

## Newsletter

September 2014 | Volume 35, Issue No. 2

#### In this issue:

From the President	1
Feature Column: Going Up for Full	3
2014 KACA-ICA Report	5
2014 KACA-AEJMC Report	7
2014 KACA-AEJMC Scenes	8
KACA Member News	9
KACA Membership Information	11
Financial Report	12

## Have items for the newsletter?

## From the President



Dear KACA members,

It has already passed one year since I took the rein of KACA. Time flies as we are witnessing the growth of KACA in both size and communication.

The last six months for KACA was the time of recognitions. Many of our members were recognized for their accomplishments in their fields.

Our reverent senior member, Dr. Kyuho Youm of Oregon received the Distinguished Service Award by two organizations on the same day at AEJMC! Dr. Youm was named as the Service Award recipient from the Law Division of AEJMC.

Dr. Youm was also the recipient of KACA's inaugural Distinguished Service Award.

Dr. Youm's dedication and contribution to KACA is endless and well deserved. He continues to support and provide KACA members with guidance and encouragement. KACA also recognized an organization's contribution to KACA development. Korean Society for Journalism and Communication Studies (KSJCS) received a Service Award from KACA this year for its cooperation with and support for KACA for over three decades. The relationship will continue as both organizations aim at globalization and mutual growth.

Dr. Jisu Huh of Minnesota is now the president-elect of American Academy of Advertising (AAA) in 2015-2016, the first Korean president of the organization! She also became the first KACA member being the president of the AAA in KACA history.

Probably we all are familiar with an American student's name, Sherri Ter Molen of Wayne State, who is one of the most active KACA members both online and offline. For her selfless commitments to KACA, she was selected as the 2014 outstanding graduate student of KACA! Particularly, she has breathed new life into KACA Facebook. Thanks to her announcements of events and activities related to Korean communication studies, we are getting more "social" than ever.

The quality and quantity of research papers submitted to KACA sessions at AEJMC, ICA, and NCA keep rising, which are good signs of researchers' increased interests in topics in Korean communication research. Due to the tougher competition, KACA decided to award top papers from one to two. By doing so, more quality papers will be recognized in future conferences.

We are on the brink of changes in organizational status in several aspects. KACA was requested by NCA to renew an affiliate membership for 2015-2019. In the requirement for the renewal, NCA asked us to be a state-registered nonprofit organization and submit articles of incorporation. By the requirement, we went through a legal process to be a nonprofit organization in the state of Texas

where I reside as the president of KACA.

As a result, KACA is in the process of renewal in affiliate membership with NCA and a nonprofit in the state of Texas. We have submitted an application to the state of Texas to be eligible for a tax-exempt organization as well. In the meantime, our application to IRS for a 501(c)3 organization is currently under review. We are anticipating a response from IRS within this year.

Dear KACA members,

KACA appreciate your support and being a paid member every year.

With your support, there will be more opportunities for you to benefit from KACA. We are at the initial stage of commencing a new KACA journal with the goal of being an SSCI journal eventually.

Hope all KACA does can benefit our members and contribute to the development of Korean and Korean American communication studies.

Have another successful semester!

Seok Kang, Ph.D.

President Korean American Communication Association



Our new Website address is <a href="http://www.theKACA.org">http://www.theKACA.org</a>



### KACA Executive Committee

#### **President**

**Seok Kang** 

University of Texas at San Antonio

#### **Vice Presidents**

**Seungahn Nah** (ICA) University of Kentucky

**Wonjun Chung** (NCA)
University of Suwon, Korea

**Sung-Un Yang** (AEJMC) Indiana University

#### Secretary

**Hyojung Park** Louisiana State University

#### **Treasurer**

**Sunyoung Lee**Texas Tech University

#### Webmaster

**Jiyoung Kim**Bradley University

#### **Editor**

**Yeuseung Kim**DePaul University

#### **Student Representatives**

**Seung Mo Jang**University of South Carolina

**Dam Hee Kim**University of Michigan

**Soojin Kim**University of Florida

**Soo Yun Kim**University of Wisconsin-Madison

Young Kim
Louisiana State University

### **Feature Column**

# Going Up for Full: What is Obvious and What is Not?



By Sei-Hill Kim, Ph.D.

