

How to get involved - CSR Alliance with ECCK & Korea JoongAng Daily

2017. 10



Introduction to CSR Alliance

Simple Approach & High Visibility

CSR Alliance aims to demonstrate the value of voluntary business engagement and shed light on companies CSR activities, and further ease private initiatives in the practices.

Together with the ECCK and the Korea JoongAng Daily, the Alliance offers a simpler approach to be part of the most effective CSR activities that can mutually benefit the society and your company.

What activities can you focus on?

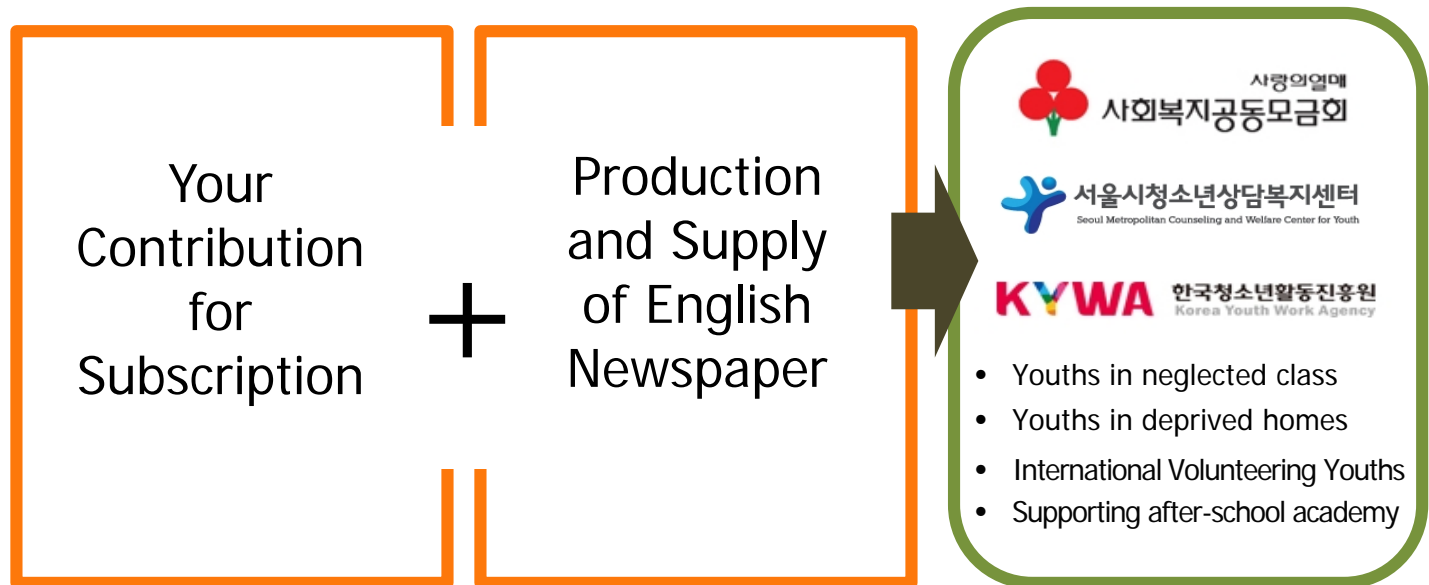
With an aim to empower the next generation of global leaders, the Alliance activities include English education campaigns for teenagers and a series of lectures for university students.

Content of campaign

Student Subscription Campaign

You can buy subscriptions of Korea Joongang Daily and The New York Times for young students across under privileged and economically challenged sections of the society. With these resources, students will have access to in-depth high quality journalism to use them as study materials for after-school academy programs or classes moderated by KJD journalists. The campaign is affiliated with "Seoul Metropolitan Counseling and Welfare Center for Youth", "Korea Youth Work Agency" and "Community Chest of Korea".

※ We will match every subscription sponsored with your contribution.



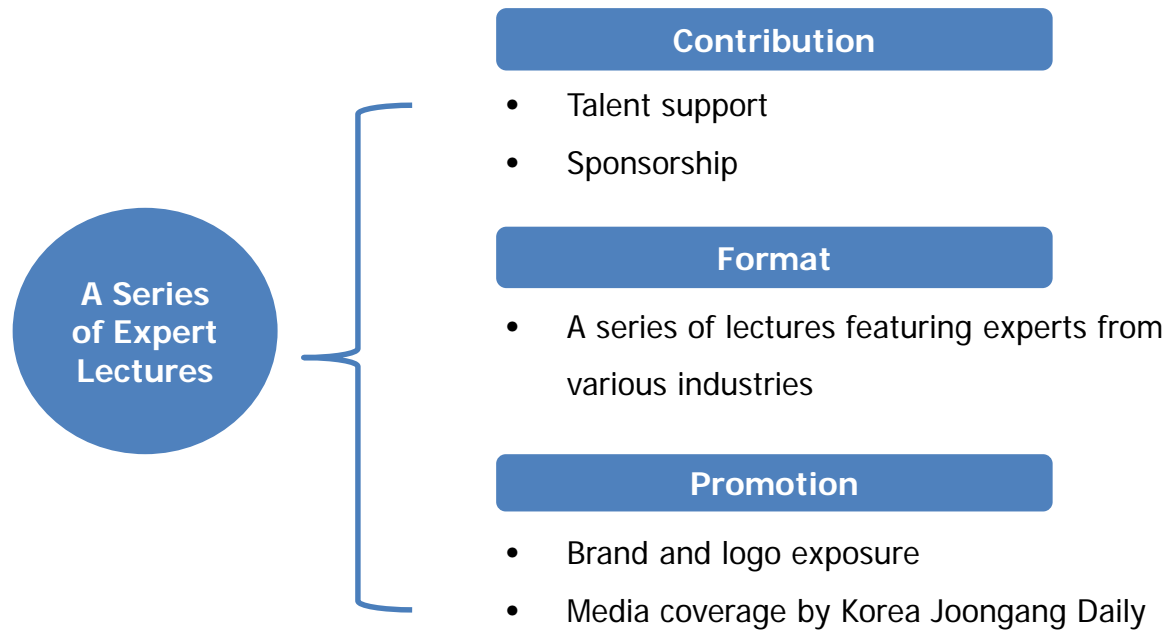
Content of campaign

Expert Lecture Series

A series of lectures featuring the KJD journalists and industry experts from CSR Alliance companies, targeted towards university students.

The goal is to provide a platform to share stories on current market issues and hot topics by practicing industry experts to support university students in mapping their future career.

※ Details to be followed soon.



Benefits of campaign

- **Extensive Media Coverage** : The Korea JoongAng Daily will cover series of stories about the CSR activities
- **Enhance Brand Recognition** : Excellent opportunity to promote your company as sponsoring company logo appears on the CSR campaign promotions.
- **Share CSR Strategy** : The public will be aware of your participation towards the campaign and your commitment towards CSR initiatives.



※ Introduction of sponsoring companies on the Korea Youth Work Agency website



※ Articles of sponsoring companies' CEOs



Korea JoongAng Daily

Daily English newspaper published by the JoongAng Ilbo, with The New York Times International edition.

October 17, 2000

1. The First Day

Korea JoongAng Daily



The New York Times



Think English

2. Components of Publishing



Pages total 12

Period Daily

Composition of Paper

National, Business, Sports, Opinion, Culture



Pages total 20

Period Daily

Composition of Paper

World News, Style, Opinion, Sports, Business



Pages total 16

Period Weekly

Contents

Selections of main articles for a week, supply of educational contents: Korean interpretation, reading TIP, etc