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## Greetings from President



Sei-Hill Kim, Ph.D.  
University of South Carolina

Dear current and future members of the Korean American Communication Association (KACA),

I am Sei-Hill Kim, the president of KACA. I am an associate professor in the School of Journalism and Mass Communications at the University of South Carolina. I hope you and your family have had a wonderful summer this year. It is my great pleasure to have an opportunity to serve this important organization.

I am happy to tell you that last year was another great success for our organization with a variety of KACA events at major communication conferences. At NCA last November, KACA held three major events. Our research session was highly competitive and a total of four papers were selected and presented. We also organized a panel session, where speakers shared their teaching experiences with the audience and made wonderful suggestions for becoming an effective teacher. KACA social was highly successful, with about 30 people showing up for the event. ICA this year was another great success. KACA hosted five main events. In our research session, a total of four papers were presented. We also presented a panel session, where invited speakers talked about their experiences with job search and tenure and promotion processes. One-to-one mentoring session was offered where graduate students were matched with professors who have similar research or teaching interests. This year's KACA reception at ICA was co-sponsored by the Nam Center for Korean Studies at the University of Michigan, where Dr. Nojin Kwak is serving as the director. Finally, KACA social was a great success with about 70 people showing up for the event. I believe AEJMC in August is going to be another great success. In particular, KACA is going to present two research sessions starting this year. In response to the increasing number of submissions to KACA research at AEJMC, we doubled the number of research sessions from one to two. We also changed the format of presentation from the traditional panel to high-density sessions. A total of 16 papers will be presented this year.

As I indicated in our newsletter last year, KACA is aiming to enhance the international profile of the organization by fostering active interactions and

## Greetings from President

### KACA Officers for 2011~2013

#### President

Sei-Hill Kim  
University of South Carolina

#### Vice Presidents

Hye-Jin Paek  
Hanyang University  
(ICA)

Eunho Yeo  
Plymouth State University  
(NCA)

Sung-Un Yang  
Indiana University  
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#### Secretary

Yongick Jeong  
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#### Treasurer

Induk Kim  
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#### Webmaster

Seok Kang  
University of Texas, San  
Antonio

#### Editor

Jee Hee Han  
University of Dayton

#### Student Representatives

Jaesik Ha  
Indiana University

Eun Hwa Jung  
Pennsylvania State  
University

Jiyoung Kim  
University of Florida

Sang-Hwa Oh  
University of South Carolina

*continued from page 1*

exchanges with other U.S.-based foreign communication associations. As part of this effort, we are planning to host a joint panel session at AEJMC next year (2013) with the Chinese Communication Association (CCA). A number of senior researchers from Korea, China, and Japan will join the session, talking about the current state and the future direction of communication research in each country. We are also planning a potential book publication out of this international joint effort.

KACA has made considerable effort to increase the number of due-paying members of the organization. In addition to our effort to enhance the national and international profile of the organization, we have completed earlier this year updating our membership directory. KACA's graduate student representatives, along with Dr. Yongick Jeong, the secretary, have done such a wonderful work, contacting each member and updating their contact information. Over the last one year period, a total of 90 people have paid the membership due, which is about 50% increase from the last year's 60.

Your help is absolutely critical in achieving our goals. There

are many ways to help the organization. First, you can serve as a future officer or a student representative of our association. Second, you can support the association by becoming a member or by renewing your membership each year. In particular, I have to emphasize that we have a number of different categories of membership: Student (\$10), Regular (\$20), Silver (\$40), Gold (\$70), and Platinum (\$100). Any amount beyond \$20 goes directly to our graduate account made available to support graduate work of our student members (e.g., scholarships, graduate award, and research support). Finally, I encourage you to attend a variety of KACA events at the conferences. We have a number of research sessions, information/pedagogy sessions, KACA socials at three major communication conferences (AEJMC, ICA, NCA).

I am sincerely asking your continuous support for the association. I will look forward to seeing each of you at different KACA events.

Thank you very much.

Sei-Hill Kim, Ph.D.  
President, Korean American  
Communication Association  
(KACA)



## Special Section

# Sharing My Experiences

*Notes from the 2012 ICA Mentoring Session*

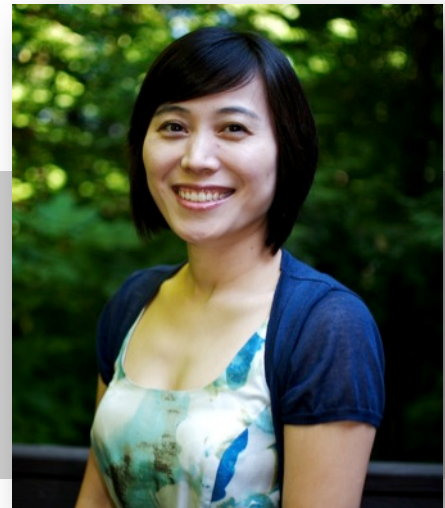
**H**ere are some thoughts about job search and lessons learned through my experiences. Different higher education institutions emphasize slightly different goals -- such as teaching, research, or liberal arts education -- and I am sharing information about the institution type that I know best, which is a U.S. research university.

