President’s Message
Seungahn Nah
Associate Professor, University of Kentucky
KACA President 2015-2017

I hope this message finds you all in the best of health and good spirits!

It has already been a year full of accomplishments since the 14th KACA officers’ public service started.

**First, KACA conference committees successfully organized a wide variety of programs, including competitive research sessions, business meetings, socials, and mentoring sessions, through the National Communication Association (NCA), the International Communication Association (ICA), and the Association for Education in Journalism and Mass Communication (AEJMC). I am grateful for KACA program committees and their tireless efforts devoted to organizing KACA conferences at the three KACA affiliated professional associations, as well as those fellow members, families, and friends who showed a tremendous amount of support for KACA activities.**

**Second, KACA diligently collaborated with the Chinese Communication Association (CCA). As the first undertaking of the collaboration, KACA has co-organized joint research and panel sessions at ICA and NCA. Notably, the KACA-CCA joint reception at the ICA conference in Fukuoka, Japan was a great success hosting more than 200 participants. KACA-CCA collaborative efforts continued to co-host their post-ICA conference in Beijing, China. I am grateful for those universities who sponsored KACA-CCA organized events: Communication University of China for the post-ICA conference, Peking University, Xiamen University, Ewha Womans University, University of Michigan, and University of Alabama for the KACA-CCA joint reception at ICA.**

**Third, KACA successfully launched its inaugural research award through the generous sponsorship by Ewha Womans University. Through a highly competitive application process, KACA granted its first Ewha-KACA Research Award to Dr. Matt Shapiro at the Illinois Institute of Technology with $4,000 up to two years (2016-2018). I sincerely appreciate those who submitted their excellent grant proposals and those experts who offered insightful comments on the proposals. I highly encourage KACA members to apply for the second research award next year.**

Since its foundation of KACA in 1978, KACA has strived to achieve its highest standards of professionalism by stimulating intellectual
dialogues, contributing to the scholarly communities, and expanding its professional and social networks. With a growing size of membership and generous support from KACA members, friends, and families, KACA has been moving forward to celebrating its 40th anniversary in 2018, continuously achieving its goals through a wide range of activities.

First, KACA has collaborated with other professional associations in North America and beyond. Notably, KACA has recently joined a global consortium of the World Journalism Education Council with which numerous international associations have affiliated. Furthermore, KACA and the Korean Association of Broadcasting & Telecommunication Studies (KABS) have discussed the possibility of launching a new international journal. KACA also plans to continue joint efforts with the Korean Society for Journalism and Communication Studies (KSJCS).

Second, KACA has organized a steering committee, taking the lead on programming a special conference to celebrate its 40th anniversary in 2018. In doing so, KACA and its steering committee has initiated the publication taskforce for a Handbook and an Annotated Bibliography accumulating Korea and its related scholarship over several decades.

Third, KACA has bestowed numerous awards, including the Distinguished Service Award, the Outstanding Graduate Student Award, Top Faculty and Student Paper Awards and Grad Student Travel Grant Awards for each conference at AEJMC, ICA, and NCA. With the inaugural KACA research award, KACA also plans to implement its first dissertation award for graduate students in the upcoming year. Through these various types of awards, KACA will continue to encourage high-quality scholarship and engaged public service.

On top of the KACA matters aforementioned, KACA is currently in progress of revamping its homepage as a main communication venue for our members to share useful academic and professional resources as well as to build professional networks through a bulletin board, newsletters, and social media outlets.

All of these achievements could not happen without endless support and active participation from KACA fellow members. The 14th KACA officers have been working diligently toward another fruitful year.

I urge you all as KACA fellows, friends, and families to keep up your support and am looking forward to working with you all.

On KACA!
Getting Started with Grant Writing

Editor’s Note:
For every issue of the newsletter, the KACA Newsletter Committee selects a topic that might be of interest to our members and provides useful information related to that topic. Our committee chose grant writing as the feature topic of the current issue, given the increased emphasis on successful grant writing in our field. In this section, we feature two columns on how to get started with grant writing and list granting institutions in different areas. We welcome your suggestions for future topics.