Professor
Head, Public Relations Sequence
School of Journalism & Mass Communications
University of South Carolina

went up for promotion to full professor early in 2013 and was promoted early in 2014. It was a year-long process, and I learned a lot from the process.

Last week, KACA asked me to write up a little about the lessons that I learned from the process. I was somewhat reluctant, though, for several reasons.

First, each school is different. They may have different expectations, both explicit and implicit.

Second, I didn't want to give anyone an inaccurate impression by talking about my own experiences, some of which must be unique and relevant only to my own institution.

Nevertheless, I hope you find my experiences useful and applicable.

I will lay out my experiences in two categories: what is obvious and what is not.

#### What is obvious?

The key difference between going up for tenure and going up for full is that you don't have to leave your job when you are denied promotion to full. If you are denied tenure, you know that you have to leave.

This is not necessarily good news because people who will evaluate and vote on your promotion are all aware of this as well. They would not feel sorry when they vote "no" on your promotion.

What is obvious is that expectations are higher compared to when you go up for tenure.

If you are asking yourself how higher or different the expectations would be, I am pretty sure you haven't quite read your unit T&P guidelines yet. Most T&P guidelines do a good job in spelling out specifically what is expected.

I really want to tell you this: Please take a look at the guidelines first and then think about whether or not you want to go up and when you want to do so, instead of doing the reverse: deciding to go up and then seeing what your guidelines say.

It is always a good strategy to get familiar with your T&P guidelines in the beginning, see what is expected, and then spend your tenured associate professor years to meet each requirement in the T&P criteria.

## **Feature Column**

Believe me; it takes a significant amount of time, effort, and planning to meet the criteria for full professor. Also, you don't want to spend a lot of time on something that is not even considered significant in your T&P guidelines.

Take a look at the guidelines first and then think about whether or not you want to go up and when you want to do so.

#### What is not obvious?

A T&P process involves many stages of evaluation at different administrative levels, starting with your unit T&P committee, your director (or chair), the dean, the provost, the president, and the board of trustees.

It will be important to think carefully about whom you have to deal with and what their expectations are, and I believe each institution is different on this particular matter.

At my former institution, for example, it is a kind of tradition that you need to publish a book in order to go up for full. This tradition, of course, is neither obvious nor spelled out in the T&P guidelines, but it gives you a good sense of whether or not you want to go up.

My point is that you do need to understand what is typically expected in your unit. This sort of expectation is not very obvious in your T&P guidelines.

Speak with your director (or your chair) and try to get a good sense of what he or she thinks about promoting somebody to full professor.

This was simply my guess and I might be totally wrong, but I received an impression that our director wanted some fresh air among our senior faculty and she was really looking forward to adding a new person to the full professor group, which meant I would better go up now than later.

unless they had a large-scale external grant. If you don't have a record of major grants, you have two options: Find another place where you can go up without a major funding or you have to wait until you have a new dean.

I did some research on my own provost, and somehow I came up with my own conclusion (again, I might be totally wrong) that he does care about journal publications and thesis/dissertation advising. This was a good indication that I would better go up now than later.

Every institution is different on these "less-than-obvious" expectations, and it is your job to make sure you understand what those expectations are.

I hope you find my experiences useful and relevant. There are many others that I want to share with you, but I have reached the space limit for this piece. There are also other matters perhaps too sensitive to share in public.

If you have further questions or comments, you can contact me at seihillkim@gmail.com.

Every institution is different on "less-than-obvious" expectations, and it is your job to make sure you understand what those expectations are.

When the unit criteria refer to "top" journals, some units do refer to specific journals (e.g., CR, JOC, or HCR). This of course is not the case in many places.

Some deans and provosts sometimes have specific expectations. A dean at another university that I have known for years, for example, made it clear that no one would go up for full

# 2014 KACA-ICA Conference Report Seattle, WA

#### By Seungahn Nah, Ph.D.

Associate Professor University of Kentucky

Dear KACA members,

I hope this message finds you in good health and spirit.

As the Vice President of KACA-ICA, I am delighted to report on all of the accomplishments made for another successful year. The KACA programmed various on- and offsite sessions for the 2014 International Communication Association (ICA) annual conference in Seattle (see below).