### **Set your priorities straight**

Take some time in the beginning of your job search process to determine your goals, identify characteristics of universities or schools that you want to be part of, and understand what qualifications are important to landing a job at one of those places. This will help you identify universities on which you want to focus your energy. For some of you research support and light teaching load are important; others may want to live and work in a big city or teach small classes. So you should take time to think about and write down important factors for

### **Dr. Hyunjin Seo**

William Allen White School of Journalism and Mass Communications  
University of Kansas



your job search. You can update those as you gain more insight or talk with your mentors, friends or family.

### **Allocate enough time on your dissertation research**

If you have not already completed your dissertation, it is important that you spend enough time on your dissertation research that you are able to demonstrate significant progress when you are invited to campus interviews. During your research presentation, there is a significant difference between presenting what you plan to do and presenting what

you actually did. Having a dissertation in hand seems to be increasingly important to land a job at a research university in the current job market.

### **Practice, practice and practice**

Practice your research and teaching presentations until you feel very confident. It's nerve-wracking to present in front of potential colleagues and students. You should practice enough that you don't need to rely on notes when you present and are able to have meaningful eye contact with your audience. I practiced with

my adviser first, then with a bigger group of professors including dissertation committee members, and then with my friends and some undergraduate students. It is important that you practice with people who are not familiar with your research topic. Those people will be able to give you important feedback about how clear and comprehensible your presentations are.

### Be yourself

Faculty members at hiring institutions are not simply looking for good scholars or teachers; they are looking for a potential colleague with whom they will have lunch and may collaborate on different projects. I think some people are trying to be overly strategic at campus interviews and interviewers can often sense it.

So be yourself. You may make some mistakes but more attention will be paid to how you handle those mistakes than to the mistakes themselves.

### Be wise in social media use

You should always be prudent in posting to social media and it is particularly the case when you are on the job market because potential employers often google your name to have a glimpse of what kind of online persona you maintain. Understand that potential colleagues may well look at your tweets and other publicly available social media content. You should be professional and know what not to post. Don't share information about your interviews on Twitter. In particular, don't post anything negative about the university even if you did not get the job.

### Don't burn bridges

After your campus interview, you should be prepared to answer a phone call from the university. It can be a call offering you a position or expressing regrets for not extending an offer to you. Even if they are saying they are not giving you an offer it will be wise for you to thank them and say you enjoyed your visit. In some cases, you may have multiple offers and be in a position to say no to some universities. Be polite. Don't burn bridges. This is a small field you never know how you might get re-connected with people you met there. Most of all, there is no need to be impolite in those situations.

For those who are on the job market, I wish you all the best!



## ❖ Faculty position job advertisements can be found at:

- ◆ AEJMC Online Jobs  
<http://www.aejmc.org/jobads/>
- ◆ The NCA Career Center  
<http://www.natcom.org/findajob/>
- ◆ The Chronicle of Higher Education  
<http://chronicle.com/section/Jobs/61/>

The top screenshot shows the National Communication Association website with a search bar and navigation menu. The bottom screenshot shows the AEJMC Online ads page, featuring a job listing for Emerson College: "Health Communication/Marketing Faculty". The listing includes details about the position, qualifications, and application process.

## Special Section

# Journey to Tenure and Promotion

*Notes from the 2012 ICA Mentoring Session*



**Dr. Sei-Hill Kim**

KACA President  
Head, PR Sequence  
School of Journalism & Mass  
Communications  
University of South Carolina

**W**hat I am talking about today is such an important topic for every single member of the junior faculty. It is very important for me not to give you any unrealistic expectations or inaccurate information. In addition to talking about my own experiences, I wanted to do some extra research; I had an interview with a total of five full professors, who have been on the T&P committee for many years, either at the university level or the unit level. My suggestions here are based on not only my own experiences

but also the inputs from the experts on this topic. I have been on the T&P committee for the last three years; and I have to emphasize that different schools have somewhat different expectations. My comments today are based largely on my experiences at a Research I institution.

There are three areas of assessment: research, teaching, and service. Everybody says research is the most important area. I agree. Research is more important than everything else for several reasons. First, it is “relatively” easy to find an excellent teacher; it is not easy at all to find an excellent researcher. Second, what

colleges and universities think is really important is the question of how to make their institutions more visible nationally and internationally. In terms of making themselves more visible, it is excellent research rather than teaching or service that makes an institution more visible in each discipline.