By Dal Yong Jin
Associate Professor
Simon Fraser University

One of the most significant challenges for both graduate students and scholars is to write successful grant proposals. Since research grants play a key role in not only developing research projects but also securing a new job and/or tenure, it is crucial to understand the ways in which researchers successfully develop grant proposals. There are several different types of funding agencies—from national research foundations, such as the National Science Foundation (NSF) of the U.S., Social Sciences and Humanities of Research Council (SSHRC) of Canada, and the National Research Foundation (NRF) of Korea, to government-funded research agencies including the Korea Foundation and the Academy of Korean Studies. While these institutions have different purposes and processes, there are two major areas essential across the board in evaluating grant proposals: the quality of the proposal itself and the successful career trajectory shown on a curriculum vitae (CV). Of course, for the graduate students and junior scholars, the quality of grant proposal is much more important than the CV, given the stage of their career.

During the past five years of my academic career as a professor, I have had my own share of trial and error in grant writing and have received small and big grants from various organizations. Through the process, I’ve learned some valuable lessons, which I want to share with our members.

Pick the Low-Hanging Fruit First
Aiming for a big federal grant is important. However, it is essential to build your reputation in research and demonstrate your track record first. To do so, identify and apply for small or medium grants that you have a higher chance of getting. That is, pick the low-hanging fruit first. Look
as well as developing a reasonable budget. Working effectively with them will make a difference.

Secondly, it is significant to comprehend the importance of both methodologies and potential distributions of the outcome from the proposed research. This is particularly the case if the proposal is for a Korean funding agency, given that Korean granting institutions are very keen about the methodology part and the distribution part. The grant writers have to thoroughly explain methodologies that they select for the project. In this stage, the general discussion should be avoided, and the design must be detailed enough. For example, instead of simply saying “I will employ in-depth interviews,” the proposal needs to explain that “I will show some relevant pictures and ask the interviewees to explain their thoughts on those pictures.” Meanwhile, the venues to be published would be SSCI-indexed academic journals. However, the funding agencies are increasingly checking the policy implications of the outcome; therefore, it is crucial to indicate the potential impacts for policy-makers and/or businesses.

Finally, investigators should be careful not to use jargon in their grant proposal. In many cases, grant proposal reviewers or evaluators are not necessarily experts in the field or familiar with the particular research area. Therefore, being able to convey ideas and concepts in a manner understandable to the general audience is often important. The proposal should be original, creative, and innovative. Most of all, grant writers should understand that granting agencies and reviewers prefer bold and brave ideas embedded in easy and concise writing styles to safe and defensive ideas with jargon heavy write-ups.

Overall, it is important to draft proposals that are reasonable and realistic for particular funding agencies. Writing a grant proposal means a lot of work; however, as long as you sustain positive attitudes and achievable research goals, you may be happily surprised to secure grants, sometimes more than you proposed, while learning collegiality and professionalism indicated in proposal reviewers’ comments. In the end, you may feel that writing a grant proposal is not a pain, but a beautiful practice.

for small and medium grants available at your university or through academic associations and private foundations. Your record of receiving and successfully managing those grants will open doors for obtaining bigger grants.

Consider Interdisciplinary Collaboration

Funding opportunities in journalism or communication are a lot more limited than STEM (Science, Technology, Engineering and Mathematics) fields. However, every cloud has a silver lining. Quite often, STEM field grant proposals require collaborations with other fields. In fact, this is how I first got involved in large federal grant proposals. Given my research in digital media, a computer scientist at our university sought a collaborative research project with me. We received a $250,000 seed grant from our university for our interdisciplinary research, which allowed us to hire multiple graduate students and provided summer support. This collaboration led to bigger proposals to the National Science Foundation and the U.S. Department of Defense. Most of all, it helped me expand my collaborations with other STEM scholars, as they saw possibilities of working with social scientists based on success of the initial collaboration with the computer scientist. While working with people in other fields requires extra efforts as different fields focus on different concepts and methods, it can be worth such extra efforts.

Nurture Relationships with Program Officers

Nurturing relationships with program officers at granting institutions can be very helpful. While beginning grant writers tend to simply read a request for proposal (RFP) in preparing for a proposal, program officers can help you read between the lines of RFP. Is your topic of interest to the grantor? What makes certain proposals more attractive to them? What items should be avoided in a budget plan? These are some of the questions that program officers can help you with. In many occasions, I received useful feedback from program officers that were essential for successful grant writing. It is in your interest to set up a face-to-face meeting or a phone conversation with a program officer before submitting your proposal.