First, KACA organized three sessions: special panel, state of art research, and reception. As for the special panel and research sessions, about 50 scholars participated as presenters and audiences for each session. The reception had a great turnout with approximately 80 people, which was sponsored by Nam Center for Korean Studies at University of Michigan. Notably, we awarded the top faculty paper award to **Dr. Inkyu Kang** at Penn State University-The Behrend College.



Dr. Inkyu Kang at Penn State University-The Behrend College

### "Keeping the Tradition Alive!"

Second, after the three back-to-back sessions, KACA organized a social dinner and cocktail bar meeting with about 45 people attended. These off-site events received individual sponsors with meeting fees and generous donations from **Dr. Kyuho Youm** at University of Oregon, **Drs. Youngchul Yoon and Yongchan Kim** at Yonsei University and **Dr. Jaechul Shim** at Korea University.



Dr. Jaechul Shim at Korea University

Third, KACA implemented two types of mentoring sessions: endowed chair mentoring session led by **Dr. Kyuho Youm** with five tenured faculty members and faculty-student mentoring with 15 faculty and graduate students.

Lastly, KACA sponsored a graduate social led by KACA Grad Committee (Seung Mo Jang, Soo Yun Kim, Soojin Kim, and Young Kim) where more than 30 graduate students joined to build networks.

All of the KACA-ICA sessions could have not programmed successfully without all of your help and support. Most of all, I would like to express my sincere gratitude to all of the participants, presenters, and discussants at the conference. I also would like to thank you all of the reviewers: Youngmin Baek; Nancy Chen; Deborah Chung; Jeong-yeob Han; Tom Hove; Joo-Young Jung; Seok Kang; Nojin Kwak; Janghyun Kim; Min-sun Kim; Seihill Kim; Jungmin Kwon; Chuljoo Lee; Sun Kyong Lee; Sherri L. Ter Molen; Seungahn Nah; Siho Nam; Yoonjae Nam; Kang Namkoong; Hyejin Paek; Sung-Un Yang; Gi Woong Yun.

My appreciation also goes to KACA officers and ICA Committee members: Jiyoun Kim (PhD Candidate, U. of Wisconsin-Madison), Sun Kyong Lee (Assistant Professor, U. of Oklahoma), Kang Namkoong (Assistant Professor, U. of Kentucky), and Dajung Woo (PhD Student, U. of California-Santa Barbara).

It has been my absolute honor and pleasure serving as the Vice President and Program Chair of ICA. Once again, I would like to express my sincere gratitude to you for all your strong support and participation. I am looking forward to keeping our tradition alive for next year in San Juan, Puerto Rico.

Wishing you all the best of luck!

Seungahn Nah



## 2014 KACA-ICA Conference Report Seattle, WA

## KACA SPECIAL PANEL: KOREAN GOVERNMENT-FUNDED RESEARCH

Sun, May 25, 15:00 to 16:15 Seattle Sheraton, Redwood A

Chair: Seungahn Nah, U of Kentucky

Respondent: Gi Woong Yun, Bowling Green State U

#### Measuring the Concentration of News Media in South Korea

Youngchul Yoon, Yonsei U, Korea Seungchan Yang, Sookmyung Women's U, Korea Mi-Seon Shim, Sooncheonhyang U, Korea

Jong-Seok Byun, Hanshin U, Korea Committee on the Impact of Media Concentration, Ministry of Culture, Sports & Tourism, Korea

## Influence of Social Media over the Formation of Public Opinion

Sugmin Youn, Seoul National U, Korea

Jin Ah Bae, Kongju National U, Korea

Sangin Park, Seoul National U, Korea

Hoyoung Lee, Hanyang U, Korea Minkyu Lee, Choongang U, Korea Committee on the Impact of Media Concentration, Ministry of Culture, Sports & Tourism, Korea

