

President's Message



Moon J. Lee, Ph.D.

*Associate Professor,
University of Florida
KACA President 2019-2021*

Volume 43, Issue No. 2
September 2020

In this issue:

- 01 President's Message
- 03 KACA Standing against
Racism and Discrimination
- 05 2020 KACA-ICA Report
- 06 2021 ICA Call for Papers and
Ad-hoc Reviewers
- 08 2020 KACA-AEJMC Report
- 09 2020 KACA-KADPR Report
- 10 Grant Call: KACA-KADPR
- 12 2020 KACA-NCA Program
Surviving the COVID-19
Pandemic
- 15 US-Korea Next Generation
Research Program
- 18 Jaewon Lee Service Award
- 19 Member News
- 20 Membership Dues
- 21 Financial Report & Member
Contributions

Dear Korean American Communication Association (KACA) members,

I hope all is well with you and you are starting off this new semester with renewed hope and positive energy, despite this ever-evolving uncertainty. This has been a remarkable period of time where our resilience and perseverance have been tested. Despite sudden changes and disruptions occurring in our personal and professional lives, your unyielding support and engagement for KACA has been the foundation of our core existence and progress this year. Thank you very much for being a valuable member, supporting us during this difficult time of the COVID-19 global pandemic.

Despite many difficulties, I am humbled by the fact that our membership support has increased. We have experienced approximately a 43% increase in our membership. This level of support is remarkable. Many thanks go out to our members who have shown their loyalty to our mission and community. With this increased membership, we have been able to provide and recognize our outstanding members' achievements through many different venues (i.e. awards and grants) at all our major conferences (e.g. NCA, ICA, and AEJMC) and beyond (i.e. the first KACA and KADPR's joint conference that was held in early August, this year).

My special thanks also go out to all our current officers, including all the subcommittee members, and others who volunteered to serve as reviewers, discussants, and participants, who have worked tirelessly to adapt to this unrepresented crisis in our time and successfully carry out their services beyond what was expected. I cannot express my heartfelt appreciation enough for all of you who have shown your passion and care for this community of Korean American communication scholars. Thank you!

Back in September last year, I started my presidency with three major priorities: a) work to establish an internationally renowned, peer-reviewed journal, b) elevate its global status by reaching out to and partnering with other individuals/organizations who are interested in Korean American communication scholarship, and c) foster the next generation of communication scholars and professionals through networking opportunities and active information sharing/mentoring. Per the establishment of a scholarly outlet, our journal committee worked hard to establish basic protocols to launch the journal for our scholarship outlet and the executive committee is preparing to present its bylaws to our membership to legitimize and endorse the establishment of the academic journal that will be sponsored by KACA. The proposed bylaws will be introduced and discussed before the end of

KACA Executive Committee

.....

President

Dr. Moon J. Lee
University of Florida

ICA Vice President

Dr. Jin-Ae Kang
East Carolina University

AEJMC Vice President

Dr. Hanna Park
Middle Tennessee State University

NCA Vice President

Dr. Eun-Jeong Han
Salisbury University

Secretary

Dr. Sungsu Kim
Kookmin University

Treasurer

Dr. Taehyun Kim
California State University Northridge

Newsletter Editor

Dr. Myojung Chung
Northeastern University

Webmaster

Dr. Yunmi Choi
Indiana University Southeast

Student Representatives

Se Jung Kim
Syracuse University

Esul Park

Temple University

Jiyoun Suk

University of Wisconsin-Madison

this year to our membership. Per elevating KACA's global status, we have reached out to other institutions and individuals to establish collaborative opportunities for scholarly information exchange and communication. Per fostering of the next generation of communication scholars and professionals, we have provided many opportunities for scholars/graduate students networking and socials offline as well as online. We shall continuously offer and expand opportunities to promote our scholars and students and help them in their academic and professional success.

Our country is facing unprecedented challenges to make society more fair and just while fighting against the COVID-19 global pandemic. We, KACA, have been an active participant in making critical communication issues salient and in finding ways to prevail during this ever-evolving crisis. We have tirelessly called out discriminatory practices that are directly and indirectly affecting our community of Korean American communication scholars. We have joined in force to speak out against any discriminatory policy decisions and practices that have been threatening our international students' pursuit of higher education. We also have hosted virtual seminars, socials, and a joint conference to provide additional values to our members and we are committed to continue efforts to make our members proud of KACA and his/her membership.

