

# KACA [keika] News

Korean American Communication Association  
[www.KACAnet.org](http://www.KACAnet.org) E-mail: [KACA@hawaii.edu](mailto:KACA@hawaii.edu)  
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## Greetings from the President



It has been 28 years since the KACA came into being as an organization dedicated to serve the academic and social needs of Korean communication scholars and students in America. We can imagine how much hard work was needed to sustain the KACA for all these years. I would like to express my deep gratitude to the previous

presidents and officers who worked hard for the KACA. Kudos to the outgoing officers: Drs. Min-Sun Kim (President), Kwang-mi Ko Kim (Vice-President), Jaesub Lee (Treasurer), Young-ok Yum (Listserv manager), Tae-Hyun Kim (Webmaster). Under their leadership, the KACA continued to have strong presence at the three main conferences, ICA, NCA, and AEJMC.

I feel honored to be elected to serve the KACA for the next two years. I am also very fortunate to have a group of strong and committed officers this year as you can see in the list on the next column. Special thanks for Drs. Young-ok Yum and Tae-Hyun Kim who were willing to serve the KACA again this term. Their dedication is indeed special.

Since June, we have been working on creating an up-to-date directory of Korean American communication scholars in the U.S. using directories from ICA, NCA and AEJMC. We learned that there are approximately 230 Korean American Communication scholars including faculty, graduate students and communication professionals. Indeed, we have our work cut out for us. The key goal for this administration is to establish an essential infrastructure for the KACA, including formalizing our structure, obtaining tax-exempt status, establishing better links with various communication organizations in Korea, and constructing a new webpage. In addition, with the help of three student board members, we would like the KACA to better serve the varied needs of graduates students. Our e-mails and phone lines are always open for your suggestions and comments. Please feel free to contact us with your comments and suggestions, even if just to give us a little pat on the back. We look forward to a fruitful and constructive new term, and thank you for your support and cooperation in advance.

*Hye-ryeon Lee, Ph.D.  
University of Hawaii at Manoa*

## New Officers and Board Members

- Vice-President:** **Kwan Min Lee, Ph.D.**  
School of Communication  
University of Southern California  
[kwanmin@usc.edu](mailto:kwanmin@usc.edu), Tel: 213-740-3935
- Secretary:** **Junho Choi, Ph.D.**  
Department of Language, Literature and Communication  
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- Treasurer:** **Tae-Hyun Kim, Ph.D.**  
Department of Communication  
University of Louisiana – Monroe  
[kim@ulm.edu](mailto:kim@ulm.edu), Tel: 318-342-1446
- Listserv Manager:** **Young-ok Yum, Ph.D.**  
Department of Speech Communication,  
Theater and Dance  
Kansas State University  
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- Student Board:** **Younbo Jung**  
Annenberg School for Communication  
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- Induk Kim**  
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- Ji Hoon Park**  
Annenberg School for Communication  
University of Pennsylvania  
[jpark@asc.upenn.edu](mailto:jpark@asc.upenn.edu), Tel: 267-970-5699
- Advisory Board:** **Jin K. Kim, Ph.D.**  
State University of New York-Plattsburgh
- Min-Sun Kim, Ph.D.**  
University of Hawaii at Manoa
- Jae-won Lee, Ph.D.**  
Cleveland State University
- Seong H. Lee, Ph.D.**  
Appalachian State University
- Eungjun Min, Ph.D.**  
Rhode Island College
- Kyu Ho Youm, Ph.D.**  
University of Oregon  
(Additional board members to be added later.)

## WANTED: Webdesigner

We are redesigning our webpage ([KACAnet.org](http://KACAnet.org)), and urgently looking for a webdesigner. If you have experience in designing webpages, and are willing to help, drop everything right now and contact us at [KACA@hawaii.edu](mailto:KACA@hawaii.edu)!

