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Korean American Communication Association

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In this issue:

- 01 President's Message
- 03 KACA At The World Journalism Congress
- 05 ICA Update
- 07 AEJMC Update
- 08 NCA Update
- 10 EWHA-KACA Research Award
- 11 What Our Members Say
- 14 Member News
- 15 Financial Report
- 16 Membership Dues

President's Message



Seungahn Nah, Ph.D.

Associate Professor

University of Kentucky

KACA President 2015-2017

Dear KACA Fellows, Families, and Friends,

I hope this message finds you all in good health and spirit!

It has already been a year and half since the 14th KACA officers began their term in September 2015, and there have been numerous accomplishments during the period. Among them, KACA launched the EWHA-KACA Research Award with generous sponsorship from the Ewha Womans University. KACA will continue its effort to support Korea and its related scholarly activities. I highly encourage KACA members to apply for the grant opportunity provided through the EWHA-KACA Research Award this year.

KACA also established a collaborative relationship with the Chinese Communication Association (CCA). Key collaborative efforts include co-hosting a reception and competitive research sessions at the 2016 International Communication Association's annual meeting in Fukuoka, Japan. In the same year, KACA and CCA also co-organized a post-ICA conference in Beijing, China. KACA will continue its collaborations with CCA and other professional associations including the World Journalism Education Council, the Korean Association of Broadcasting & Telecommunication Studies (KABS) and the Korean Society for Journalism and Communication Studies (KSJCS).

KACA recently revamped its website to serve as the main communication venue for our members to share useful academic and professional resources. KACA expects the new website to support KACA members building professional networks through various features including bulletin boards, newsletters, and social media outlets. I would like to invite you all to visit our website (<http://www.thekaca.org/>).

KACA is in the process of preparing upcoming conferences this year in San Diego (ICA) and Chicago (Association for Education in Journalism and Mass Communication). KACA will continue its tradition of hosting diverse research and mentoring sessions, as well as socials and business meetings. My sincere gratitude

KACA Executive Committee

.....

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University of Kentucky

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goes to KACA conference committees and their dedication to programming.

I would welcome all KACA fellow members, friends, and families to join our events at the upcoming conferences.

To recognize KACA members' achievements, KACA bestows numerous awards: 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 (National Communication Association). With the inaugural KACA research award, KACA also will present its first dissertation award to support graduate student dissertation projects, as well as its first teaching award to support Korean and non-Korean scholars to incorporate Korea and related communication and media content into their courses. I hope these awards continue to encourage high-quality scholarship and engaged public service.

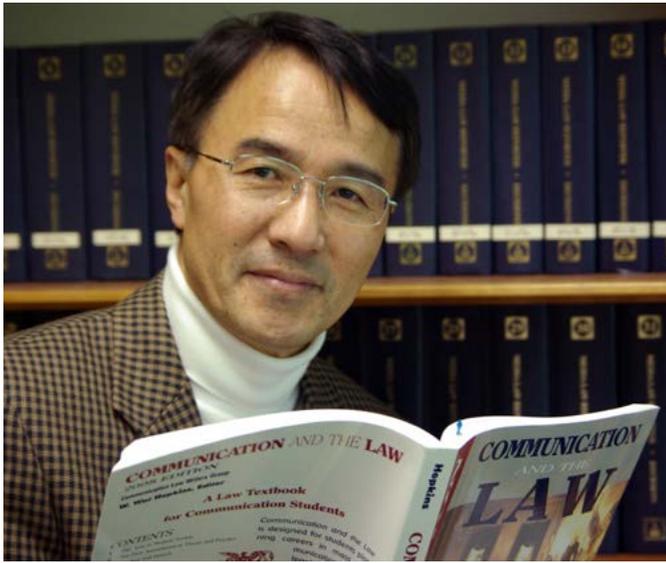
In 2018, KACA will celebrate its 40th anniversary. To move forward, KACA has formed a steering committee which will take the lead on programming a special conference in 2018. In doing so, KACA and its steering committee has initiated the publication of a Handbook and an Annotated Bibliography summarizing scholarship related to Korea and relevant topics over the past several decades. The KACA steering committee received valuable feedback from a recent survey of KACA members and will work together with KACA members to organize a successful conference.

KACA has been at the forefront in achieving high standards of professionalism by stimulating intellectual dialogues, contributing to scholarly communities and expanding its professional and social networks. With a growing membership and generous support from KACA members, friends, and families, KACA achieves its goals through a wide range of activities and now moves forward to celebrating its 40th anniversary in 2018. Needless to say, all of these achievements could not happen without endless support and active participation from KACA fellow members, friends, and families. The 14th KACA officers will try to keep these great traditions alive until the official term ends in August.

