KACA is looking for new faces to serve as officers for the next term

Greetings KACA members:

The flowers are blooming once again and it should be another beautiful season for everyone. As we are sponsors, the KACA presence at ICA, AEJMC, and NCA will be strong. I encourage you to support our sessions at each convention by getting together and actively attending. In addition to the sessions for the invited paper presentations, the annual business meeting will take place on Friday, August 11, at 8:00 pm at a restaurant.

KACA will be taking nominations for the office of the president for the following term. Please send your nominations or self-nominations to me, the current president, at gihan@hotmail.com (or fax: 703-620-1892) by June 30. We’ll announce next year’s leadership at the business meeting, the place to voice your ideas, aspirations, and concerns. (If there is more than one nomination, we will have an election at the business meeting.)

If you are not attending AEJMC 2000 and have any topics you’d like addressed during our business meeting, please e-mail me at gihan@hotmail.com.

I hope to see as many of you as possible in Phoenix. If we’ve not met yet, please introduce yourself. I look forward to seeing you there.

With best regards always,
Gwang-Jub Han, President

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It’s Dues Time!

As KACA tries its best to provide many special functions and information you can use to enhance your study and research, your membership dues as a KACA member is vitally important fuel for us. Thank you in advance for your prompt submission! Please use personal checks or money orders only.

One Year Membership is $10 for student and $20 for faculty. This allows us to participate in functions and receive KACA mailings through 2000 operating year

Make your check payable to KACA and mail it to:
Prof. Jaesub Lee
U of Houston School of Communication
Agnes Arnold Hall
4800 Calhoun Rd.
Houston, TX 77204
KACA Sessions for the 2000 AEJMC at Phoenix, Arizona

SESSION I: THE COMMUNICATIONS TORNADO IN KOREA I:

Friday, August 11, 2000, from 4:30 to 6:00 p.m.
Session Chair: Seung Hyung Lee, Prof. at Appalachian State U leesh@conrad.appstate.edu

PRESENTATIONS

(1) The Change of the Korean Mass Media and Its Ideological Role since 1980: From the Newspaper and Its Ruling Ideology to the Computer Mediated Communication and Its Balanced Ideology
Lee, Jinro (Professor, Youngsan University, Korea), lesj@mail.ysu.ac.kr TEL: 523-380-9302(O), 387-7710(H)

(2) The Perils of the Korean Newspaper Industry and A Strategy for Its Revitalization
Duckmo Kim (Prof. at Honam National U), kdmprof@honam.honam.ac.kr TEL: 62-940-5264

(3) Television Viewing and Perceptions of Cultural and Societal Values Among Korean Children
Seok Kang (Ph. D. Student at University of Georgia) seokkang@gu.freei.net and Jing G. Kang (Prof. at Illinois State University)

(4) Techno-myths on the Net
Kwang-Suk Lee (Ph. D. Student at U of Texas – Austin) leks@soback.kornet21.net

(5) An Analysis of Public Relations Strategies for the Extension of Pension Program in Korea
Hochang Shin (Associate at Ewha Women's U), Juhyun Hong (Ph.D. Candidate at Ewha Women's U), and Yuna Rhee (Doctoral Student at U of Maryland - College Park) hochang@mm.ewha.ac.kr TEL: 03-3271-3539(O), 2638(F)

(6) The Dynamics of Media Policy in Korea: 2000 and Beyond
Eusun Yoo (Associate Professor, Ewha Women's University) eyo@m.ewha.ac.kr

DISCUSSANT: Kyu Ho Youm, Prof. at Arizona State U youm@asu.edu TEL: 480-965-5011(O), 940-8687(H)

SESSION II: THE NET IN KOREA

Friday, August 11, 2000, from 6:15 to 7:45 p.m.
Session Chair: Gwang-Jub Han, Prof. at Howard U gjhan@hotmail.com TEL: 703-620-6243(H), 620-1892(F)

PRESENTATIONS

(1) The Competitive Dynamics of Korean Newspaper Markets: The Interrelationships among Economies of Scale, Market Environment, and Profitability
Eun-mee Kim (Assistant Prof. Kookmin University) and Sora Park (Researcher, Korea Press Foundation) eumee@cmu.kookmin.ac.kr

