SHIN & KIM



Seog-Tae Shim

Senior Advisor

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Mr. Seog-Tae Shim is a Senior Advisor at Shin & Kim, where he provides advisory services in the areas of media and journalism.

Mr. Shim began his career as a journalist at SBS in 1991 and accumulated extensive experience across a wide range of reporting fields, including legal affairs and politics. Throughout his career, he has also been actively involved in innovation initiatives aimed at responding to changes in the digital media environment. Since 2020, he has served as a professor at the Graduate School of Journalism at Semyung University, where he has spent approximately six years educating journalists and conducting research on media ethics and law.

Drawing on his extensive hands-on experience in the media industry, together with his academic and educational background and his involvement in various media-related disputes and policy advisory matters, Mr. Shim provides practical and balanced solutions to media-related disputes as well as broader social issues arising from news reporting.

Professional Career

2026-Present	Shin & Kim LLC
2026-Present	Advisor, Korean Society for Media Law, Ethics and Policy Research
2025-Present	Member, Ministry of Justice, Criminal Law Revision Committee
2025	President, Korean Society for Media Law, Ethics and Policy Research
2024-Present	Member, Supreme Prosecutors' Office, Prosecution Policy Advisory Committee
2023-Present	Operating Committee Member, Judicial Policy Research Institute
2023	Member, Constitutional Court Justice Recommendation Committee
2022	Member, Supreme Court Justice Recommendation Committee
2021	Member, Supreme Court Justice Recommendation Committee

2021-2023	Member, Supreme Court Ethics Committee for Public Officials
2020-2025	Professor, Graduate School of Journalism, Semyung University
2019-2021	Member, Sentencing Commission, Supreme Court of Korea
2018-2019	Vice President, Korean Association for Broadcasting Studies
2007-2016	Adjunct Professor, Sogang Law School
1996-2020	Reporter, Head of Legal Affairs Desk, Director of New Media, Head of News Division, Seoul Broadcasting System (SBS)
1995-1996	Reporter, TBC
1991-1995	Reporter, SBS

Key Experience

- Advisory on response strategies for media disputes
- Advisory on media law, regulation, and journalistic ethics
- Advisory on Advisory on media response–related risks
- Advisory on communications compliance
- Advisory and training on media regulation

Education

2005-2006	Indiana University Maurer School of Law (LL.M.)
2001-2003	Graduate School of Sogang University, Department of Law (Ph.D)
1997-1999	Sogang University Graduate School of International Studies (LL.M.)
1986-1992	Seoul National University, College of Law (LL.B.)

Qualifications

2007	Admitted to bar, New York

Languages

Korean, English

Professional Activities

Publications

- Essay Journalism Ethics: Principles and Issues in Journalism Ethics Everyone Should Know in the AI · SNS Era (Hankook Publishing House, 2024)
- Inconvenient Journalism: Partisan Media Ecosystem: the Reality and Solutions (Nanok Publishing House, 2023)
- Understanding Public Broadcasting (Co-authored, Hanul Academy, 2021)
- Rewriting Broadcast Journalism (Co-authored, Culture Look, 2021)
- Grassroots Local Media Innovation: Achievements and Challenges (Co-authored, Korea Press Foundation, 2021)
- Journalism Morphosis (Co-authored, Fandom Books, 2020)
- Media and Law (Co-authored, Communication Books, 2017)
- Understanding Media Law Through Cases and Issues (Culture Look, 2016)
- Understanding Journalism in Korea (Co-authored, Communication Books, 2015)
- Doing Broadcast News Right (Co-authored, Culture Look, 2014)
- The Dignity of Korean Journalism (Co-authored, Nanam, 2013)
- Seven Issues of Journalism: Looking Through Broadcast Reporting (Co-authored, Culture Look, 2013)
- Cultural Exceptions and the Opening of the Broadcasting Market (Nanam, 2003)