(Continued on page 10)
## Granting Institutions

### Intercultural/International Communication

**AAS Northeast Asia Council (NEAC) Korean Studies Grants**

[asian-studies.org/Grants-and-Awards/NEAC-Korea](asian-studies.org/Grants-and-Awards/NEAC-Korea)

Korean studies “designed to assist the research of individual scholars based in North America to improve the quality of teaching about Korea.”

**Commonwealth Foundation**

[commonwealthfoundation.com/grants](commonwealthfoundation.com/grants)

Sustainable development projects that contribute to effective, responsive and accountable governance with civil society participation with an emphasis on “cultural respect and understanding”

**Council of American Overseas Research Centers**

[caorc.org/#!fellowships/c17cq](caorc.org/#!fellowships/c17cq)

Research scholarships and fellowships for member centers, including multi-country research, intensive summer language institutes and others.

**Laura Jane Musser Fund**


Projects designed to increase intercultural harmony

**Susanne A. Roschwalb Grant for International Study and Research**

[aejmc.us/prd/students/roschwalb-grant](aejmc.us/prd/students/roschwalb-grant)

For students in public relations whose plans include study or research outside the United States

### Public Relations/Health Communication

**The Arthur W. Page Center at Penn State University: Annual Page and Johnson Legacy Scholar/Educator competition**

[comm.psu.edu/page-center/grants/legacy-scholar-grants](comm.psu.edu/page-center/grants/legacy-scholar-grants)

Corporate social responsibility, ethics, sustainability, digital and social media ethics, and transparency in communication

**Institute for Public Relations**

[instituteforpr.org/awards](instituteforpr.org/awards)

Public relations research through various programs and competitions

**National Institutes of Health (NIH)**

[nlm.nih.gov/grants.html](nlm.nih.gov/grants.html)

Health communication, community outreach, health literacy

**Robert Wood Johnson Foundation**


Health communication, health-related policy, practice and systems research

**Center for Disease (CDC)**

[cdc.gov/grants/aboutcdcgrants/index.html](cdc.gov/grants/aboutcdcgrants/index.html)

Health communication, disease prevention, and health promotion

**National Cancer Institute (NCI) Community Oncology Research Program (NCORP)**


Cancer prevention and community outreach

**Bloomberg Initiative To Reduce Tobacco**

[tobaccocontrolgrants.org](tobaccocontrolgrants.org)

Funding to government ministries and agencies, non-governmental organizations (NGOs), civil society organizations, and universities in more than 60 countries
Projects on innovative approaches to addressing problems in health care coverage and access; health care delivery system reform; international health policy and practice innovations; and breakthrough health care opportunities.

**Computational Social Science/Digital Technologies**

National Science Foundation, Secure and Trustworthy Cyber Space (SaTC):

`nsf.gov/funding/pgm_summ.jsp?pims_id=504709&org=SES&from=home`

Projects examining how to “protect and preserve the growing social and economic benefits of cyber systems while ensuring security and privacy”

John S. and James L. Knight Foundation

`knightfoundation.org/apply/`

Innovation projects in journalism/media and digital citizenship

MacArthur Foundation, Digital Media & Learning Grant

`macfound.org/info-grantseekers/grantmaking-guidelines/learning-grant-guidelines/`

Projects aimed at better understanding how “digital media is changing how young people think, learn, interact, confront ethical dilemmas, and engage in civic life”

Russell Sage Foundation

`russellsage.org`

Computational social science and innovative methodologies in social science

**Funding Agencies in Korea**

National Research Foundation of Korea:

`nrf.re.kr/nrf_tot_cms/index.jsp?pmi-sso-return2=none`

Korea Press Foundation:

`kpf.or.kr/main/make_index_direct.jsp`

SBS Culture Foundation:

`foundation.sbs.co.kr/culture.cmd?act=overseasMedia#`

Foundation for Broadcast Culture:

`fbc.or.kr/`

Korea News Agency Commission:

`konac.or.kr/`

Korea Communications Agency:

`kca.hrsystem.co.kr/`

Korea Creative Content Agency:

`kocca.kr/cop/main.do`

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**KACA Newsletter Committee**

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Nanyang Technological University

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Associate Professor  
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Assistant Professor  
Hong Kong Baptist University

Hannah Kang  
Doctoral Student  
University of Kansas

Kelly Reeve  
Visual Communication Student  
University of Kansas

Dr. Hyejoon Rim  
Assistant Professor  
University of Minnesota
The 2016 International Communication Association (ICA) convention was held in Fukuoka, Japan (June 9-13, 2016) at the Hilton Seahawk. KACA collaborated with Chinese Communication Association (CCA) to hold two research sessions and a reception. KACA also had a business meeting/social and graduate social.

**KACA-CCA JOINT RESEARCH PAPER SESSIONS:**

**3:30 p.m.-4:45 p.m., Friday, June 10, 2016**

In this first session, the following six research papers were presented. Three papers were from KACA and three from CCA. Dr. Hyun Jung Yun (Texas State University) and Dr. Esther Yook (George Mason University) provided constructive and insightful suggestions as respondents. Approximately 45 people attended the session.

**5:00 p.m.-6:15 p.m., Friday, June 10, 2016**

Like the first research session, a total of six papers were presented. Three papers were from CCA and the other three from KACA. The three respondents—Dr. Nan Yu (North Dakota State University), Dr. KeXue (Shanghai Jiao Tong University, China) and Dr. Yan Yan (City University of Hong Kong, China)—offered insightful comments on the presented papers and approximately 50 people attended this session.

**KACA-CCA JOINT RECEPTION:**

**6:30 p.m.-7:45 p.m., Friday, June 10, 2016**

The joint reception was sponsored by six institutions from across the world, including the Nam Center at the University of Michigan, Ewha Womans University of Korea, the College of Communication and Information Sciences at the University of Alabama, Beijing University of China, and Xiamen University of China. At the beginning of the reception, KACA, CCA, and the sponsors were introduced. Sponsors’ ad posters were displayed near the entrance of the reception. Overall, the reception attracted over 250 ICA members across the communication disciplines and nationalities.
KACA co-organized the ICA post-conference with CCA and the Communication University of China (CUC) at the CUC Convention Center, Beijing, China from 8:00 a.m. to 6:00 p.m. Friday, June 17, 2016. The theme of the conference was “Global Communication Meets East Asia: Inspirations from Global Communication Studies on New Media and Social Media.” The post conference was another showcase of KACA. More than 150 people attended the conference. Internationally well-known scholars gave keynote speeches and inspirational research presentations. Scholars who presented include:

Prabu David  
Dean of the College of Communication Arts & Sciences at Michigan State University

Bruce Pinkleton  
Interim Dean and Director of Research & Graduate Studies at Washington State University

Louisa Ha  
Editor of Journalism and Mass Communication Quarterly and professor at Bowling Green State University

Frank Biocca  
Director, M.I.N.D. Lab and Newhouse Professor at Syracuse University

Shyam Sundar  
Distinguished Professor, Penn State University and editor of Journal of Computer-Mediated Communication

Erik Bucy  
Marshall and Sharleen Formby Regents Professor, Texas Tech University and editor of Politics and the Life Sciences

Lance Holbert  
Chair of M&C and Strategic Communication at Temple University

Diana Stover  
Professor at San Jose State University
The 2016 annual conference of AEJMC was held in Minneapolis, MN, from August 4 to 7. During the conference period, KACA hosted diverse programs and events including two research sessions, a business meeting, a mentorship program, and member and graduate social events.

**KACA-AEJMC Research Paper Sessions:**

3:30-5:00 p.m., & 5:15-5:45 p.m., Saturday, August 6, 2016

In the two research sessions held on August 6, four selected research and two awarded studies were presented with 25 and 34 attendees in the first and second sessions, respectively. Dr. Soojung Kim (University of North Dakota) and Dr. Chang-Dae Ham (University of Illinois at Urbana-Champaign) moderated each session, and Dr. Yoonmo Sang (Howard University), Dr. Kyung-Jung Han (California State University at Bakersfield) and Dr. Sung-Un Yang (Indiana University) served as discussants for in-depth discussions of presented research.

