Documenting Providence, Interview HJ Peace Media Center CEO Hong Hyun-ki

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On the fourth floor of Sunsu Won at Hyojeong Cheonwon, the first thing that catches the eye as the elevator doors open is HJ Global News playing on a monitor in the hallway. Inside the office, staff members are busy preparing the next broadcast.

HJ Peace Media Center Co., Ltd. (HJ PMC), launched last year amid the profound joy surrounding the victorious Cheon Won Gung entrance, is taking the lead in developing a new field of media content and culture. Building on the more than 20-year history of PeaceTV, the organization is carrying forward its mission in video production, media and publishing. What path has HJ PMC traveled over the past year? We sat down with CEO Hong Hyun-ki to look back on that journey and hear about the organization's plans for the future. - Editor's Note

Question: First of all, congratulations. When HJ PMC took its first step one year ago today, what was in your heart?

Answer: Without the love and grace bestowed upon us by True Parents, we could never even have begun.

We took our first step from the profoundly moving moment of the victorious Cheon Won Gung entrance.

HJ PMC was established to carry forward the mission of video production, media and publishing developed by PeaceTV, which had grown for more than 20 years under True Parents' love and blessing.

Although we still have much to learn and much room to grow, I can say with confidence that not a single day has passed over the past year in which we have lost sight of True Parents' will.

Question: Could you tell us a little more about the company?

Answer: We are located on the fourth floor of Sunsu Won.

Our work is to document the providence as it unfolds and share it with the world. We are a small, compact production company, and we take great pride in the fact that everything we produce is created directly by our team members.

Our team was first assembled while preparing for the Cheon Won Gung Cheon Il Sanctum Entrance Ceremony, bringing together staff responsible for video production at various organizations and those with degrees in media-related fields.

Question: What is HJ PMC's vision?

Answer: Our vision is "Sharing True Parents' words and the vision of Cheon Il Guk throughout the world through media content." On October 8, 2023, at Cheon Hwa Gung in Las Vegas, True Mother gave us the following message:

"I pray that you will make full use of all the advantages of modern civilization and, in this age when the world is connected instantaneously, become central figures in quickly creating an environment in which at least one-third of humanity can attend Heavenly Parent."

Taking these words as our compass, we have pressed steadily forward, day after day.

Question: Looking back over the past year, what would you identify as HJ PMC's most notable achievement?

Answer: The name HJ PMC may still be unfamiliar to many people. Through the PeaceTV platform, we have produced and broadcast HJ Global News every Saturday in eight languages: Korean, English,

Japanese, Spanish, French, Portuguese, Chinese and Russian.

In 2025 alone, we produced a total of 500 episodes, generating approximately 1.135 million views, 115,000 hours of viewing time and 9.85 million impressions.

Our subscriber base also grew by 5,800 over the course of the year.



Introducing HJ PMC's vision and role to UPA cadets

Question: Are there any projects that stand out as especially memorable?

Answer: The first thing that comes to mind is the work of the task force that laid the foundation for HJ PMC. Over the course of three months, the task force produced some 600 presentation and stage-background videos for the Cheon Won Gung Entrance Ceremony.

From May through July 2025, we documented the world tour of the Inheritors of Heaven's Love and Blessing and produced special feature segments for HJ Global News. We also documented every special worship service held during their regional tour from November 22 to December 21.

In addition, we planned a biographical music video titled HOLY MOTHER HAN to share the providential status and life of True Mother, the Only Begotten Daughter, and developed the animation models for the project. We also produced a four-part special feature on the Holy Mother Han Special Devotion Workshop.

More recently, we have continued to participate in numerous projects, doing our best to support True Mother.

Question: I imagine the past year was not without its challenges. There must have been some difficult periods as well.

Answer: True Mother is going through an extremely difficult time. Amid these circumstances, we sought to respond through the videos we created. As we worked on these videos, we could not fully comprehend why True Mother should have to endure such a time. Yet the process prompted us to reflect once again on our own shortcomings and renew our resolve about the direction we must take.

True Mother's heart was evident in the way that, even amid such profound difficulties, she never wavered in her heart of hyojeong toward Heavenly Parent or in her love for the members. This inspired us to renew our determination to share that love with the world.

Question: How are you incorporating members' voices into your content?

Answer: We recently found ourselves reflecting on whether the content we had produced was truly meeting the needs of our members. This led us to conduct a content survey of members in Korea and Japan and in English-speaking regions. In both Korea and Japan, the most requested content was "True Parents' Words," followed by "Stories of Blessed Families and Members." Based on these responses, we are now developing content with two key focuses: sharing members' testimonies and messages of encouragement through *withU*, and Today's Word, a feature within *withU* for which we are planning one to two-minute videos featuring passages from Cheon Seong Gyeong and True Mother's autobiography.

