type: none"> <li>• Promote the center</li> <li>• Naver blog</li> <li>• YouTube</li> <li>• Portal news</li> </ul>
Citizen happiness project	<ul style="list-style-type: none"> <li>• Digital video restoration</li> <li>• Happiness Photo Studio</li> </ul>

Media education was subdivided into general, customized, community, experience, and other education. It was mainly composed of education related to the media field. Video and media support supports citizens' free media creation activities. Equipment and facilities are used by citizens and rented media equipment. Screening reflects the diverse opinions of consumers and conducts regular, planning, organizations, visits, and outdoor screenings. Public relations are carried out online and offline at the same time, and the citizen happiness project is undergoing digital video restoration and happiness photo studio projects.

## 4. Conclusion

This paper attempted to present the role and direction of local

media centers to be additionally established in the future through successful cases conducted by local media centers in Korea. It can be seen that the commonality between the establishment and projects of domestic media centers is that they are proceeding in an independent range for each administrative unit for citizens. Community media centers are collectively carrying out systematic projects of the same type, while regional media centers have confirmed that the creativity of the project is emerging for each unique regional characteristic. Of course, it was converted to the National Media Center Network in February 2005 through the Regional Media Center Establishment Promotion Council in September 2003 and was established as the National Media Center Council in December 2012 and registered with the Ministry of Culture, Sports and Tourism. The National Media Center Council is cooperating with more



than 50 media centers in 2021, of which 36 are members. The media center, joined the council, conducts exchanges and cooperation activities for the joint development of media centers, informs many people of the media center's prospects and media centers along with people in the areas of video, media, culture, and community activities. Considering the business activities of local media centers, there are three main activities. First, it is a media center-specific business and activity. Various media-related projects such as media education and content production and screening projects by age and class are being carried out, and each program is operated to revitalize the business of each media center. Second, it is conducting a media center equipment facility rental and screening project for citizens. Each center is implementing annual business plans and business results so that many media centers can be stably established and operated in each region. Various policy activities should be included to promote local media culture. Finally, it is necessary to establish a network hub for related organizations in the media field. Today, community media centers and media centers installed by region were established to support viewer broadcast production and education base to realize viewers' public access rights. In addition, it plays a role in supporting viewer video and broadcast production, expanding media access rights for the disabled, media education for viewers, and supporting activities for viewer organizations. Therefore, cooperation between local media centers, joint projects, and linkage projects with related organizations should be promoted, and through this, it should contribute to strengthening the relationship between local media activists and organizations and expanding the field of activities in the media field.

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