I urge you all as KACA fellows, friends, and families to keep up your support and am looking forward to seeing you all in the upcoming conferences.

On KACA!

KACA At The World Journalism Education Congress in New Zealand



Kyu Ho Youm, Ph.D.

*Jonathan Marshall First Amendment Chair
School of Journalism and Communication
University of Oregon*

This past July, I had the privilege of representing the Korean American Communication Association (KACA) at the World Journalism Education Congress in Auckland, New Zealand. I attended the July 14-16, 2016, congress at the request of KACA President Seungahn Nah. It was the fourth meeting organized by the World Journalism Education Council (WJEC), a worldwide coalition of academic associations involved in university journalism education.

I deeply appreciate President Nah's proactive approach to our organization, making it less U.S.-centric and more global.

I also had the honor of participating in the WJEC Steering Committee meetings on behalf of KACA on July 13, 2016, at the Auckland University of Technology. All the more so, given my sustained interest in KACA's systematic globalization since the late 1980s. And I deeply appreciate President Nah's proactive approach to our organization, making it less U.S.-centric and more global.

In September 2015, President Nah expressed his wish to WJEC President Joe Foote (University of

Oklahoma) to explore the possibility of KACA joining WJEC. Dr. Foote replied with alacrity:

I think that KACA would be an excellent candidate to be associated with the World Journalism Education Congress [sic]. We require that an organization be a "membership organization" open to a particular group of journalism educators. And I believe that is the case with KACA. What we would particularly need is your members' participation in our activities. That would mean you or your designee attending the Council meeting before the World Journalism Education Congress in Auckland, New Zealand, in July and participating in subsequent meetings and group calls.

I wish I had presented my WJEC report to the KACA members in Minneapolis during the AEJMC convention last August. Blame me and nobody else for the missed AEJMC opportunity! I simply failed to prioritize my convention activities wisely. Please consider this a written version of what I might have reported at AEJMC.

My activities in the World Journalism Education Congress were more than attending the WJEC meetings for KACA. At the 3-day-long Congress, I presented my communication law research and chaired a panel session. I am grateful to the University of Oregon for generously funding my conference trip to New Zealand as a scholar-teacher and also as a KACA representative.

President Nah has worked to build engagements with international organizations, including the International Association for Mass Communication Research (IAMCR), which held its first Asian conference in Seoul in 1994. My representation at the WJEC was built on President Nah's commendable agenda, and it aimed to engage KACA in mutual discourse about the many challenges and opportunities that face us as journalism and communication educators around the world.

I participated in the WJEC meetings on the morning and afternoon of July 13. During the morning meeting, WJEC considered two bids to host the World Journalism Education Congress for 2019. The Council decided to accept the French bid, and it will hold its 2019 conference in Paris.

The WJEC's afternoon session was devoted to a clause-by-clause discussion of its Draft Governance Rules, as approved by the Council's Steering Committee in 2016. The Council agreed: "Only the designated representative of a member organisation has the right to vote at WJEC meetings. This vote can be by email, in person or by proxy."

As I noted earlier, WJEC aims to serve as a platform for journalism and mass communication organizations around the world to exchange ideas. As a key WJEC officer said at the Auckland meeting, WJEC was set up not to "make money" but as a network for JMC educators to share ideas with each other. And the WJEC membership entails no financial burden on its institutional members.

At present, WJEC comprises 32 academic JMC associations worldwide. Among the WJEC member organizations are the Korean Society for Journalism and Communication Studies (KSJCS) and the Chinese Communication Association (CCA). But it is not clear how active KSJCS and CCA have been in WJEC over the years.

KACA does not have to pay membership dues to WJEC, although individual member representatives are required to pay for registrations to the WJEC conferences like those in Singapore (2007), Grahamstown, South Africa (2010), Mechelen, Belgium (2013), and Auckland, New Zealand (2016). Therefore, KACA will have nothing to lose and everything to gain from its engagement with other educational organizations through WJEC.

Therefore, KACA will have nothing to lose and everything to gain from its engagement with other educational organizations through WJEC.

Heather Birks, executive director of the Broadcast Education Association, will examine the original WJEC member list and update the list of the WJEC organizations and contact details. At the moment, KACA is not on the WJEC member list. I hope KACA will ensure that it will be placed on the list if it continues to be an active member organization.

I am not sure how many of us at KACA are familiar with WJEC, although it has been globally visible as a significant organization to JMC educators for 10 years. My WJEC participation has been primarily limited to my scholarly and AEJMC activities. Should the opportunity arise again, however, I would be happy to serve as the designated KACA representative at WJEC in hopes that it will help "stimulate debate on crucial issues in journalism education and its curricula" in the global 21st century.