## **Conflict Resolution and Social Integration Communicator**

Hyun Soon Park, Sungkyunkwan U, Korea

Hyun Ju Lee, Sungkyunkwan U, Korea

Brain Korea 21 Plus, National Research Foundation of Korea

#### Creative Applications of Communication Technologies and Social Integration

Yong-Chan Kim, Yonsei U, Korea Joohan Kim, Yonsei U, Korea Chang-Hoan Cho, Yonsei U, Korea Namkee Park, Yonsei U, Korea Young Min Baek, Yonsei U, Korea Brain Korea 21 Plus, National Research Foundation of Korea

## KACA STATE OF ART RESEARCH PANEL

Sun, May 25, 16:30 to 17:45 Seattle Sheraton, Redwood A

Chair: Seungahn Nah, U of Kentucky

#### Respondents:

Kang Namkoong, U of Kentucky Sun Kyong Lee, U of Oklahoma

## Food Preference and Cultural Holism

Sang-Yeon Kim, U of Wisconsin-Milwaukee

Hayeon Song, U of Wisconsin-Milwaukee

Emily Cramer, U of Wisconsin-Milwaukee

Seokhoon Ahn, U of Wisconsin-Milwaukee

#### Government Surveillance Beliefs and Online Information Sharing under a Perceived National Threat: An Exploration of South-North Korean Saber Rattling 2013

(Top Faculty Paper Honorable Mention)

Kyounghee "Hazel" Kwon, Arizona State U

#### Effects of Physical Distance of Social Interactions and Intention Attribution on Viewers' Watching Experiences in Social TV

Younbo Jung, Nanyang Technological U, Singapore Namkee Park, Yonsei U, Korea Kwan Min Lee, University of Southern California Kiseul Suh, Korea Advanced Institute of Science & Technology

The School or the Stage (and Suffering): The Neoliberal Restructuring of South Korea's Cultural Industry and Its Implications for the Post-Crisis Generation (Top Faculty Paper) Inkyu Kang, Penn State U-The Behrend College

# Is Journalism Fair to Obesity? A Content Analysis of Obesity-related Stigmas in a Korean Newspaper from 1996 to 2012

Hyang-Sook Kim, St. Norbert College Hyunjin Kang, Pennsylvania State U Mun-Young Chung, Pennsylvania State U Emily Gear, St. Norbert College

#### Mediated Contact, Attitudes toward Outgroup, and Ingroup Members' Basic Values: In the context of Migrant Workers in South Korea

Hyeyeon Ju, Korea U, Korea Sung-Yeon Park, Bowling Green State U Jae C. Shim, Korea U, Korea

#### SNS Dependency And Community Engagement in Seoul: Focusing on the Moderating Role of Individuals' Integrated Connectedness to Community Storytelling Network (ICSN)

Yong-Chan Kim, Yonsei U, Korea Euikyung Shin, Yonsei U, Korea Ahra Cho, Yonsei U, Korea Eunjean E. Jung, Yonsei U, Korea Kyungeun Shon, Yonsei U, Korea Hongjin Shim, Yonsei U, Korea

# 2014 KACA- AEJMC Conference Report Montreal, Canada

By Sung-Un Yang, Ph.D.
Associate Professor
Indiana University

AEJMC conference was held in Montreal, Canada, from August 6 to 9, 2014. KACA hosted two refereed research sessions on August 8. The second research session was an alternative to the KACA business meeting, which was briefly held during the KACA dinner on the same date.

At the first research session, from 1:45pm to 3:15pm, with the approximate number of 15 attendees, Dr. Sung-Un Yang at Indiana University chaired the following four research papers:

Hye-Jin Paek, Kyung-Ah Shin, and Byoungkwan Lee (Hanyang University, Korea) presented their paper titled "Exploring Cues to Action in Health Belief Model: A Test Case of Tuberculosis Screening in South Korea."

#### Se Jung Kim and Yongkuk Chung

(Dongguk University, Korea) presented their paper titled "Influences of News Sensationalism on TV Viewers' Emotion, Memory, News Evaluations, and Perception of Social Conflict."

Jeong Tak Kim (SungKyunKwan University, Korea), Seong Choul Hong (Kyonggi University, Korea), Boyoung Kang (SungKyunKwan University, Korea) and Minwoong Chung (Michigan State University) presented their paper titled "Exploring Patients' Responses to Cancer with Eastern Communication Metaphors: Application of Buddhism's and Zhuangzi's Metaphors in Health Communication."