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## Report from the ICA conference (New York, May 2005)

By Dr. Hye-ryeon Lee, University of Hawaii at Manoa

It was very nice to see many of you at the ICA meeting in New York. We held a KACA paper session and the annual business meeting. Dr. Min-Sun Kim (U of Hawaii at Manoa) chaired the paper session, and five excellent papers that spanned across health communication, organizational communication, interpersonal communication, and communication technology were presented. At the business meeting, new officers were elected, and we had a productive discussion about the future activities of the KACA. Some of the key conclusions from the discussion includes: (1) we need to increase connectivity among the members via the web, the listserv, printed newsletters, and an updated member directory; (2) we need to increase involvement of students in the KACA activities; and (3) We need to establish better infrastructure for the KACA. After the business meeting, we had a relaxing dinner at a nearby Korean restaurant. The next ICA meeting will be held in Dresden, Germany. Details for the meeting is Available at the ICA website ([www.ICAhdq.org](http://www.ICAhdq.org)). Start planning early for the meeting, and we hope to see many of you in Dresden in June next year.

## Report from the AEJMC conference (San Antonio, August 2005)

By Dr. Kyu Ho Youm, University of Oregon

At this year's KACA session at the AEJMC meeting, Dr. Kwang-mi Ko Kim (Towson U) multitasked, with Style and finesse, as organizer, moderator, and paper discussant. Kudos to Dr. Kim for the job well done, and much gratitude for agreeing to organize the KACA session again at the AEJMC meeting in 2006. As in the past, we had a sumptuous dinner at a Korean restaurant in San Antonio. Its turnout was impressive probably because we all were starving after our rather late session on Friday. About 40 people, including nearly 10 Korean faculty members from the U.S. and Korea, attended the dinner. The dinner was more than the usual wining and dining social for us. It featured a 2-hour forum among the dinner participants, in which graduate students and faculty members engaged in an informative job talk. At the forum, the Korean professors shared their real-life experience with job searching. The graduate students were invited to ask them about the dos and don'ts on how to find jobs in the U.S. and Korea. No doubt the forum showcased what concerns and interests many Korean communication students and scholars professionally. It convinced me and many others of the KACA's crucial role in sponsoring similar forums in the future.

## KACA Session at the upcoming NCA meeting in Boston, November 2005

By Dr. Jung-Soo Yi, Wright State University

We now have completed planning for the upcoming NCA meeting with the help of Sarah Kincaid from NCA and those who submitted manuscripts. Many thanks to Professor Jaesub Lee (U of Houston) and Professor Eunkyong Yook (U of Mary Washington) for their guidance and help. The following are the details for the KACA session this year. The exact time for the session is not yet available. Please make sure that you check the program and attend the session. We will also hold a business meeting. We look forward to seeing as many of you as possible in Boston.

*Title: Revisiting Korean-American Communication Issues of Organization, Media, and Human Interaction.*

*Sponsor: Korean American Communication Association*

*Chair: Jung-Soo Yi, Wright State University*

*Respondent: Eunkyong L. Yook, University of Mary Washington*

*"A Cross-Cultural Study of Automotive Company Websites: A Functional Approach." Chan-pyo Hong, Youngrak Park, Kenneth Kim, Florida State University*

*"Demystifying Broadband Global Leaders: A Case study of Korea." Sangho Seo, The Pennsylvania State University*

*"An Idealized Global Manager: A Communication Process Model and Implications for Korean Managers." Jaesub Lee, University of Houston*

*"The National Images of South Korea and Japan in the News Coverage of the United States News Media." Jinbong Choi, University of Minnesota*

*"The effects of Differentiated Depersonalization, the Anticipation of Future Interaction and Need for Uniqueness on Individuals' Conforming Behavior in Computer-Mediated Group Decision-Making." Junghyun Kim, Michigan State University*

## KACA Treasury Report (2003-2005)

Carry over from the previous term:	502.00
Membership dues:	120.00
NCA session support:	125.00
Snack for ICA business meeting:	40.00
<b>Remaining Funds:</b>	<b>457.00</b>

Now that we received a Federal Tax identification number for the KACA, we will start collecting membership dues more systematically. Membership due is \$20 for faculty and \$10 for Students per year. Your dues are what keep the KACA active. If you have already paid your membership dues, thank you. If you haven't paid yet, please make your checks payable to "Korean American Communication Association", and mail to the treasurer: Dr. Tae-Hyun Kim, Dept. of Communication, 120 Stubbs Hall, 700 University Avenue, University of Louisiana-Monroe, Monroe, LA 71209