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University of Kansas

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Ah Ram Lee
Doctoral Student
University of Florida

Jeyoung Oh
Doctoral Student
University of Alabama

Jungyun Won
Doctoral Student
University of Florida

2017 KACA-ICA Program

By Eyun-Jung Ki

KACA Vice President (ICA), Associate Professor, University of Alabama



KACA & CCA JOINT RESEARCH SESSION :

Chair: Dr. Eyun-Jung Ki & Dr. Shuhua Zhou, University of Alabama

Discussant: Moonhee Cho, University of Tennessee

Health and Safety: Emotion, Learning and Behavior from the Media

Friday, May 26, 8:00 to 9:15 AM, Hilton San Diego Bayfront, Sapphire 400A

Chair: Dr. Shuhua Zhou & Dr. Eyun Jung Ki, University of Alabama

Discussant: Dr. Bu Zhong, Penn State University

**Public Health Crisis Response Strategies and Online Opinion Leaders in China:
A Case Study of the 2016 Illegal Expired Vaccine Scandal**

Chang Bi, Bowling Green State University

Ruonan Zhang, Bowling Green State University

**Search Queries of Postnatal Care Keywords in South Korea and the United
States as Indicators of Health Seeking Behaviors**

Nicole Henninger, Temple University

Heeyoung (Jenni) Jung, Temple University

**The Amplification Effect of Positive Social Emotions and its Guidance in
the Internet Community**

Lin Cong, Shanghai Jiao Tong University

Ke Xue, Shanghai Jiao Tong University

Mingyang Yu, Shanghai Jiao Tong University

Chen Yao, Shanghai Jiao Tong University

**Application of the Theory of Planned Behavior (TPB) to Improving
Pedestrian Safety among College Students: Roles of perceived control (PBC)
and self-efficacy**

Hyeseung Koh, The University of Texas at Austin

**Testing the Cognitive Mediation Model on Social Media: Interaction between
Social Media Use Motivations and Cognitive Determinants**

Qian Yao, The Chinese University of Hong Kong

Zhuoxiao Xie, The Chinese University of Hong Kong

From Local To International: Media, Content, Context, and Consumption

Friday, May 26, 3:30 to 4:45 PM, Hilton San Diego Bayfront, 3, Aqua Salon D

Perceptions of Relative Economic Power and Nationalism in Japan and Korea: A Cross National Comparative Experiment*
Tetsuro Kobayashi, City University of Hong Kong (KACA Top Faculty Paper)
Kyu S. Hahn, Seoul National University, Korea
Atsushi Tago, Kobe University, Japan
Yuki Asaba, University of Niigata Prefecture, Japan
Seulgi Jang, Seoul National University, Korea

English hegemony and neoliberal suicide: The Korean English-language press covers the KAIST case
Frank D. Durham, University of Iowa
John Christopher Carpenter, University of Iowa

Shifting from Audience to Active Public in Social Viewing: Focusing on Interpersonal Relationships**
Jiyoung Lee, Syracuse University (KACA Top Student Paper)

American and Korean TV Dramas Viewing and the Hybridized Transnational Cultivation of Ambivalent Sexism and Traditional Gender Role Values in China
Grace Xiao Zhang, The Chinese University of Hong Kong

Local discourse community, legitimate peripheral participation and Chinese communication scholars' international publication: A sociopolitical examination
Hepeng Jia, Cornell University, USA and Sun Yat-sen University, China
Weishan Miao, Chinese Academy of Social Sciences, China

Science Knows No Borders"? A Comparative Framing Analysis on Scientific Discourse and Nationalist Narratives in Chinese Coverage of the Nobel Prize in science
Li Qi, Zhejiang University, China
Yusi Liu, Zhejiang University, China

Korean American Communication Association (KACA) Business Meeting

Friday, May 26, 5:00 to 6:15 PM, Hilton San Diego Bayfront, 3, Aqua Salon D

Korean American Communication Association (KACA) Reception

Friday, May 26, 6:30 to 7:45 PM, Hilton San Diego Bayfront, 3, Aqua Salon D

KACA-AEJMC Committee

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Dr. Chang-Dae Ham
Assistant Professor at the University of Illinois at Urbana-Champaign

Dr. Soojung Kim
Assistant Professor
University of North Dakota

Dr. Yoonmo Sang
Assistant Professor
Howard University

Dr. Kyung-Jung Han
Assistant Professor
California State University at Bakersfield

Jisu Kim
Doctoral Student
University of Minnesota

Regina (Jihea) Ahn
Doctoral Student
University of Illinois at Urbana-Champaign

KACA-NCA Committee

.....