Finally, **Ji Su Kim** (Korea University, Korea) and **Sung-Yeon Park** (Bowling Green State University & Korea University, Korea) presented their paper titled "Generation Identity, Fit to Prototype, and Hostile Media Perception: Examination of Young South Koreans."

For the second KACA session, from 3:30pm to 5:00pm, Dr. Jayeon "Janey" Lee at Lehigh University chaired the following three research papers:

Jaewon Joo (Dong-Eui University, Korea) presented his paper titled "The Discursive Construction of Discrimination: The Representation of Ethnic Minorities in the Korean Public Service Broadcasting News."

Myoung-Gi Chon, Young Kim, and Andrea Miller (Louisiana State University) presented their paper titled "Building Bridge between STOPS and Effective Crisis Communication: Understanding the 2013 Asiana Airlines Crash Crisis through Situational Theory of Problem Solving (STOPS)." This paper awarded the top paper.

Last, Se Na Lim, Hyoungkoo Khang, and Eunyoung Kim (University of Alabama) presented their paper titled "A Comparative Perspective of Communication

Perspective of Communication Strategies on Social Networking Services in the U.S and South Korean Corporations."

During the KACA dinner, held from 7:00pm on August 8, approximately 55 people attended. Key KACA officers were introduced; attendees had a great time. On behalf of KACA, KACA President, Dr. Seok Kang at University of Texas at San Antonio awarded several awards to the following recipients:

The Distinguished Service Award to **Dr. Kyu Ho Youm** (University of Oregon); the Appreciation Award to Korean Society for Journalism and Communication Studies (KSJCS) and **Dr. Dong Gyu Kim** (Dongguk University, Korea) – received by Dr. Jeong Tak Kim (SungKyunKwan University, Korea); the Top Paper Award to **Myoung-Gi Chon, Young Kim, and Andrea Miller** (Louisiana State University); and the Outstanding Graduate Student Award to **Sherri Ter Molen** at Wayne State University.

In 2015, AEJMC conference will be held in San Francisco (August 5-9). KACA looks forward to meeting many Korean and Korean American scholars in San Francisco.

**~** 

# 2014 KACA- AEJMC Conference Scenes Montreal, Canada





2014 AEJMC-KACA Research Session







2014 KACA Award Recipients





**Graduate Student Social Lunch Gathering** 

8

## **KACA Member News**

#### **New Hires**

**Dr. Dong Hoo Kim** (Ph.D., University of Texas at Austin) joined the faculty at the University of North Carolina at Chapel Hill as an Assistant Professor of Advertising in the School of Journalism and Mass communication in Fall 2014.

**Dr. Eunice Kim** (Ph.D., University of Texas at Austin) joined the faculty at the University of Florida as an Assistant Professor of Advertising in the College of Journalism and Communications in Fall 2014.

**Dr. Hye Kyung Kim** (Ph.D., Cornell University) joined the faculty at Nanyang Technological University as an Assistant Professor in the Wee Kim Wee School of Communication and Information in Fall 2014.

**Dr. Kyongseok Kim** (Ph.D., University of Georgia) joined the faculty at Towson University as an Assistant Professor in the Department of Mass Communication and Communication Studies in Fall 2014.

**Dr. Soyoon Kim** (Ph.D., University of Minnesota) joined the faculty at the University of Miami as an Assistant Professor of Health Communication in the Department of Communication Studies in the School of Communication in Fall 2014.

**Dr. Su Jung Kim** (Ph.D., Northwestern University) joined the faculty at Iowa State University as an Assistant Professor in the Greenlee School of Journalism and Communication in Fall 2014.

#### Dr. EunHae (Grace) Park

(Ph.D., University of Missouri) joined the faculty at the Virginia Commonwealth University as an Assistant Professor of Public Relations in the School of Mass Communication in Fall 2014.

#### Dr. Donghee Yvette Wohn

(Ph.D., Michigan State University) joined the faculty of New Jersey Institute of Technology as an Assistant Professor of Human Computer Interaction in the Department of Information Systems in the College of Computing Sciences in Fall 2014.

