

KWP Propaganda and Agitation Department

The KWP Propaganda and Agitation Department [PAD] is the principal organ tasked with ideological education and campaigns and Party and State propaganda, which is to say media products that underscore the socialist system and glorification of the collective principle/Kim Family. PAD functions as the DPRK's combination of a public relations and advertising agency, the managing executive body of North Korean media companies including news/press, music, film and Internet and the supreme censorship regulator in the DPRK (although this latter function is primarily outsourced to the Ministry of Culture, State Security Department and Ministry of Public Security). PAD finds its Party analog in the Publicity Department of the Chinese Communist Party, however as with the Organization and Guidance Department power is concentrated into a unitary Party organ as against in China where these tasks are dispersed to Party and State agencies. PAD is responsible for disseminating such ideological modes as *Juche*, *Songon chongch'i* and *kangson taeguk*.

The Propaganda and Agitation Department traces its origins to the Soviet Administration in 1945. The Agitation part of PAD saw its hey day from the post-Victorious Fatherland Liberation (Korean) War days in the 1950's with various labor mobilization "speed" campaigns (Chollima, Pyongyang Speed), labor methodologies (Chongsan-ri, Tae'an Work System) and the Three Revolutions (or Three Generations Revolution) in the early 1970's. Following the final Party and State purges of the post-Second World War North Korean communists not part of the late President Kim Il-sung's activist/partisan circle from 1966-1967, the PAD created the socio-cultural conditions through which Kim Il-sung elevated his status from Prime Minister to the President of the Republic in 1972, and thence into Suryong. Similarly, PAD built the cultural conditions through which a certain "Glorious Party Center" rose to succession at the KWP Sixth Party Congress in 1980. This might be taken in the context that Kim Jong-il's involvement with PAD dates to the 1960's.

The Propaganda and Agitation Department (in coordination with the KWP Organization and Guidance Department) has numerous subordinate offices and bureaus. Its involvement in matters of press and media control, and in censorship, is conducted tacitly. It links to the State Security Department and Ministry of Public Security to control broadcast airwaves into the DPRK. It links to the Ministry of Culture through which it exercises administrative control over artistic and cultural life in the DPRK. Newspapers and other periodicals are cleared through the General Publications Guidance Bureau and Newspaper Administration Bureau. The General Publications Bureau is directly subordinate to PAD and has a rigorous editorial control system for all newspapers, magazines and quarterly publications.

The DPRK Central Radio and TV Broadcasting Committee are subordinated to the DPRK Cabinet, but its personnel is appointed and approved by PAD. The Central Broadcasting Committee also receives its tasking from PAD. The Central Broadcasting Committee is the managing organ of the DPRK's two-hundred (200) radio stations and three (3) major television stations. The only radio station not controlled by the Central Broadcasting Committee is the Voice of National Salvation which is subordinate to the United Front

Department. The Korean Central News Agency is organizationally subordinate to the Central Broadcasting Committee, and thus, subjected to PAD controls.

The North Korean publishing and film industries are within the Propaganda and Agitation Department's control channels. The 15 April Literature Group, is part of PAD and PAD executives have been from the 15 April Literature Group. Among the publishing companies subjected to PAD personnel decisions and controls are: KWP Publishing House, Foreign Language Publishing House, Workers' Publishing House and Kumsong Youth Publishing House. Of particular concern PAD links with Foreign Language Publishing for publication of overseas (with an English bias) publications, *Korea*, *Korea Today*, *Foreign Trade* and *Pyongyang Times*. PAD links with Korea Computer Center for Internet-based publishing of these overseas publications, as well as approving any other online content hosted through DPRK-based websites. Korea Film Studios and the 25 April Film Studio are subordinated to the Ministry of Culture, but they are also subject to PAD controls and its personnel are approved through PAD.

The Propaganda and Agitation Department also links with the Organization and Guidance Department to ensure ideological continuity and coordinate personnel decisions. It is also coordinates with the General Propaganda and Agitation Department of the Ministry of People's Armed Forces, although MPAF GPAD maintains a separate control system. With the Party History Institute/Party History Research Center and the Korea Documentary Film Studio, PAD develops and coordinates literature and films concerning the lives of Kim Il-sung, Kim Jong-il and Kim Jong-suk.

Kim Jong-il was Department Director of the Propaganda and Agitation Department for a number of years, and has daily operational control of the department on an interim basis. KWP Secretary Kim Ki-nam is another long-time PAD executive and PAD is organizationally subordinate to his KWP Secretariat. The current PAD Director is Choe Ik-gyu, a former film director for Korea Film Studios. Mr. Choe's status as Department Director was established in the Spring of 2009 when a KCNA report identified him as such. Mr. Choe has worked for a numbers of years for PAD or PAD-related entities. The Senior Deputy Director of PAD is Ri Jae-il who is known to participate in Kim Jong-il's guidance tours. The immediate past director and Party Secretary for the PAD is Jong Ha-chol who has not been observed in the North Korean press since 2005.