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University of Hawaii at Manoa

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Ph.D., Ohio University, 2003

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Assistant Professor
University of Georgia

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Doctoral Student
Univ. of Southern California

Jin-A Choi
Doctoral Student
University of Texas at Austin

Call for 2017 AEJMC Papers

By Chang-Dae Ham, KACA Vice President (AEJMC), Assistant Professor, University of Illinois at Urbana-Champaign



The Korean American Communication Association (KACA) invites you to submit original research papers to the 2017 AEJMC-KACA competitive research sessions to be held from August 9-11, 2017 in the Chicago Marriott Downtown Magnificent Mile in Chicago. This year marks the 100th anniversary of the AEJMC.

Research topics that focus on various aspects of media and communication studies related to Korea are welcome. The AEJMC-KACA sessions embrace various theoretical orientations and methodological approaches to research.

SUBMISSION GUIDELINES:

Deadline: 11 PM (EST) on April 8, Saturday

Session Schedule:

SESSION 1 Friday, August 11, 1:45-3:15 PM

SESSION 2 Friday, August 11, 3:30-5:00 PM

Categories of Submissions:

1) Full papers

- 25 pages maximum (no more than 25 pages), plus references, tables, figures, and all notes.
- Consistent with the APA style, paper should be Time New Roman, 12-point font size, and double-spaced.

2) Extended abstracts

- 5 pages maximum, plus references, tables, figures, and all notes.
- Consistent with the APA style, paper should be Time New Roman, 12-point font size, and double-spaced.
- Extended abstracts should contain literature review, research questions/hypotheses, a detailed method section, and actual findings (NOT expected findings). Abstracts only with literature review or research questions would NOT be considered.

Full papers are preferred. Only original research will be accepted. Research studies that were previously presented,

submitted, or accepted for presentation or publication should not be submitted.

Submission Process, Recruitment & Award:

- 1) **All submissions must include a separate cover page** and an abstract with approximately 250 words. A separate cover page should include the following information: title, name(s) of the author(s), affiliation, mailing address, email address, and phone number.
- 2) **Names or any other information that may identify the author(s)** should not appear anywhere in the paper other than on the separate cover page.
- 3) **All submissions will be blind reviewed by two or three referees/reviewers** with expertise in the area.
- 4) **For paper submission, authors do not need to be a member of KACA or AEJMC.** However, once the paper accepted, at least one author of the submitted paper should register for the conference, and attend the conference to present the paper at the KACA session.

5) **The best paper(s)—best faculty paper and/or best student paper—will be selected and awarded a cash prize.** Only full papers, not extended abstracts, will be considered for these awards. A paper will be considered a student paper only when all authors of the paper are students. If you have any questions regarding the call for papers, you may contact:

Submission:

All submissions should be in MS Word and sent to **Chang-Dae Ham** by email at cdham317@illinois.edu.

Reviewer Recruitment:

Please volunteer to review papers submitted to AEJMC-KACA session! If you are interested, please fill out the form using the following link: goo.gl/wuiz9K

Questions about the call should be directed to the session planner, Chang-Dae Ham (email: cdham317@illinois.edu).

2016 KACA-NCA Conference Report

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

With the theme of “Communication’s Civic Callings,” the 102nd annual convention of the National Communication Association (NCA) was held from Nov. 10-13 in 2016, in Philadelphia, PA. KACA sponsored or co-sponsored the following four research sessions.

SESSION 1: Cross-cultural adaptation and Asiacentricity (8:00-9:15 AM, November 10, 2016)

SESSION 2: Advancing Engagement: Communication Technology, Social Media, and Culture (12:30-1:45 PM, November 11, 2016)

SESSION 3: Government and Politics in Asia (2:00-3:15 PM, November 11, 2016)

SESSION 4: Communication Behaviors in the Asian Context (8:00-9:15 AM, November 12, 2016)

In 2016, KACA expanded its outreach by developing co-sponsored sessions with the Asian/Pacific American Communication Studies Division (APACSD) and the Chinese Communication Association (CCA). The KACA-NCA Committee thanks Dr. Lisa Hanasono (Bowling Green State University) and Dr. Shuhua Zhou (University of Alabama) for their collaboration with KACA.

THE HIGHLIGHTS OF THE PRESENTATIONS INCLUDE:



“Profiles of problematic smartphone users: American and South Korean college students’ psychological traits and mobile phone usage”

By Elliot Panek, University of Alabama; Hyoungkoo Khang, University of Alabama; Yiben Liu, University of Alabama; and Young-Gil Chae, Hankuk University of Foreign Studies, Korea.

This paper won the KACA-NCA Top Paper Award and was acknowledged with a cash prize and certificate.