Having said that, the question is how important your teaching is. Teaching is a stress to most junior faculty members, particularly when you are from a foreign country, and you have to teach in a foreign language, which is English. The biggest question during the first year is how to improve your teaching and your teaching performances. Before you think about how to improve your teaching, however, it is very necessary to think about how important teaching is in terms of getting tenured. Is teaching as important as research? Can you get tenured without becoming an excellent teacher? It is very important to have a realistic assessment of how



important teaching is in comparison to research.

The first thing I can tell you is that teaching is important. You cannot get tenured without becoming a good teacher. All five people I interviewed answered that they know at least one person who was denied tenure because of his or her poor teaching. At the same time, however, it is important to remember that you don't get tenured because of your teaching. You will get tenured because of your research. The bottom line is that if you are an outstanding researcher, you do not really have to be an outstanding teacher. It will be great, but you don't have to. However, you have to be at least an average teacher. As far as research, however, you have to be either outstanding or excellent. Being an average researcher is probably not good enough.

I would like to make a few recommendations here. First, you will be in trouble if you find yourself having not enough time to do research because of the classes you have to teach. I have seen at least a few first-year faculty members saying "I am going to use my first year to prepare my teaching. I am going to get my teaching ready first and start doing my research next year." I do not think this is a good idea. You have to start building your research program from the first day on your job. Second, you

should not assume or expect that excellent teaching will somehow make up for less-than-average research. It never happens. Excellent teaching is good. It will not make up for less-than-average research, however. At the same time, you should not assume that teaching is not important. Remember that you can be denied tenure because of your teaching. The last thing I would like to emphasize is that course evaluation is not the only assessment on which your teaching is evaluated. Go back to your T&P guidelines and see what else can be evidence of effective teaching. For example, developing a new course is an important contribution. Peer evaluations are always important. Have somebody come in and see how you teach. Serving on a dissertation or a thesis committee is very important as well. Remember that these are all important contributions to teaching. Course evaluation is important, but it is not the only assessment on which your teaching is evaluated.

Now, let's talk about research. Research is important; there are many questions about it. For example, how many publications per year are safe enough? There is no magic answer to this question because there are so many different factors to consider before you answer this question. For example, are you the first author or solo author?

Are you just one of the coauthors? Is this a top journal? Or, is this a second-tier? One of those five professors I interviewed answered one pub per year is okay as far as you are the first author and it is a top journal. Two people said perhaps two papers per year is good enough but one of those two should be either the first author or a top journal. The last person said you should have at least three papers to be safe. I personally believe, according to my own experiences with different places, two papers per year is typical and good enough. However, you must have at least "some" first authored and top journal papers. What is really important to remember is not just the number of papers but the overall impact your research is making to the field. I am talking about such indicators as acceptance rates, number of citations, h-index and g-index. It is your responsibility to make sure the university T&P well understands the amount of impact your research is making to the field.

Do conference papers count? My answer is yes, at least in our field, if they are national or international conferences. They do count because you have to demonstrate that you are connecting to other people and that you are trying to increase your visibility in the field. In fact, you will be in trouble, maybe, if you do not have any

conference papers because that may indicate that you do not get along well with your peers in the field.

Is a large number of papers in second-tier journals better? Or, is a smaller number but in top journals better? All five people I interviewed said a small number in top journals is much better because a small number in top journals is much more effective in making your research more visible. That's exactly what the university wants to see.

What about a large number of coauthored papers vs. a smaller number of solo-authored papers? First, I do not really see much difference between solo-authored vs. first-authored papers. They are almost equally important. It is probably necessary to have at least "a few" solo-authored papers to demonstrate that you are an independent researcher. What is really important here is a combination. You must have "some" solo-authored papers; you must have "some" first-authored papers; at the same

time you must have "some" second-authored or third-authored papers. I am talking about quantitative research and quantitatively oriented researchers. If you are a historian, for example, or if you are a qualitative person, many of your papers will be solo-authored.

Before wrapping up, I want to make a few recommendations. First, you need to pay close attention to your school's T&P guidelines. Remember that different schools have somewhat different sets of guidelines. Before you listen to what other people say, it is very important for you to fully understand what is expected and what is not according to "your school's" guidelines. I think the single most important thing to do is to follow your schools' T&P guidelines, and demonstrate in your personal statement that you have followed the guidelines.

Second, do not try to recycle your dissertation too much. That could be a waste of your time. One or two papers from

the dissertation is just good enough. Move onto the next step. Try to explore new territories. Find different topics and different methodologies, you will become much more productive.

The last thing I would like to tell you is that you need to identify your selling point as early as possible. What is your brand? What is your expertise? Identify a topic you are most interested in. Find a research method that you feel most comfortable with. Start establishing your own line of research as early as possible. Do not try to do a little bit of this and a little bit of that. It will become very difficult to make yourself visible. You need to become an "expert" in one or two areas, not a bunch. Try to establish a reputation as an expert on a specific topic. That is probably the best way to make your research more visible in the discipline. That is exactly what the university wants to see, and that's exactly why the university is hiring you.