**KACA Business Meeting:**

5:45-6:15 p.m., Saturday, August 6, 2016

Following the research sessions, Dr. Chang-Dae Ham presided over the KACA-AEJMC business meeting. KACA officers and AEJMC sub-committee members were introduced, and KACA research paper reviewers, reviewers for Ewha-KACA award, and mentors who voluntarily advised mentees were recognized and appreciated during the business meeting. In addition, Dr. Seungahn Nah (University of Kentucky), KACA president, spoke to the members, and gave awards to the following recipients:
TOP FACULTY PAPER AWARD:
“Intention to View Health TV Programs in South Korea: An Application of the Comprehensive Model of Information Seeking”
*By Hye-Jin Paek, Hanyang University; Mideum Choi, Korea Broadcasting System; and Thomas Hove, Hanyang University*

TOP STUDENT PAPER AWARD:
“Effects of Health News on Stigma Associated with Depression and Helping Intentions: The Mediating Role of Narrative Engagement”
*By Ji Won Kim, Syracuse University*

EWHA-KACA RESEARCH GRANT AWARD WINNER:
Matt Shapiro, Illinois Institute of Technology

GRADUATE STUDENT TRAVEL GRANT AWARD WINNER:
Ji Won Kim, Syracuse University

KACA OUTSTANDING GRADUATE STUDENT AWARD:
Dam Hee Kim, University of Michigan

SOCIAL EVENTS:
During the conference, several social events were held. Twenty-two graduate students attended a graduate brunch social; KACA advisory board members and KACA officers had a lunch meeting; and 56 KACA members attended the dinner social on August 6. On the first day of the conference, in addition, faculty members were invited to Dr. Jisu Huh’s (University of Minnesota) house where they had dinner and shared concerns and news of KACA and its members. In addition, the AEJMC mentor-mentee program was a success with the participation of eight pairs.

(Continued from Page 4)
Granting Writing by Dr. Seo

Also important is building some level of trust and good working relationships with grant support staff at your university. Most universities have research officers who facilitate faculty grant writing and management. Once those support staff better understand your area of research, they can point you to relevant grant opportunities.

Grant writing is indeed time consuming, and some scholars end up spending too much time in grant writing and not enough time in publishing research papers. It is important that you set aside sufficient time for actually conducting your own research and writing journal manuscripts to build your independent reputation as a scholar.
The 102nd annual convention of the National Communication Association (NCA) will be held in Philadelphia, PA from November 10-13, 2016 at Philadelphia Marriott Downtown. KACA will sponsor/co-sponsor four academic research sessions and host several social events including graduate student meeting, KACA dinner, and mentoring program. We would like to see many of you in November.

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2016 KACA-NCA Program

By Ji Young Kim
KACA Vice President, NCA
Assistant Professor, University of Hawaii at Manoa

The 102nd annual convention of the National Communication Association (NCA) will be held in Philadelphia, PA from November 10-13, 2016 at Philadelphia Marriott Downtown. KACA will sponsor/co-sponsor four academic research sessions and host several social events including graduate student meeting, KACA dinner, and mentoring program. We would like to see many of you in November.

RESEARCH SESSION SCHEDULE

CROSS-CULTURAL ADAPTATION AND ASIACENTRICITY
Thursday, Nov. 10, 8:00-9:15am, Liberty Salon B – Level 3
Asiacentricity: Establishing Change for Theoretical Frameworks in Communication
Jared A. Birnbaum, California State University, Fresno
The Impact of Language Brokering on among College Students
Kikuko Omori, St. Cloud State University; Kyoko Kishimoto, St. Cloud State University
Preparedness, Adaptive Personality and Cross-cultural Adaptation: A Study of Korean Expatriates in Indonesia
Yang-Soo Kim, Middle Tennessee State University
Social Media and the Cross-cultural Adaptation of Expatriate English Teachers in South Korea
André Kok, Regent University

Sponsor/Co-sponsors
Asian/Pacific American Caucus
Asian/Pacific American Communication Studies Division
Korean American Communication Association