GRADUATE STUDENTS' SOCIAL: 12:00 PM NOVEMBER 12, 2016



KACA supported a lunch and get-together for graduate students at a local restaurant. KACA thanks Jin-A Choi (University of Texas, Austin) and Jeeyun Baik (University of Southern California) for organizing the event. Thirteen graduate students attended the event.

KACA SOCIAL GATHERING 6:00 PM, NOVEMBER 11, 2016



Approximately 35 people attended the KACA social gathering at a local Korean restaurant. During the meeting, a graduate student travel grant award was presented to Nahoi Koo, a Ph.D. candidate at the University of Southern California.

2017 NCA IN DALLAS

The 2017 NCA convention will be held from Nov. 16-19 in 2017 at the Sheraton Dallas and Dallas Marriott City Center in Dallas, Texas. The theme of the 103rd convention is “Our Legacy, Our Relevance.” We look forward to meeting many Korean and Korean-American scholars there!

Call for 2017 NCA Papers

The National Communication Association (NCA) will hold its 103rd Annual Conference in Dallas, Texas, on November 16-19, 2017. The Korean American Communication Association (KACA) invites individual papers for competitive research sessions.

We invite submissions of papers broadly related to all areas of Korean and/or Korean-American communication themes, **including but not limited to intercultural/international communication; new technologies and social media influence on communities; and contemporary communication issues in health, science, environment, sports, or entertainment.** The submission of papers pursuing the convention theme, “**Our Legacy, Our Relevance**” is encouraged. The KACA embraces all theoretical and methodological approaches to research.

WE ACCEPT THREE TYPES OF SUBMISSIONS:

1. Full length completed research papers

No more than 25 double-spaced pages, excluding references, tables, and figures. Work already presented, published or accepted for presentation or publication should not be submitted. All papers must include a title and a 250-word abstract. Only full length completed papers are eligible for top research awards (a certificate and a small cash prize).

2. Extended abstracts (completed research/research in progress)

2-3 single-spaced pages, plus references. Abstracts should clearly state: Aims, research questions, methods, projected results, and keywords (up to 6). If accepted, participants are expected to send the full paper to the session planner no later than 6 weeks before the convention.

3. Panel proposal

Panel proposals should include a title, a rationale

(2-3 single-spaced pages), a description for the conference program (250 words), a list of names and institutions of panelists, and brief summary of each paper/presentation. Panels should avoid single institution representation.

- All submissions will be blind reviewed by two or three referees/reviewers with expertise in the area.
- Submitters **MUST DELETE ALL IDENTIFYING INFORMATION** before submitting a paper, abstract, or panel proposals.
- AV requests must be made at the time of submission to be considered.

Please submit your work online using the NCA Submission Central. **All submissions must be made by March 29 (Wednesday), 2017 at 11:59 PM Pacific.**

Submitters **do not** need to be a member of the NCA or the KACA to submit a paper/abstract/proposal for the sessions. However, if accepted, at least one author will need to:

- 1) register for the conference and
- 2) attend the conference to present the work (otherwise, the presentation will be removed from the program).

Questions about the call should be directed to the session planner:

Ji Young Kim, Ph.D.
Assistant Professor
University of Hawaii at Manoa
2550 Campus Road Crawford 309
Honolulu, HI, 96822
Email: jkim22@hawaii.edu

Please volunteer to review papers and panel proposals! If you are interested, please fill out the form using the link at: <https://goo.gl/forms/JK3yUpOrNGY311W23>.

EWHA–KACA Research Award

By Joonghwa Lee, KACA Secretary, Assistant Professor, University of North Dakota

Ewha Womans University's Division of Communication and Media (EWHA) and the Korean American Communication Association (KACA) jointly award outstanding research proposals focusing on Korea-related communication and/or media studies. A total of \$3,500 will be awarded to the winning recipient(s). Ideally, one or two faculty-led projects will be selected to receive up to \$3,500. One half of the award will be distributed at the beginning of the award with the remaining half at the completion of the study. The research findings should be presented at one of the KACA research sessions at NCA, ICA, or AEJMC in 2018 or 2019.

DETAILS AND HOW TO APPLY:

Submission Deadline

All material must be submitted electronically to the Award Committee Chair, Dr. Joonghwa Lee (joonghwa.lee@und.edu), by April 15, 2017 at 11:59pm EST.

Research Topic

Any topic that advances Korea-related communication and/or media research is eligible for the award. Proposals must emphasize contributions to relevant research streams and the Korean society in general. All methods, whether qualitative or quantitative, are welcomed.