#### Job Changes

**Dr. Jiyoung Cha** joined the faculty at San Francisco State University as an Assistant Professor in the Department of Broadcast and Electronic Communication Arts in Fall 2014.

**Dr. Moonhee Cho** joined the faculty at the University of Tennessee as an Assistant Professor in the School of

Advertising & Public Relations, College of Communication and Information in Fall 2014.

**Dr. Wonjun Chung** joined the faculty at the University of Suwon as an Associate Professor in the Department of Journalism and Mass Communications.

**Dr. Jun Heo** joined the faculty at the Louisiana State University as an Assistant Professor of Digital Advertising in the Manship School of Mass Communication in Fall 2014.

#### **Tenure and Promotion**

**Dr. Taehyun Kim** (California State University, Northridge) was promoted to Associate Professor with tenure.

#### Other Accomplishments

**Dr. Jisu Huh** (University of Minnesota) has been voted President-Elect of the American Academy of Advertising (AAA). Dr. Huh will serve as President-Elect in 2015 and as President in 2016.

**Dr. Seok Kang** (University of Texas at San Antonio) will work as the graduate advisor of record in the Communication Department at the University of Texas at San Antonio for a two-year term.

### **KACA Member News**

Dr. Seok Kang (University of Texas at San Antonio), Dr. Yongkuk Chung (Dongguk University), and Dr. Wonjun Chung (University of Suwon) received Top Paper award at the Korean Society for Journalism and Communication Studies (한국언론학회) 2014 Spring Conference. The title of the paper is "The Role of Communication Storytelling Networks in Bullying: A Comparison between U.S. and Korean Adolescents."

Sherri L. Ter Molen (Ph. D. Candidate, Wayne State University) was invited by Dr. Robert Winstanley-Chesters, a postdoctoral fellow at the University of Cambridge and a visiting research fellow at the University of Leeds, to spend three weeks in South Korea in the summer of 2014 where the pair, along with their research assistant, Jiseon Chang of Yonsei University, examined forestation and reforestation on the Korean peninsula during the Yushin Era. The research trip was funded by the Beyond the Korean War project, a joint venture between the Academy of Korean Studies and the University of Cambridge.

#### Members in the Media

President Seok Kang (University of Texas at San Antonio) was interviewed by EBS News: "<뉴스 G> 저널리즘 교육이 변하고 있다." Available at <a href="http://home.ebs.co.kr/ebsnews/menu2/newsVodView/evening/1022">http://home.ebs.co.kr/ebsnews/menu2/newsVodView/evening/1022</a>

Dr. Taehyun Kim (California State University, Northridge) was interviewed by KoreaDaily on his tenure and promotion and teaching philosophy: "가주한인교수론 유일하게 저널리즘 전공 테뉴어 받은 김태현 CSUN교수." Available at <a href="http://www.koreadaily.com/news/read.asp?art">http://www.koreadaily.com/news/read.asp?art</a> id=2582588

#### **Book Publications**



**Dr. Do Kyun Kim** (University of Louisiana at Lafayette) is an editor of "Health Communication: Strategies for

Developing Global Health Programs" (below) published by Peter Lang Publication Group (London & NY).

[Synopsis] Promotion of healthy behaviors and prevention of disease are inextricably linked to cultural understandings of health and well-being. Health communication scholarship and practice can substantially and

strategically contribute to people living safer, healthier, and happier lives. This book represents a concrete step in that direction by establishing a strategic framework for guiding global and local health practices.

Taking a multi-disciplinary approach, the book includes state-of-the-art theories that can be applied to health



communication interventions and practical guidelines about how to design, implement, and evaluate effective health communication interventions. This book has synthesized such a broad range of theories and strategies of health communication that are applicable globally, and also provided clear advice about how to apply such strategies.

## **KACA** Membership Information

The annual student membership fee is \$20, and there are four membership categories for faculty and non-student members: regular (\$30), silver (\$40), gold (\$70), and platinum (at least \$100). Silver, gold, and platinum members will be recognized as such in all KACA publications. All of

the additional contribution that goes beyond the regular dues (\$30) is separately maintained from KACA's general operating account and used to support graduate student members in various venues, including scholarship, paper awards, and program support. Platinum members may

contribute their membership dues to the graduate student program fund or to a special fund of their choice. Some popular choices may include a young scholar's award fund, KACA graduate representative scholarship, and a research award in honor of someone you designate.