(2) The Utilization of Online Contents by Newspapers: A Case of South Korea
Youngchul Yoon (Associate Prof. at Yonsei U) and Seungahn Nah (Ph. D. Student at Yonsei U) Yoon119@yonsei.ac.kr TEL: 02-361-2979(O), 363-5769(F)

(3) Advertising on the Internet: Current Status and Prospect in Korea
Donghyun Byun (Prof. at Chonnam National University), Yungjong Yang (Associate Prof. at Honam University), and Sung-gwan Yang (Associate. Prof. at Dongkang University) dhyun@chonnam.ac.kr TEL: 011-627-0074

(4) Another Self in the Virtual Community of On-Line Games: A Case Study of Korea
Dongsok Park (Associate Professor at Ewha Women's University) dspark@mm.ewha.ac.kr

(5) Internet Broadcasting in Korea: Current Status and Prospects
Gwang-jub Han (Prof. at Howard University) and Ki-duck Kwon (Graduate Student at Information and Communication University) gjhan@hotmail.com kdkwon@icu.ac.kr

(6) New Direction of Korean Broadcasting Commission's Organizational Design and Operation
Dongwook Kim (Associate Professor at GSPA, SNU) dong@snu.ac.kr TEL: 02-880-5628(O)

DISCUSSANT: Woohyun Won, Prof. at Korea U woohyunwon@hanmail.net
KACA News Bulletin Board

KACA Election Scheduled
✓ KACA will be taking nominations for the office of the president for the following term. Please send your nominations or self-nominations to the current president, Dr. Gwang-jub Han, at gghan@hotmail.com

Professional News for Prof. Jong G. Kang
✓ Publications:
"Broadcast Education Curricula in a 2-Year and 4-Year Colleges. (with Erin Kock and David Allen). Journalism and Mass Communication Educator (Spring 1999).

✓ Conference Papers:

Professional News for Prof. Kyu Ho Youm

Conference News
Conference hotel: Holiday Inn Airport: reservations July 19-23, $89 per night plus 12% tax. 1-800-Holiday. Make reservations directly with the hotel.
Registrations or information: Michael Prosser, Ph.D., Rochester Institute of Technology, 92 Lomb Memorial Drive, Rochester, NY 14623-5604, Fax 716-475-7732. Email MHPGPT@RIT.EDU

✓ NCA National Communication Association KACA division received ten papers/abstracts for possible inclusion in the 2000 program in Seattle. Thank you for your submissions. Eunkyoung Yook, program planner, will keep you updated on the status of the program proposal submissions as soon as Professor Applegate gives a response.

Personal News
✓ Many of you know, thanks to the KACA e-mail message sent by Dr. Gwang-jub Han, that Dr. Eungiun Min's father passed away. If you want to send your messages of condolence, Dr. Min's address is Department of Communication, Rhode Island College, Providence, RI 02908.
Korean Broadcasting Institute is hiring!

As a career placement service to its members, Korean American Communication Association would like to announce recent job openings at the Korean Broadcasting Institute (Bang Song Jin Heung Won)

Qualification:
Ph.D. degree is required but MA degree holders with outstanding research achievements will also be considered.

Openings:
1) Multimedia research: impact of media convergence and its impact on marketing and policy research
2) Regional research: broadcasting production and distribution systems in Japanese and Asian countries
3) Social science research methodology: Successful candidates should be able to independently develop and execute statistical analysis projects

Please submit your application form, resume, transcripts, dissertation or research paper, and personal statement (less than 5 pages). Application form (.hwp format) can be downloaded from KBI web site at: www.kbi.re.kr

Application deadline is April 26, but interested applicants are encouraged to submit their late applications for they will be included in waiting list for prospective positions.

Please send your application to:
KBI Human Resource Department on 8th Floor
Yang Chun Gu Mok Dong 923-5
Seoul, Korea

For further questions, please feel free to send email to Dr. Sooyoung Lee at: slee2@unitel.co.kr Also, visit KBI Web site at: www.kbi.re.kr or call KBI at 3129-5418, 3129-5427

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