Proposal

The proposal should be submitted in a word document with the .doc extension, 12-point font size, Times New Roman, double-spaced with page numbers, 1-inch margin on each side. Otherwise, the proposal will be disqualified. Hard copies will not be accepted. The proposal should be no more than five pages excluding references, timeline, and other additional materials. It should include the following sections:

- An overview of the study, stressing the importance of the topic and the fit with Korea-related communication and/or media research
- A brief literature review citing the most relevant articles and describing where the project fits with past research (This section

should include the research questions and/or hypotheses, if applicable.)

- Proposed methods, with as much detail as possible
- A proposed timeline from start of the project to presentation at one of the KACA research sessions at NCA, ICA, or AEJMC in 2018 or 2019. Note: The project must be completed within two years from the date of the KACA business meeting in which the first half of the award is granted.

Additional Materials

Include current curriculum vitas for PI and Co-PIs and a detailed project budget. The proposed budget should be within \$3,500, outlining how the research funds would be used. Indirect costs, personal memberships, and subscriptions to software or journals will not be funded. If matching funds are secured, please include a letter (or e-mail) of support from the department chair or other administrators responsible for those funds.

Eligibility

Any full-time faculty member who is currently teaching, researching or studying communication or media in North America, Korea, or elsewhere is eligible to apply. To be considered for the award, the PI should be a KACA member as of April 15, 2017. In other words, an applicant should be a KACA member at the time of proposal submission. Members of the KACA Executive Committee (2015-2017) are not eligible to apply.

Note: Each submitter/author is limited to one proposal.

Additional Information

Half of the awarded funds will be distributed at the start of the project, and the other half will be awarded when the project is completed and presented at one of the KACA research sessions at NCA, ICA, or AEJMC within the two-year deadline. Recipient(s) are required to submit an annual short progress report. Those who do not complete the project in two years from the date of award become ineligible for the additional funding. Proposals will be blind-reviewed by selected reviewers, the KACA Award Committee, and the KACA Executive Committee. The committees reserve the right not to present the award.

What Our Members Say...

Editor's Note

We grow by learning from one another. In this spirit, the KACA Newsletter Committee asked some of our members to offer advice on how to better utilize time as a first-year professor or Ph.D. student. Here are some answers.

““ What do you wish you had known as a first-year professor? ””

““ I wish I had reached out for advice more proactively, particularly in my first year as a professor. It is a transitional period from graduate student to professor and researcher, and you are privileged to seek help and support. People around you want you to succeed in your new position and they are willing to help you with. Don't be shy! ””



Hyejoon Rim, Ph.D.
Assistant Professor,
University of Minnesota-
Twin Cities

““ As a first-year professor, it is better to know about internal and external grant opportunities as early as possible. Mark deadlines on your calendar. Ask your colleagues to share successful application files and tips far ahead of the deadlines. Once you get the initial grant (small or big; internal or external), it will lead to other series of funding opportunities. Keep applying. ””



Hyun Jee Oh, Ph.D.
Assistant Professor,
Hong Kong Baptist
University

““ I wish I had known how to teach and manage class better if I could go back to the first-year assistant professor. Now I am comfortable and confident with teaching my classes satisfying my students' intellectual needs. My class evaluations are constantly high now but not in the first years. I did not know how to manage a large class nor how to communicate with students. I have realized that as every person is different, teaching method should be different for every professor. It may take time for some people to find the right teaching style including me. Now, my best pitch for teaching is the learner-centered pedagogy, in other words, listening to students well. I always carefully cater to students' inquiry in every class and go from their questions to untangle students' knowledge uncertainty. I also end up with student participation in each class. I use videos, online quizzes, online polls, and student presentations in class. When I use the teaching methods, student never get drowsy, they are alert and participate. I wish I had known the ways I teach now as a first-year assistant professor! ””



Seok Kang, Ph.D.
Associate Professor, the
University of Texas at
San Antonio

“What do you wish you had known as a first-year professor?”

“ Use your time wisely. You may be immersed with teaching and unceasing service requirements in addition to your research. Plan your own timetable as if you’re an elementary school student, then try to abide by the schedule. Set aside at least a full day per week for research, free from phone calls, emails, and texts (normally a day that you don’t have class). Do not access any Korean websites (of course including Naver and Facebook). Find the best place to conduct research. I found that working in a library is more efficient than working in my own office. You may be frustrated owing to your lack of time and language skill. Be proud of yourself. At least your white American colleagues will never be able to speak, read, and write Korean as you do. ”



Jangyul Kim, Ph.D.
APR, PRSA Fellow
Associate Professor,
Colorado State University
Director General, Korea
Ministry of Food and
Drug Safety