## ❖ Extra Resource

### “All about your job and T&P application process”

**Dr. Sang Yeol Lee** at West Virginia University shares a valuable resource regarding the job search and tenure & promotion process, gathered from his own experience and other resources. This report is written in Korean.

<http://www.kacanet.org/resources/all-about-your-job-and-tp-application-process-in-korean/>

## **KACA Student Representatives' Notes I**

The 2012 KACA student representatives speak out on how graduate students can participate in KACA



**Eun Hwa Jung**  
Doctoral Student

Pennsylvania State  
University

### ***Going beyond sharing at KACA to having a family***

I first encountered the Korean American Communication Association (KACA) two years ago at the conference when I attended a KACA session and met many Korean communication scholars. At that time, I had several concerns about starting a doctoral program, but also many positive expectations. I received a lot of advice and very specific information about studying in a doctoral program when I talked with a number of senior doctoral students and faculties at the session.

In particular, I learned about their real life experiences, and that knowledge helped me to enter academic life in the U.S. They all truly sympathized with me, as they already understood my difficulties as well as the major benefits of studying in the U.S. The experience elicited a strong sense of community in

me, so I became a student member of KACA.

Becoming involved in KACA activities, I was offered another great opportunity and that was being a student representative of KACA. I was able to get closer to many KACA members and work with them. Since KACA is a central point for ongoing interaction between faculties and students to build better communication, I came to believe that the role of a student representative is very important for Korean communication scholars.

Specifically, KACA finds new ways for students to connect with each other and share their academic needs and social interests in an effective way. For this reason, as a student representative activity, I updated the KACA directory. This work is done once every

two years, and the directory is very useful not only for sharing much needed information, but also for informing all KACA members about the personal achievements of others and celebrating them.

In addition, we have monthly online conference meetings. In these meetings, we always discuss the current critical agendas that can help improve KACA and its activities. For example, we organize events at major communication conferences including social gatherings and academic presentations. These efforts guide and serve the academic and social needs of Korean communication scholars and indeed create still another family in the communication field in the U.S. That family is called "KACA."





## KACA Student Representatives' Notes II

The 2012 KACA student representatives speak out on how graduate students can participate in KACA

### *Gaining valuable experience and advice to better prepare our future*

**Sang-Hwa Oh**  
Doctoral Student

University of South Carolina



**H**aving a presentation at 2011 AEJMC KACA session in St. Louis was one of the most memorable events that I participated as a member of KACA (Korean American Communication Association). Since my paper was dealing with Korean's risk perceptions about GM foods, I wanted to submit it to the KACA session, and fortunately it was accepted.

Due to warm interest in my research and active participation of other KACA members who attended the session, I not only enjoyed the presentation but also felt really great about it. It was truly an honor to have an opportunity to meet great scholars who I had read with great admiration in well-known scholarly journals. They gave me helpful advice for my paper and heartfelt encouragement. Their warm welcome to a new

member (me) of KACA was very uplifting. If your paper's subject includes issues in Korea, you can submit the paper to KACA session and obtain useful comments that you cannot get elsewhere.

Attending a mentoring session at 2012 ICA in Phoenix was another great experience for me. In order to have a good career as a scholar, it should be well planned and prepared step by step since a doctoral student. However, it is hard to know how to prepare for it. Korean doctoral students/candidates have more steps to prove their ability for becoming a good scholar than American students.

During the mentoring session, four well-known professors gave us all kinds of helpful and practical tips on job search, resume and cover letter writing and job interviews. Other great

Korean scholars who attended the session also provided useful comments. Thanks to their sincere efforts to make us (Korean doctoral students/candidates) prepare right for our future, we could find the ways to follow more reasonably. There was no one who could offer that kinds of tips and warm support for us in the world. It was an absolutely excellent experience for me to have as being a Korean doctoral student. In order to participate in mentoring session, you even don't need to enroll or get permission in advance. Just come to the session, and you can get more than what you expect.



## KACA Student Representatives' Notes III

The 2012 KACA student representatives speak out on how graduate students can participate in KACA



**Jaesik Ha**  
Doctoral Candidate

Indiana University,  
Bloomington

### *The KACA: a major vehicle for finding our mentors*

**A**fter working as a newspaper reporter for ten years, in 2006 I began to dream of doing scholarly research in the area of communications studies. I was just a few years away from my 40<sup>th</sup> year, which is called, in Confucian philosophy, the “the age free from vacillation”. Following a difficult year of “mid-life change,” I came to the U.S. in 2007. As a M.A. student, I was a child in the academic world. I had to learn the rules and customs of academia from scratch. Contrary to my expectations, my previous professional experience seemed to be of little use. Luckily, there were several other Korean students in my graduate program. In retrospect, they have been good-hearted mentors who have guided me through yet another voyage in my life. In particular, I would like to express my gratitude to two doctoral students I encountered at that time: Dr.