Membership Categories	Annual Dues	Use of the Membership Dues	Member Benefits
<b>Student</b> Member	\$20	KACA Operational Account	All membership benefits
<i>Regular</i> Member	\$30	KACA Operational Account	All membership benefits
<i>Silver</i> Member	\$40	KACA Operational Account (\$30) + Graduate Student Fund (\$10)	All membership benefits + Name recognition in the newsletter, blog and website
<i>Gold</i> Member	\$70	KACA Operational Account (\$30) + Graduate Student Fund (\$40)	Silver membership benefits + Name recognition at conferences
<b>Platinum</b> Member	At least \$100	KACA Operational Account (\$30) + Establishment/contribution to a special fund	Gold membership benefits + You choose to direct up to one or more of the special funds

<sup>\*</sup>All membership benefits include Newsletter and KACA Members Page.

## Pay by Check

Use Paypal

Mail the check (payable to **Sun Young Lee**) and the membership application form (www.thekaca.org/membership) to:

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

E-mail the membership application form (<a href="www.thekaca.org/membership">www.thekaca.org/membership</a>) to Sun Young Lee at <a href="mail.com">pearl.syl@gmail.com</a>, and electronically submit your dues to our Paypal account: <a href="mail.com">pearl.syl@gmail.com</a>.

Click the "Pay Now" button on our Membership page. You do not have to have a Paypal account to pay for the due.

## 2014 August KACA Financial Report

General Operation Account	Income	Expense	Balance
Balance from Feb 2014			3673.71
Membership dues (March-August)	1277.36		
한국언론학회 (AEJMC ad sponsor)	336.05		
Professor donation for dinner at AEJMC	680.00		
Articles of incorporation		246.95	
KACA Web hosting service renewal		57.60	
AEJMC full-page advertising		402.00	
ICA certificate paper + color printing + mail		29.49	
Outstanding graduate student award		200.00	
AEJMC top paper award		100.00	
3 Plaques (Awarded at AEJMC)		123.08	
Envelope and stamps (to mail checks, certificates, etc.)		26.22	
AEJMC dinner		1261.53	
ICA membership renewal		250.00	
Total Income to Account in March-August 2014	2293.41		
Total Expenses from Account March-August 2014		2696.87	
End of August 2014 Balance			3270.25
Graduate Program Account	Income	Expense	Balance
Balance from Feb 2014			4320.13
Contribution from membership dues (March-August)	490.38		
ICA Graduate student social		442.92	
AEJMC Graduate student social		277.67	
Total Income to Account in March-August 2014	490.38		
Total Expenses from Account in March-August 2014		720.59	
End of August 2014 Balance			4089.92

### Special Thank You to the following Platinum, Gold, and Silver Members:

Platinum	Gold	Silver		
Huh, Jisu	Jeong, Yongick	Cho, Moonhee		
Jung, Younbo	Khang, Hyoungkoo	Heo, Jun		
Kim, Jangyul	Ki, Eyun-Jung	Jang, Seung Mo		
Kim, Seihill	Kim, Hyangsook	Ji, Sung Wook		
Kwak, Nojin	Kwon, Kyounghee	Kang, Inkyu		
Lee, Hye-ryeon	Lee, Sang Yeal	Kim, Hun Shik		
Nah, Seungahn	Lee, Suman	Kim, Yeuseung		
Woo, Chang Wan	Park, Eun-A	Kim, Yong-Chan		
Yoon, Youngchul	Park, Hyojung	Lee, Byung		
Youm, Kyuho	Park, Sun-Young	Lee, Hyeeun		
	Yang, Sung-Un	Lee, Jaejin		
	Yeo, Eun Ho	Lee, Jae Kook		
		Lee, Sun Young		
		Namkoong, Kang		
		Park, Yong Jin		
		Rim, Hyejoon		
		Sung, Kang Hoon		
		Yoo, Seung Chul		
Based on membershin dues naid in 2014				

<sup>\*</sup>Based on membership dues paid in 2014.