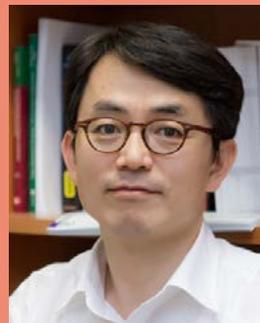
“ Assistant professors appear to be fully informed these days about strategies to help them move forward successfully—collaborating with colleagues, seeking funding and also keeping things at various stages in the pipeline. My suggestion in keeping in step with these approaches would be to make sure you enjoy the process as you move along, so you don’t get overly stressed, discouraged or burned

out. Take that much needed down time and relax after a long, productive day; reward yourself by taking a quick trip to get some fresh air and clear your mind; and make sure to get enough sleep to feel energized and refreshed to stay motivated. Mix up the pace, believe in yourself and persist! ”



Deborah S. Chung, Ph.D.
Associate Professor,
University of Kentucky

“ A decent knowledge of R, a free statistical programming language, should be my first choice as a first-year professor. R was available already when I finished my doctoral degree. It is a powerful programming package for data collection, analysis, and visualization. Instead of a simple click and response type of SPSS or Excel, go for R. In addition, Python should be another good venue for data analysis and visualization. ”



Jeongsub Lim, Ph.D.
Professor,
Sogang University

““ What do you wish you had known as a first-year Ph.D. student? ””

““ Getting a paper published can be a very tedious and time-consuming process. In many academic journals, publishing can easily take up to two years (or even longer). So you should start publishing early. Don't hold your conference paper until it is “fully ready” for publication – the catch is that the paper would just stay in your laptop folder for another 4-5 months without any revision. Of course, your first paper will mostly likely be rejected. However, you will still get good reviews, and it will greatly improve your paper. Also, become a reviewer (big conferences like ICA, AEJMC, and NCA recruit volunteer reviewers). Publishing a paper is primarily about convincing the reviewers that your work is great. So you need to understand what makes a paper great, and the best approach for that is reviewing other people's papers. ””



Myojung Chung,
Ph.D.
Assistant Professor,
Nanyang Technological
University, Singapore

““ The most important thing for a Ph.D. student is to stay healthy (mentally and physically). In our field, completion of a Ph.D. program usually takes three to five years of study. You will be stimulated and excited about learning new things from amazing faculty members and your colleagues. However, you will encounter many challenges, such as working under pressure to meet deadlines and staying awake all night to

study. The accumulated stresses of a demanding program and everyday life could adversely affect your health. So, it's really important to have ways to relax and reenergize. For example, you might consider having good conversations with your friends, working out, petting your dog or cat, visiting a fancy restaurant, watching sports, and so on. The first year is a good time to learn about balancing your exciting new opportunities with added stress in your life. ””



Jisu Kim
Ph.D. student,
University of
Minnesota-Twin Cities

““ As a first-year Ph.D. student, making good friends in many conferences is essential for academic growth. In the conference, it is imperative to meet graduate students and scholars in your field as well as presenting your own papers. Especially, KACA social held in three major conferences is a great time to meet new people. The people you meet in the conference will be your assets to open new opportunities. Good friends are like flowers. ””



Myoung-Gi Chon
Ph.D. Candidate,
Louisiana State
University

Member News

TENURE, PROMOTION & APPOINTMENTS

Dr. Yong Jin Park was promoted to full professor effective fall 2017 in the Department of Strategic, Legal and Management Communication at the Cathy Hughes School of Communications, Howard University.

Dr. Jeongsub Lim was promoted to full professor effective spring 2017 in the School of Communication at Sogang University.

Dr. Jae Eun Chung was promoted to associate professor with tenure effective fall 2017 in the Department of Strategic, Legal and Management Communication at the Cathy Hughes School of Communications, Howard University.

Myong-Gi Chon, Ph.D. candidate at the Louisiana State University, will join the University of Auburn University as assistant professor in fall 2017.

Hyejin Bang, Ph.D. candidate at the University of Georgia, will join the William Allen White School of Journalism and Mass Communications at the University of Kansas as assistant professor in fall 2017.

Dr. Gi Woong Yun, associate professor at the University of Nevada, Reno, has become the Director of the Center for Advanced Media Studies in Reynolds School of Journalism.

Dr. Sungeun Chung, Associate Professor at Sungkyunkwan University, is a visiting researcher in the School of Media and Communication, Temple University for the spring and fall semesters of 2017.

NEW BOOKS

Dr. Won Ho Chang, Professor Emeritus (Journalism) of the University of Missouri, published three books in 2016, and they are available on amazon.com.