Yung Soo Kim and Dr. Kwang Woo Noh. Dr. Kim, currently a professor at the University of Kentucky, advised me about many aspects of academic life, from the selection of the courses to how to submit a research paper for an academic conference. More important, Dr. Kim also told me about the KACA in some detail, including how to be a member of this wonderful organization. Dr. Noh was also a bridge connecting me to the KACA. In August, 2008, we drove together for seven hours, to the KACA 30th Anniversary Conference, which was held in Chicago at the same time as the AEJMC conference. I did not present a formal paper that year, and Dr. Noh suggested that I just observe the conference, believing that that would give me valuable experience in my attempt to adapt to academia more smoothly. And indeed, the variety of events surrounding the KACA conference that year

did give me a greater sense of the community of Korean scholars working in this country. During our stay in Chicago, Dr. Noh introduced me to many Korean scholars and students so that I might request relevant information and advice from them in the future. Since then, I have been very delighted to be a KACA member. I have found that the KACA provides excellent opportunities for graduate students like myself to meet mentors. For example, in personal meetings with KACA members, many of them have, without hesitation, called Dr. Kyu Ho Youm (the Jonathan Marshall First Amendment Chair at the University of Oregon) a “great mentor.” The Korean colleagues in the KACA community are an enormous asset, for both our social relationships and the development of our academic careers. The KACA is a major vehicle by which we may find our mentors.



## KACA Student Representatives' Notes IV

The 2012 KACA student representatives speak out on how graduate students can participate in KACA

### *Wonderful opportunities for graduate students*

**Ji Young Kim, Ph.D.**  
Assistant Professor

Bradley University



**F**irst of all, I would like to thank you all for the great opportunities that I have had with KACA during my doctoral study. I worked as a student representative twice, and I was thrilled to know this prestigious association and to be part of it.

If someone asks me about the most valuable aspects of KACA, I would be happy to share the following:

#### 1) Networking:

I have met many wonderful mentors and friends in our field during my last few years at KACA. Including conference calls or mentoring sessions, I have had several chances to get to know people in other universities nationwide, as well as in our own university. Our diverse members—graduate students, assistant professors, associate professors, and full professors—in the US and Korea work closely to share their experiences and resources.

#### 2) Conferences:

KACA has made an incredible effort to make attendees' conference experience fun and valuable. In each major communication conference, KACA prepares research sessions, a reception, and a dinner. Through these in-person meetings, members enjoy scholarly and casual conversations. For example, one of my favorite events was a mentoring session in 2011. At that time, I was about to enter the job market and the topic of the mentoring session, how to prepare for a job interview, was a very timely and helpful theme for me. In ways like this, KACA officials construct the themes of the sessions with great concern for making them beneficial for all members.

#### 3) Directory and newsletter:

Building a network begins with regular directory updates. KACA officials make an impressive effort to recognize new members and the status

changes of existing members. Sharing members' contact information, current statuses, and research interests, KACA has contributed to the enlargement of the Korean scholarly community. KACA also tries to maintain up-to-date communication. For example, members receive emails about calls for papers, job postings, or elections.

#### 4) Members:

I want to emphasize that the most significant benefit was meeting people with whom I can share good news and who gave me great feedback and guidance when I needed help. Along with the diversity of membership that I pointed out earlier, the engagement of different generations has become a great value of the association. Expecting a more active role from student members, officials try to increase student-oriented events including outstanding student awards and graduate

student meetings. Student representatives also join monthly conference calls.

Finally, with all these benefits, I

would like to conclude that I was happy to have the opportunity to serve the association as a student member, and I hope to