Intended for members in their 20s to 40s, the videos will be shared three to five times a week.

Question: I see *withU* on the screen right now. What inspired you to create this webzine?

To be honest, we gave this webzine a great deal of thought when we first began planning it. The world is changing more rapidly by the day, and we felt a growing sense of urgency as established media outlets, including PeaceTV, found it increasingly difficult to keep pace with those changes.

Moreover, this year marks the 14th anniversary of True Father's Cheonju Seonghwa. True Mother told us, "Forgive, love and unite," even as she is enduring an extraordinarily difficult time. We also realized that our members must be experiencing just as much pain and difficulty as we were, seeing what True Mother was going through. We therefore wanted to give tangible expression, in whatever way we could, to the heartfelt message, "We are in this together."

The planning alone took nearly six months because we had determined to create it ourselves rather than outsource the work. From each photograph to every line of text, our staff personally chose and refined the materials used to build the site. It took a great deal of time, but for that very reason, I believe the finished product fully embodies our sincerity and care. We felt there should be a space where members in Korea and around the world could reflect once again on our faith and offer one another support and encouragement.

That hope ultimately took shape as the webzine *withU*.



withU, the webzine launched on August 29(www,hjwithu,com)

Question: How are you engaging with the younger generation?

Answer: Our efforts extend beyond producing content; we are also committed to supporting the younger generation and nurturing talented individuals for the future. In the summer of 2025, we held a Summer Media Academy, where eight young people serving in public missions completed a course designed to strengthen their video production skills. We are also working with the Human Resources Development Institute to develop a program teaching multimedia production skills. Looking ahead, we plan to hold the academy on a regular basis and create an environment within the Family Federation where people with talent in the field of media can steadily develop and thrive.

Question: I'm also curious about your overseas initiatives. In particular, what is happening in Japan?

Answer: We are currently developing a digital media platform for members in Japan. Organized into six categories - including True Parents' words, worship, stories, news and culture - it will bring together in one place faith-based and everyday-life content that has previously been scattered across different sources.

Our goal is to create a digital space to support the life of faith of families in Japan. We will do our utmost to ensure that True Mother's words and love reach members who long for True Parents. At the same time, we are discussing potential areas of content collaboration with the Family Federation in Japan and exploring ways to integrate our respective platforms.

Question: These days, it seems impossible to talk about any organization without mentioning AI. How is HJ PMC approaching it?

Answer: We are actively integrating AI into our production workflow. We regularly conduct in-house AI training for all employees, which has already helped us shorten the production time for HJ Global News. The *withU* website we were looking at earlier was also built and is being managed using AI tools by staff members without formal IT backgrounds. Looking ahead, we hope to connect more closely with younger generations through content created using AI, including animation, docudramas and video webtoons. We are also preparing VR content featuring holy grounds and a 24- hour livestream channel, with the aim of creating an environment where people can encounter True Parents' words anytime and anywhere.



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HJ PMC staff pledging to produce media content that communicates True Parents' providential status and value in an age of instantaneous global communication

Question: I understand that HJ PMC has also undergone some organizational changes.

Answer: To strengthen our expertise in content production, we reorganized into more specialized teams. We established a new team focused on developing new business areas, separate from the team dedicated to video production and visual content. The new structure is still taking shape, but our goal is to further strengthen our collaboration with the World Mission Headquarters, Central Administrative Council and Human Resources Development Institute and establish HJ PMC as a comprehensive media hub that captures both the policies of these organizations and what is happening on the ground.

Question: Establishing a financially sustainable model must also be an important priority.

Answer: Absolutely. We are working to lay the foundation for financial self-reliance through advertising and marketing partnerships with outside companies, participation in AI competitions and other initiatives.

Recently, we received the Top Excellence Award in a video contest organized by Nami Island. By gradually building on such successes outside the organization, we are also preparing to generate funding through external business activities. We are committed to the principle that all funds secured through these efforts will be devoted entirely to producing providential content.

Question: Finally, is there anything you would like to say to True Mother and to our members?

Answer: In this age of instant global connectivity, I believe media content is not merely an option but an essential means of sharing the providential status and value of Holy Mother Han - True Mother, the Only Begotten Daughter - and realizing one human family under Heavenly Parent. All of us at HJ PMC embrace this mission wholeheartedly. We will continue to devote all our efforts to documenting the providence as it unfolds and conveying the vision of Cheon Il Guk, so that True Parents' words may live and breathe in the hearts of members around the world. We earnestly pray that True Mother will always remain strong and healthy, and that all glory may return to Heavenly Parent and True Parents.