ADVANCING ENGAGEMENT: COMMUNICATION TECHNOLOGY, SOCIAL MEDIA, AND CULT

Friday, Nov. 11, 12:30-1:45pm, Room 700 – Level 7
Profiles of problematic smartphone users: American and South Korean college students’ psychological traits and mobile phone usage
Elliot Panek, University of Alabama; Hyoungkoo Khang, University of Alabama; Yiben Liu, University of Alabama; Young-Gil Chae, Hankuk University of Foreign Studies, Korea
*Top paper
Transnational Media Culture of K-pop, its Western Fandom, and its Ideological Twists
Hyeri Jung, University of Texas, Austin
Sharing Depressive Feelings in Twitter? A Content Analysis of Tweets and User Characteristics in South Korea and the U.S.
Sojung Kim, High Point University; Nahed Eltantawy, High Point University
News agenda and people’s engagement within social networks during epidemic: Revisiting agenda setting theory into social networks within the context of MERS epidemic in South Korea
Songyi (Grace) Lee, Temple University; Heeyoung Jung, Temple University

Sponsor/Co-sponsors
Korean American Communication Association
GOVERNMENT AND POLITICS IN ASIA

Friday, Nov. 11, 2:00-3:15pm, Room 700 – Level 7

The Past through its Present: National Identity-Building in The War Memorial of Korea
EunYoung Lee, Florida Gulf Coast University

Network Heterogeneity on SNS and Opinion Polarization under Threatening Situation: Focusing on North Korea’s threats
Jiyoung Lee, Syracuse University

Redistributing the memorable, redistributing the sensible: The politics of aesthetics in the Korean ferry Sewol memory practices
JeongHyun Lee, North Carolina State University

VICTORY & PEACE: The Use of Metaphors in Chinese President Xi Jinping’s V-D Speech
Chunyu Zhang, Ohio University; Benjamin R. Bates, Ohio University

Government’s Influence on Tobacco-related News Coverage in People’s Daily
Hengjun Lin, Ohio University

Sponsor/Co-sponsors
Korean American Communication Association
Chinese Communication Association

COMMUNICATION BEHAVIORS IN THE ASIAN CONTEXT

Saturday, Nov. 12, 8:00-9:15am, Room 670 – Level 6

Assessing Changes in Managerial Relationships in Korea
Jaesub Lee, University of Houston

Building Guanxi Through Partnerships: An Analysis of China’s Confucius Institute Initiative of Cultural Diplomacy
Di Wu, American University; R. S. Zaharna, American University

Emotions, Media, and Political Participation in Hong Kong
Kun Peng, City University of Hong Kong; Wan-Ying Lin, City University of Hong Kong

Korean Americans’ Cancer/Health Status and Information Seeking: Findings from 2012-2014 HINTS (The Health Information National Trends Survey)
Jungmi Jun, University of Maryland

When the Whole Country Cares Who We Date: A Narrative Analysis of Taiwanese and International News Coverage of Interracial Intimacy
Hsin-Yi Chien, University of Maryland

Sponsor/Co-sponsors
Chinese Communication Association
Korean American Communication Association

See You in Philadelphia!
Tenure, Promotion & Appointments

Dr. Jisu Huh at University of Minnesota was promoted to full professor effective fall 2016 and appointed as Raymond O. Mithun Land Grant Chair in Advertising.

Dr. Nojin Kwak at University of Michigan, who was promoted to full professor effective fall 2016, was appointed as chair of the Department of Communication Studies.

Dr. Hyojung Park at Louisiana State University was promoted to associate professor with tenure effective fall 2016.

Dr. Hyunjin Seo at University of Kansas was promoted to associate professor with tenure effective fall 2016.

Dr. Soomin Seo joined the School of Media and Communication at Temple University as assistant professor of journalism in July 2016.

Dr. Hazel (Kyounghee) Kwon is transferring from Arizona State University’s School of Social and Behavioral Sciences to the Walter Cronkite School of Journalism beginning fall 2016.

Awards & Recognitions

Dr. Jangyul Kim, associate professor at Colorado State University, has been inducted to the PRSA College of Fellows in 2016. In September 2016, Dr. Kim also begins his three-year term as the Director General of Customer Risk Prevention Bureau at the Ministry of Food and Drug Safety in South Korea.