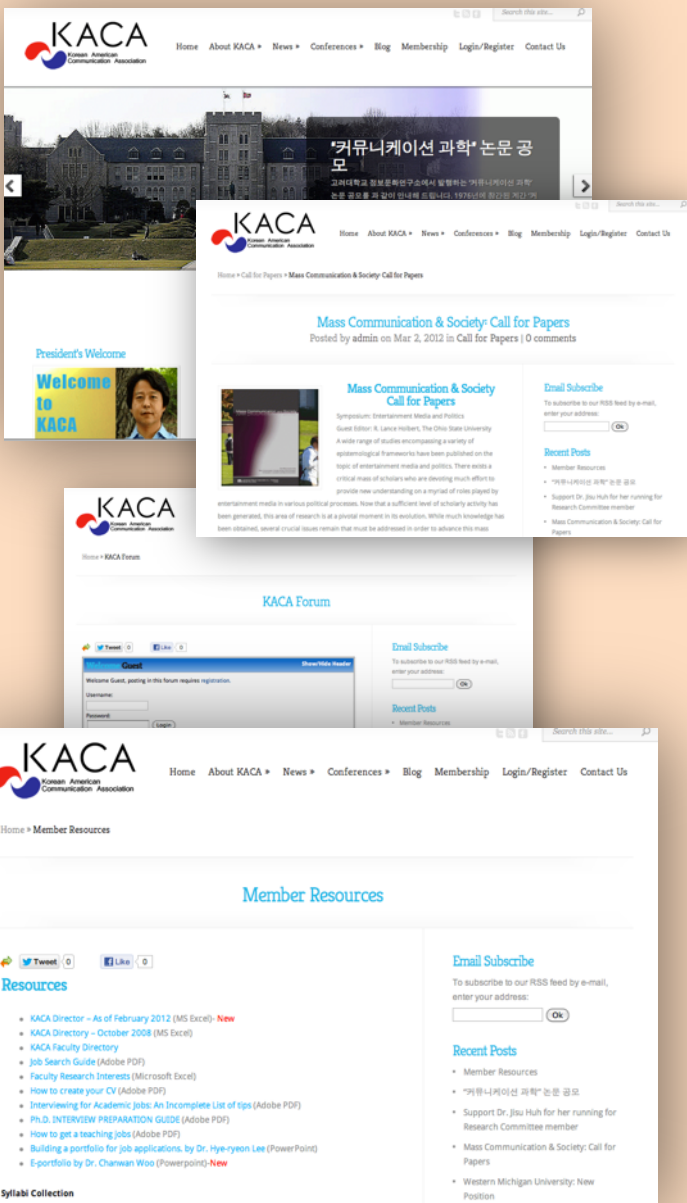
continue to be a help.

Thank you for all the enjoyable and valuable experiences!



## Visit KACA Website!

<http://www.kacanet.org/>



Visit the KACA website to access all resources provided by fellow members!

- ◆ KACA member forums
- ◆ KACA blogs
- ◆ Membership information
- ◆ Conference reports
- ◆ Call for papers
- ◆ KACA news

Enjoy these resources and don't forget to register\* to access member-only resources such as:

- ◆ Member directory
- ◆ Course syllabi
- ◆ Job search guide
- ◆ Faculty research interest
- ◆ Creating an effective curriculum vitae
- ◆ Job interview preparation guide
- ◆ Building a portfolio for job applications
- ◆ And many more...

Visit the KACA website today!

\*Site registration is free and easy.

## 2012 Conference Report

### International Communication Association

#### May 2012 in Phoenix, AZ

International Communication Association (ICA) conference was held in Phoenix, AZ, from May 24 to 28.

KACA hosted three main events on Saturday, May 26: KACA paper panel session, mentoring session, and reception. The mentoring session was an alternative to the KACA business meeting.

In the paper panel session that was chaired by Dr. Jung-Hyun Kim at Kent State University, the following four papers were presented:

Soojin Kim (Purdue University), Jeong-Nam Kim (Purdue University), and Soo Yun Kim (University of South Carolina) presented their paper titled "Testing Joint Effects of Health Information Orientation and Situational Perceptual Influence on Active Communication Behaviors About the GMO Food Issue." This paper earned a top paper and was acknowledged with a small cash prize at the KACA reception.

Kyoung-Ah Shin (Hanyang University), Hyun Jung Oh (Michigan State University), and Byoungkwon Lee (Hanyang University) presented their paper titled "The Diffusion of "Hug AIDS" among Young People: Exploring the Effectiveness of an Online HIV/AIDS Campaign in Korea."

Jooyoung Jang (University of Alabama) and Yong-Chan Kim (Yonsei University) presented their paper titled "The Effects of Parent-Child Communication Patterns on Children's Interactive Communication in Online Communities: Focusing on Social Self-Efficacy and Unwillingness to Communicate as Mediated Factors."

Lastly, Sherri Lynn Ter Molen (Wayne State U) presented her paper titled "Hallyu for Hire: The Commodification of Korea in Tourism Advertising and Marketing."

In the mentoring session, Dr. Hyun Jin Seo (University of Kansas), Dr. Kang Namkung (University of Kentucky), Dr. Sehill Kim (University of South Carolina), and Dr. JungHyun Kim (Kent State University) served as panelists to share

their personal experiences about job search, job interview, preparation for job market, and getting tenure. They also answered more questions from the audience. About 35 people attended this session.

At the end of session, one-to-one mentoring session was offered where graduate students were matched with professors who have similar research or teaching interests. Nine students contacted KACA in advance to request the one-to-one mentoring session and a few more students who did not contact me in advance had a chance to get personalized mentoring and advising. In addition to the four panelists in the mentoring session, Drs. Dal Young Jin, Eunju Lee, Yong-Chan Kim, Sung-Un Yang, and Yongick Jeong served as mentors in person or through other communication means. While the one-to-one mentoring session was the first attempt this year, its feedback was very positive.