From Korea to the World: A Journal of a Journalism Professor (ISBN # 978 1537426075)

American Education with \$59

[in Korean: 오십달러 미국유학] (ISBN # 978-1532825583)

Traveling Stories 5

[in Korean: 여행 이야기 5] (ISBN # 978-1517123529)

AWARDS & RECOGNITIONS



Dr. Do Kyun Kim, associate professor at the University of Louisiana—Lafayette, is a recipient of the Top Research Excellence Award 2014-2016. The award is given to the top researcher in each college at the university, and Dr. Kim was selected as the top researcher from the College of Liberal Arts. He has recently published two scholarly books: *Health communication: Strategies for developing global health programs* (Do Kyun Kim, Arvind Singhal, & Gary Kreps, 2014) and *Health communication measures* (Do Kyun Kim & James Dearing, 2016).

Dr. K. Hazel Kwon, assistant professor at Arizona State University, is one of the 2017 Emerging Scholar Grant recipients (collaborator: Monica Chadha) from AEJMC, for the project entitled, *News Proximity and Social Media Framing of Terrorism: A Computational Approach toward Large-Scale Framing Research*.

Dr. Ji Young Kim, assistant professor at the University of Hawaii at Manoa, has been awarded \$10,000 from UHM's Center for Korean Studies for a conference proposal on Korean Communication Research and Practice (July 27-28, 2017). Results of the conference will contribute to the book entitled, "Korean Communication, Media, and Culture," a special book to be published to commemorate the 40th anniversary of the KACA.

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	INCOME	EXPENSES	BALANCE
Balance from August 2016			7,976.99
Membership dues (September 2016–February 2017)Ewha Ewha Womans University sponsorship for 2017 Ewha–KACA research award & ICA reception	2,674.47		
eBay for charity seller donations	5,068.18		
PayPal Giving Fund bonus	9.00		
Uncounted revenue	2.90		
	100.00		
New website development		1,400.00	
Web space upgrade		25.60	
Paypal Pro service		30.00	
NCA top paper award		100.00	
NCA social dinner		251.64	
AEJMC Council of Affiliates		250.00	
ICA association membership		250.00	
Ewha wire transfer fee		16.00	
Total Income to Account September 2016–February	7,854.55		
Total Expenses to Account September 2016–February 2017		2,323.24	
End of February 2017 Balance			13,508.30

GRADUATE PROGRAM ACCOUNT	INCOME	EXPENSES	BALANCE
Balance from August 2016			4,623.49
Contribution from membership dues (September 2016–February 2017)	1,232.60		
NCA travel grant award		300.00	
NCA graduate social lunch		255.78	
Mailing for NCA conference		12.32	
Total Income to Account September 2016–February 2017	1,232.60		
Total Expenses to Account September 2016–February 2017		568.10	
End of February 2017 Balance			5,287.99

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

*Based on membership dues paid from September 1, 2016 to February 22, 2017.

PLATINUM		SILVER		
Seungahn Nah	Kyu Ho Youm Eun-Ju Lee Joon Soo Lim Hyunjin Seo Eyun-Jung Ki Hyoungkoo Khang Kwangmi Ko Kim	Bokyoung Kim	Seungmo Jang	Sung-Un Yang
GOLD		Chang-Dae Ham	Erik Bucy	Minjeong Kang
Kyounghee		PRIME	Kyongseok Kim	Kang Hoon Sung
“Hazel” Kwon		Hanna Park	Kang Hoon Sung	Keunyeong Kim
Eun-Ho Yeo		Young Kim	Hanna Park	Sang Lee
Sungeun Chung		Eun Young Lee	Young Kim	Eunkyong Lee Yook
Seok Kang		Hyun Jee Oh	Eun Young Lee	Seung Mo Jang
		Jin-Ae Kang	Hyangsook Kim	Yoonmo Sang
		Jae Kook Lee	Jaejin Lee	

Membership Dues

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

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

How to Pay:

- 1) Go to <http://www.thekaca.org/membership/>
- 2) Once you click the “Join Now” button at the bottom of the page, you will be directed to the application form page.
- 3) Please fill out your information in the form. Please fill out the form even if you are an existing member.
- 4) Once you submit the form, you will be directed to the PayPal page where you can pay either through your PayPal account or by credit card. You can pay by credit card even if you don’t have a PayPal account.

If you have any questions or problems with paying your membership dues, please contact the KACA treasurer, Sun Young Lee, at pearl.syl@gmail.com.



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:



You shop. Amazon gives.

- Amazon donates 0.5% of the price of your eligible AmazonSmile purchases to **Korean American Communication Association** whenever you shop on AmazonSmile.
- Amazon donates 0.5% of the price of your eligible AmazonSmile purchases to the charitable organization of your choice.
- AmazonSmile is the same Amazon you know. Same products, same prices, same service.
- Support your charitable organization by starting your shopping at **smile.amazon.com**

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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