Papers and Contributions

- Issues and Solutions Surrounding Fairness Deliberation: Importance of Distinguishing Policy Goals from Regulatory Standards, Broadcasting and Telecommunications Deliberation Trends No. 2025-2 (Korea Communications Standards Commission, Dec. 2025)
- A Short Retrospective: From Analog to Digital, From Practice to Ethics, Kwanhun Journal No. 176 (Kwanhun Club, Sep. 2025)
- The Need and Direction for Redesigning the Election Coverage Deliberation System: A Preliminary Study on Enhancing the Effectiveness and Fairness of Election Coverage Deliberation, Broadcasting and Communication Vol. 26 No. 2 (Korean Association for Broadcasting & Telecommunication Studies, Jun. 2025)
- Responsibilities of Journalism and Journalism Studies in a Conflict-Ridden Society: Seeking Practical Solutions to Partisanship and Commercialism Issues, Proceedings of the Spring Regular Academic Conference of the Korean Society For Journalism And Communication Studies (Korean Society For Journalism And Communication Studies, May 2025)

- Ensuring Fairness in ‘Broadcast Deliberation’ for the Fairness of ‘Broadcasting’: Redesigning Pathways to Secure Broadcasting Fairness, Proceedings of the Spring Regular Academic Conference of the Korean Association for Broadcasting Studies (Korean Association for Broadcasting & Telecommunication Studies, Apr. 2024)
- The Possibility of Structuring Criteria for Determining the Right of Publicity: A Preliminary Study Focusing on Case Law and Practical Issues, Media and Law Vol. 22 No. 2 (Korean Society for Media Law, Ethics and Policy Research, Aug. 2023)
- The Potential of a Critical Participation Model for Media Scholars: In Memory of the Late Professor Kim Sae-eun, Media and Society Vol. 29 No. 2 (Media and Society Association, May 2021)
- A Study on the Right to Voice of Public Figures: Focusing on the Analysis of the ‘Newstapa Ruling’, Justice Vol. 181 (Korean Society of Law, Dec. 2020)
- When Did the Right to One's Image Separate from the Right to Privacy in Korea?: The Process of Recognizing the Right to One's Image as an Independent Personality Right in Doctrine and Case Law and Its Impact, Media and Law Vol. 13 No. 1 (Korean Society for Media Law, Ethics and Policy Research, Jun. 2014)
- The Korean Judiciary from the Media's Perspective: Focusing on Media Coverage Criticizing Court Rulings and the Judiciary's Perception of Media Freedom, Media and Law Vol. 13 No. 2 (Korean Society for Media Law, Ethics and Policy Research, Dec. 2014)
- A Study on U.S. Broadcasting Content Regulation Legislation: Focusing on the Basis and Scope of Regulation, Broadcasting and Communication Vol. 14 No. 1 (Munhwa Broadcasting Corporation, Mar. 2013)
- Reflections on the ‘Myth of Private and Independent Broadcasting Regulatory Bodies’: A Comparative Perspective between Korea and the United States, American Constitutional Studies Vol. 23 No. 3 (American Constitutional Law Association, Dec. 2012)
- Reflections on the Practical Significance and Scope of the Concept of Public Figure: Focusing on the Concept of Public Figure in the Ministry of Justice's ‘Guidelines for Investigative Press Releases’, Media and Law Vol. 10 No. 2 (Korean Society for Media Law, Ethics and Policy Research, Dec. 2011)
- A Brief Discussion on ‘Universal Viewing Rights’ under the Broadcasting Act, Media and Law Vol. 6 No. 1 (Korean Society for Media Law, Ethics and Policy Research, Jun. 2007)
- The Issue of ‘Cultural Exceptions’ in Trade Disputes, International Legal Affairs Research Vol. 50 (Ministry of Justice, International Legal Affairs Policy Division, Apr. 2003)

Awards

2017	Culture Merit Medal
2015	Kwanhun Journalism Award for Journalism Innovation
2015	14th Cheolwoo Media Law Award
2003	Excellence Award, Good Program of the Year Award, Korea Communications Commission
2003	Good Program of the Year Award, Korea Communications Commission
1996	Journalist of the Month Award, Journalists Association of Korea

1994	Broadcast Journalist of the Year Award, TV Reporting Category
1994	Journalist of the Month Award, Korea Journalists Association

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