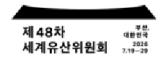




문화체육관광부



수신 Offices of External Relations, Offices of Public Relations
(경유)

제목 Request for Cooperation in Promoting TalkTalk Korea 2026

Dear Communications Officer,

The Ministry of Culture, Sports and Tourism of the Republic of Korea has held the international content contest(**TalkTalk Korea**) annually since 2014 to foster cross-border understanding of Korean culture and strengthen global communication. In 2025, the contest received approximately 76,000 entries from 108 countries.

This year, the contest will be held under the theme "**My First K-Culture Story [POV (Point of View): You're in Korea]**". We kindly request your cooperation in promoting the contest so that international students and foreign nationals affiliated with your organization may participate.

☐ CONTEST OVERVIEW

Organizer	Ministry of Culture, Sports and Tourism, Republic of Korea
Theme	My First K-Culture Story [POV(Point of View): You 're in Korea]
Eligibility	Open to individuals who do not hold Korean nationality (including foreign residents and international students in Korea)
Categories	Video; Photo Book; Drawing & Illustration; Writing(4 categories)
Submission Period	July 27 - September 28, 2026
Winner Announcement	November 5, 2026
Awards	First-place winners in each category will receive a Korea travel voucher worth USD 2,000, among other prizes. A total of 124 winners or teams will be selected. (The overall highest-scoring entrant will receive the Minister of Culture, Sports and Tourism Award.)

☐ REQUESTED COOPERATION

- Please post or share the attached promotional materials through your organization's website, social media channels, newsletters, bulletin boards, and other relevant online or offline channels.

We sincerely appreciate your support in helping more people around the world discover and participate in TalkTalk Korea 2026.

Attachment: Promotional materials for TalkTalk Korea 2026 (provided separately)

문화체육관광부장관

주무관 사무관 전결

협조자

시행

접수

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K-헤리티지, 어제의 유산에서 내일의 자부심으로