This year's KACA reception was co-sponsored by the Nam Center for Korean Studies at University of Michigan where Dr. Nojin Kwak serves as the



director. Followed by the KACA president's opening statement and Dr. Kwak's introduction about the Nam Center, a few announcements were made regarding book publications (Drs. Dal Young Jin at Simon Fraser University and Cecilia Suhr at Miami University Hamilton), ICA-KACA best paper award, the Herbert S. Dordick Dissertation Award (Younai Soe at Indiana University), and ICA top paper awards. About 70 people participated in the reception.

Overall, 2012 ICA-KACA events were a big success, which would have not been possible without all the Korean and Korean American scholars' interests and active involvement as presenters, mentors, panelists, and attendees. KACA appreciates their efforts and congratulates their continued success and presence in ICA events. In 2013, ICA conference will be held in London, England from June 17 to 21. KACA looks forward to seeing and interacting with many Korean and Korean American scholars in London!



Hye-Jin Paek, Ph.D.  
Hanyang University

## KACA Member Notes

### New Hires and Job Changes

Dr. Minjeong Kang joined the faculty as Assistant Professor at Ball State University.

Dr. Bokyoung Kim (Ph. D., University of Missouri-Columbia) joined the faculty as Assistant Professor in the College of Communication at Rowan University.

Dr. Ji Young Kim (Ph.D., University of Florida) joined the faculty as Assistant Professor in the Slane College of Communications and Fine Arts at Bradley University.

Dr. Yonghwan Kim (Ph.D., University of Texas) joined the faculty at the University of Alabama as Assistant Professor.



Dr. Joonghwa Lee (Ph.D., University of Missouri-Columbia) joined the Middle Tennessee State University as Assistant Professor in Advertising at the School of Journalism.

Dr. Seungcheol Austin Lee (Ph.D., Michigan State University) joined a faculty as Assistant Professor at Northern Kentucky University.

Dr. Suen Noh will be a Visiting Assistant Professor at Wheaton College, starting Fall 2012.

Dr. Sun-Young Park (Ph.D., University of Florida) joined the faculty as Assistant Professor in the Department of Communication at Drury University.

Dr. Chang Wan Woo joined the faculty at the School of Communication Studies, James Madison University.

Dr. Sung-Un Yang joined the faculty as Associate Professor at Indiana University, Bloomington.

Dr. Seung Chul Yoo (Ph.D., The University of Texas at Austin) joined the faculty as Assistant Professor in the School of Communication at Loyola University Chicago.

### Tenure and Promotion

Dr. Sei-Hill Kim has been appointed as the Head of Public Relations Sequence in the School of Journalism and Mass Communications at the University of South Carolina.



Dr. Sung-Yeon Park was promoted to Associate Professor in the School of Media & Communication at Bowling Green State University. Dr. Park was also elected to Graduate Coordinator (Fall 2012- Spring 2015 term).

Dr. Eyun Jung Ki was promoted to Associate Professor with tenure at the University of Alabama. 🇺🇸

Dr. Daekyung Kim was promoted to Associate Professor with tenure at Idaho State University. 🇺🇸

Dr. Hun Shik Kim was promoted to Associate Professor with tenure at University of Colorado Boulder. 🇺🇸

### Award

Youni Soe of Indiana University was selected as a recipient of the 2012 Herbert S. Dordick Dissertation Award of the ICA. 🇺🇸

### Election

Dr. Jisu Huh (University of Minnesota) has been elected to the Research Committee position of AEJMC and will serve for three years starting August 2012. 🇺🇸

As former foreign news correspondent for KBS-TV in Seoul, Dr. Kim covered several global conflicts including the Iraq War, the Afghanistan War, the Kashmir conflict, and the Sri Lankan Civil War. In his book, Dr. Kim discusses how news media can transform their traditional war reporting practices from overly focusing on crises, violence, and destructions to more objective, truthful reporting. He also points out that news media and correspondents often fall victim to biased war reporting due to their profit-seeking motives, invisible pressures from governments and the military, as well as national interest concerns, despite claiming to be neutral observers or witnesses of unfolding history.

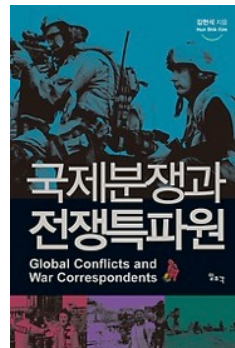
Dr. Kim is Associate Professor at the University of Colorado Boulder.

## Books by KACA Members

### GLOBAL CONFLICTS AND WAR CORRESPONDENTS

Seoul: Ilchogak Publishing

By Kim, Hun Shik



This book, written in Korean, summarizes the intellectual history and theoretical underpinnings of war and conflict reporting, and is grounded in an applied analysis of 160 years of news coverage of war and conflicts by American and international news media and their impact on the global war on terrorism and security debate in the post-9/11 era.