Dr. Hoon Lee, assistant professor at Kyunghee University, and Dr. Nojin Kwak, professor at University of Michigan, received the Lynda Lee Kaid Best Published Paper in Political Communication award from the AEJMC Political Communication Interest Group in August 2016. The award recognizes their paper co-authored with Dr. Scott Campbell at Michigan: “Hearing the other side revisited: The joint workings of cross-cutting discussion and strong tie homogeneity in facilitating deliberative and participatory democracy.”

Sungsu Kim, a Ph.D. student at University of Georgia, won the Thesis of the Year Award by ICA’s Health Communication Division in June 2016. The title of his thesis is “The Influences of Self-Efficacy in Medical Drama Programming on Cervical Cancer Preventive Behaviors: From the Perspective of Social Cognitive Theory.”

Dam Hee Kim, a Ph.D. candidate at University of Michigan, received a research award from the Kappa Tau Alpha National Honor Society in Journalism and Mass Communication and the Mary Alice Shaver Award (1st Place Student Paper) from the AEJMC’s Media Management, Economics and Entrepreneurship division in 2016 for her co-authored paper titled, “Why are news media on social media?: Exploring news engagement on Tumblr and digital traffic to news websites.”

New Books


Dr. Dal Yong Jin, associate professor at Simon Frazer University, published an edited book titled, “Mobile Gaming in Asia” (2016).

Send Us Your Newsletter Items!

If you have any questions related to the newsletter or items you want to share with KACA members, email the KACA Newsletter Committee at kacanewsletter@gmail.com. Any items that might be of interest to our members are welcome including promotions, moves, new books, awards, etc.
## Financial Report

### GENERAL OPERATION ACCOUNT

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<th>Income</th>
<th>Expenses</th>
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### GRADUATE PROGRAM ACCOUNT

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<tr>
<td>2016 outstanding graduate student award</td>
<td></td>
<td>200.00</td>
<td></td>
</tr>
<tr>
<td>Graduate student travel grants (ICA (3 students), AEJMC (1 student)</td>
<td></td>
<td>800.00</td>
<td></td>
</tr>
<tr>
<td>Top student paper awards (ICA, AEJMC)Website renewal</td>
<td></td>
<td>200.00</td>
<td></td>
</tr>
<tr>
<td>ICA graduate social</td>
<td></td>
<td>264.00</td>
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</tr>
<tr>
<td>AEJMC graduate social</td>
<td></td>
<td>394.00</td>
<td></td>
</tr>
<tr>
<td>KACA student representative travel funds (4 students)</td>
<td></td>
<td>400.00</td>
<td></td>
</tr>
<tr>
<td>Miscellaneous (trophies)</td>
<td></td>
<td>77.11</td>
<td></td>
</tr>
<tr>
<td><strong>Total Income to Account March 2016–August 2016</strong></td>
<td>1522.70</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total Expenses to Account March 2016–August 2016</strong></td>
<td>77.11</td>
<td></td>
<td>2335.11</td>
</tr>
<tr>
<td><strong>End of August 2016 Balance</strong></td>
<td></td>
<td></td>
<td>4623.49</td>
</tr>
</tbody>
</table>

### A SPECIAL THANKS TO THE FOLLOWING PLATINUM, GOLD, SILVER, & PRIME MEMBERS:

*Based on membership dues paid from September 2015 to February 2016.*

**PLATINUM**
- Kwak, Nojin
- Yum, Young-ok
- Jung, Younbo

**GOLD**
- Huh, Jisu
- Yeo, Eun-Ho
- Lim, Joon Soo
- Yoo, Seung-chul
- Lee, Jung-Sook
- Hong, Seoyeon

**SILVER**
- Kim, Jeong-Nam
- Seo, Hyunjin
- Shin, Jae-hwa
- Kim, Shin-dong
- Lee, Doo Hwang

**PRIME**
- Ham, Chang-Dae
- Park, Sung-Yeon
- Cha, Jiyoung
- Seung, HyeKyeung
- Kim, Hyang-Sook
- Drumwright, Minette E.
- Rim, Hyejoon
## Membership Dues