### SOCIAL MEDIA AND MUSIC

The Digital Field of Cultural Production

Peter Lang Publishing

By Suhr, H. Cecilia



This book explores social networking sites as the digital field of cultural production by loosely drawing from Pierre Bourdieu's notion of field and capital. The book examines four case studies on MySpace, YouTube, Second Life, and Indaba Music, and the roles and the impact they have on the music industry and musicians. In doing so, the author explores the groundbreaking developments that empower independent musicians and problematizes the emergence of a variety of issues symptomatic of social media environments at the height of convergence culture.

Dr. Suhr is Assistant Professor of Media Studies at Miami University Hamilton.

## KACA Membership Drive

***Renew your current membership or become a member of KACA!***

The annual student membership fee is \$10, and there are four membership categories for faculty and non-student members: regular (\$20), silver (\$40), gold (\$70), and platinum (at least \$100).

All of the additional contribution that goes beyond the regular dues (\$20) is

separately maintained from KACA’s general operating account and used to support graduate student members in various venues.

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. Part of the fund will be used to recognize graduate students with excellent research and academic performance. 🌈

Membership Categories	Annual Dues	Use of the Membership Dues	Member Benefits
<b>Student Member</b>	\$ 10	KACA Operating Account	Newsletter, KACA Members Page
<b>Regular Member</b>	\$ 20	KACA Operating Account	Newsletter, KACA Members Page
<b>Silver Member</b>	\$ 40	KACA Operating Account (\$20) + Graduate Student Fund (\$20)	All Regular membership benefits + Name recognition on the newsletter, blog and website
<b>Gold Member</b>	\$ 70	KACA Operating Account (\$20) + Graduate Student Fund (\$50)	All Silver membership benefits + Name recognition at the Conferences
<b>Platinum Member</b>	At least \$100	KACA Operating Account (\$20) + Graduate Student Fund or a special fund (\$80+)	All Gold membership benefits + You choose to direct up to one or more of the special funds

### Pay by Check

Mail the check (payable to **Induk Kim**) and the membership application form ([www.kacanet.org/membership](http://www.kacanet.org/membership)) to:  
 Induk Kim, Ph.D.  
 Department of Communication  
 Northern Illinois University  
 Reavis Hall Room 109  
 DeKalb, IL 60115

### Pay by Paypal

E-mail the membership application form ([www.kacanet.org/membership](http://www.kacanet.org/membership)) to Induk Kim at [ikim1@niu.edu](mailto:ikim1@niu.edu) and electronically submit your dues to our Paypal account: [ikim1@niu.edu](mailto:ikim1@niu.edu).

Use the “**Pay Now**” button on our KACA website ([www.kacanet.org/membership](http://www.kacanet.org/membership)).  
***Try it; it is really quick and easy!***

## 2012 January-July KACA Financial Report

<b>General Operation Account</b>	<b>Income</b>	<b>Expense</b>	<b>Balance</b>
Balance from Dec 2011			3327.68
NCA New Orleans KACA Dinner		276.26	
KACA Web Hosting Service Renewal		57.60	
ICA Phoenix KACA Reception		801.17	
ICA Phoenix KACA Dinner		580.00	
ICA Phoenix KACA Top Paper Award		100.00	
Membership Dues	789.12*		
NCA New Orleans KACA Dinner Contributions	203.00		
U of Michigan NAM Center Support for ICA Phoenix KACA Reception	801.17		
ICA Phoenix KACA Dinner Contributions	1015.00		
<b>Total Income to account in Jan-Jul 2012</b>	<b>2808.29</b>		
<b>Total Expenses from account in Jan-Jul 2012</b>		<b>1815.03</b>	
<b>End of Jul 2012 Balance</b>			<b>4320.94</b>
<b>Graduate Program Account</b>	<b>Income</b>	<b>Expense</b>	<b>Balance</b>
Balance from Dec 2011			2045
Contribution from Membership Dues	687.48*		
<b>Total Income to account in Jan-Jul 2012</b>	<b>687.48</b>		
<b>Total Expenses from account in Jan-Jul 2012</b>		<b>0</b>	
<b>End of 2012 Balance</b>			<b>2732.48</b>

\* Total membership dues collected in Jan-Jul 2012 = \$1476.60

### ❖ Special Thanks to the following Platinum, Gold, and Silver Members:

Platinum	Gold	Silver
Jisu Huh Jangyul Kim Nojin Kwak Hye-Ryeon Lee Inyong Nam	Hye-Jin Paek	Deborah S. Chung Sungeun Chung Su Ahn Jang Yongick Jeong Dal Young Jin Seok Kang Minjeong Kim Jae Kook Lee Siho Nam Sun-Young Park