<table>
<thead>
<tr>
<th>ANNUAL MEMBERSHIP DUES</th>
<th>KACA MEMBERSHIP CATEGORIES</th>
<th>HOW THE MEMBERSHIP DUES ARE USED</th>
<th>BENEFITS</th>
</tr>
</thead>
<tbody>
<tr>
<td>$20</td>
<td>Student Member</td>
<td>KACA Operational Account</td>
<td>*All membership benefits</td>
</tr>
<tr>
<td>$30</td>
<td>Regular Member</td>
<td>KACA Operational Account</td>
<td>*All membership benefits</td>
</tr>
<tr>
<td>$50</td>
<td>Prime Member</td>
<td>KACA Operational Account ($30) + Graduate Student Supporting Fund ($20)</td>
<td>*All membership benefits + Name recognition on the newsletter, blog and Web site</td>
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<tr>
<td>$75</td>
<td>Silver Member</td>
<td>KACA Operational Account ($30) + Graduate Student Supporting Fund ($45)</td>
<td>*All membership benefits + Name recognition on the newsletter, blog and Web site</td>
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<tr>
<td>$100</td>
<td>Gold Member</td>
<td>KACA Operational Account ($30) + Graduate Student Supporting Fund ($70)</td>
<td>Silver Member benefits + Name recognition at the Conferences</td>
</tr>
<tr>
<td>At least $200</td>
<td>Platinum Member</td>
<td>KACA Operational Account ($20) + Establishment / contribution to a special fund</td>
<td>Gold Member benefits + As a platinum member, you can choose to direct your dues to one or more of the special funds</td>
</tr>
</tbody>
</table>

*All membership benefits include the Newsletter and the KACA Members Page.

### Use Paypal

Fill out the online membership application form [here](http://goo.gl/forms/2LBZ1BKsZG) and once you “submit,” you will find a PayPal payment link. On the PayPal page, please enter the amount of your membership dues and click “Donate with PayPal.”

To send dues directly to the KACA PayPal account, please fill out the application form above and electronically submit your payment to the KACA PayPal account ([kacassociation@gmail.com](mailto:kacassociation@gmail.com)) from your PayPal account.

### Pay by Check

Fill out the online membership application form [here](http://goo.gl/forms/2LBZ1BKsZG) and mail the check (payable to Korean American Communication Association) to:

**Sun Young Lee**  
Assistant Professor  
Department of Public Relations  
College of Media and Communication  
Texas Tech University, Box 43082  
Lubbock, TX 79409

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We now accept credit cards (Visa, MasterCard, American Express, Discover, and JCB). For more information about credit card payment, please visit: [http://www.thekaca.org/membership/](http://www.thekaca.org/membership/)
You Shop at Amazon. Amazon gives to the KACA!

How many of you shop at Amazon.com?
Here is another way you can support the KACA while shopping at Amazon.

Since the KACA is a 501(c)(3) organization, it was able to join the AmazonSmile program in 2015. AmazonSmile is an Amazon’s program to support nonprofit organizations. Amazon donates 0.5% of the price of customers’ purchases to the nonprofits that the customers designate.

What that means to us is that if you shop on AmazonSmile instead of on the regular website, Amazon.com, Amazon will donate 0.5% of the price of your Amazon purchases to the KACA whenever you shop on AmazonSmile. AmazonSmile is the same as Amazon on your end—the same products, same prices, and same Amazon Prime benefits. The only difference is that if you use AmazonSmile instead of the regular Amazon website, we at the KACA receive some funding from it. This is a great way to support the KACA without any additional cost!

How:
1. Click the following link: http://smile.amazon.com/ch/30-0800053 (this is the KACA-designated AmazonSmile link).
2. Log in with your Amazon account and start shopping at AmazonSmile.
3. The rest of process is exactly same as when you shop at Amazon.com!

This is the page you will see, depending on your login status.

1. If you have not logged in to your Amazon account before you click to follow the link (http://smile.amazon.com/ch/30-0800053), this is the page you will see:

2. If you are already logged in at Amazon, you will see this under the search bar.

Please use the KACA’s AmazonSmile program when you shop at Amazon! Your shopping will help the KACA continue to grow and give back to Korean scholars and students in many ways.

If you have any questions regarding AmazonSmile, please contact the KACA treasurer, Sun Young Lee, at pearl.syl@gmail.com

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