KACA today is not the KACA it used to be when I first attended the AEJMC conference as a Ph.D. student back in 1998. Now, more than 30 officers are working hard behind the scenes to make our community grow and succeed. I am very proud of all the hard work our predecessors devoted to help us grow and I am very proud of and thankful to all our current officers for their hard work. Most of all, I am very proud of you who have pursued your own academic and career dream to be successful despite all the challenges we face.

We look forward to continuously working with and for you during and beyond our term!

Moon J. Lee

KACA Standing against Racism and Discrimination

In June 2020, an unarmed African-American George Floyd died at the hands of a white police officer in Minneapolis. In July 2020, ICE (Immigration and Customs Enforcement) announced guidelines that state international students cannot remain in the United States in the Fall 2020 if they take courses exclusively online. Such racism and discrimination deeply worried international students and scholars in the United States. KACA voiced its concern over these issues, joining other academic organizations and institutions. Facing abounding criticism, ICE agreed to rescind the policy. Below is KACA's official statements regarding each issue.

KACA'S OFFICIAL STATEMENT AGAINST PERVASIVE RACISM AGAINST BLACKS (JUNE 4, 2020)

In the wake of George Floyd's death, once again, we mourn with the family of George and the families of those who have lost their sons and daughters and brothers and sisters over this systematic, institutionalized racism against black people, persisting in this country after many centuries of history.

America in the 21st century will not go backward to stand silent to such injustices inflicted on black people. We, Korean American Communication Association, on behalf of 700 Korean American current and future communication scholars and professionals, strongly condemn systematic racism and injustice perpetuated against black people in North America.

It is unacceptable to even imagine that we are living in a society where we can get killed or harassed because of our own skin color. The fundamental of democracy is the people's voice and freedom. Any attempt(s) to silence the voice of people as well as conveyers of those voices will not be tolerated.

Thus, our official stands are:

- 1. We strongly condemn any institutionalized racism against black people in North America.**
- 2. We strongly oppose any attempt to silence the people's voice and freedom of assembly.**
- 3. We strongly oppose any attack on reporters/journalists performing their duties of investigation and reporting on the people's exercise of freedom of speech and expression.**

We are in strong solidarity with all the people in this country who are against racism and bigotry toward black people and other communities.

We strongly demand that the government be accountable and bring real change and progress to eradicate such stubborn racism and injustice.

KACA Standing against Racism and Discrimination

KACA'S OFFICIAL STAND AGAINST ICE'S POLICY REGARDING INTERNATIONAL STUDENTS' VISA STATUS REQUIREMENT (JULY 8, 2020)

On July 6th, ICE announced that all F-1 and M-1 visa holders (mainly International Students) must take 9 credits of in-person classes to be permitted to stay in the United States. Here's the link for the ICE announcement: <https://www.ice.gov/news/releases/sevp-modifies-temporary-exemptions-nonimmigrant-students-taking-online-courses-during>.

This is in reckless disregard for the safety of all our students, forcing universities to offer in-person classes hence exposing students to a level of health risk that is not acceptable during the COVID-19 pandemic.

Denying international students' visa status not only puts their ability to pursue higher education in jeopardy, but also puts undue pressure on universities already struggling with financial and enrollment challenges in the midst of global pandemic.

Students' safety is our top priority and we strongly oppose such an arbitrary and absurd policy that will paralyze our ability to protect our students and ourselves during this COVID-19 pandemic.

Thus, our official stand is:

We strongly advocate to extend the temporary procedural adaptations placed for spring and summer of 2020 to fall 2020 and spring 2021. The procedural adaptations were implemented because it was believed that spring and summer of 2020 would be during the height of the COVID-19 crisis. Contrary to its own prediction, the COVID-19 infection and death rates are still increasing rapidly without any indication of slowing down.

KACA demands ICE to rescind this decision in light of protecting everyone until the health risk is no longer a grave threat to this country.

KACA-ICA Committee

Dr. Jin-Ae Kang

Associate Professor
East Carolina University

Dr. Youjeong Kim

Associate Professor
New York Institute of Technology

Dr. Sejung Park

Assistant Professor
John Carroll University

Dr. YoungJu Shin

Associate Professor
Arizona State University

Dr. Jee Young Lee

Lecturer
University of Canberra

Dr. Jooyun Hwang

Assistant Professor
Elon University

Won-Ki Moon

Doctoral Student
University of Texas-Austin

2020 KACA-ICA Report

THE 70TH ANNUAL CONVENTION OF ICA

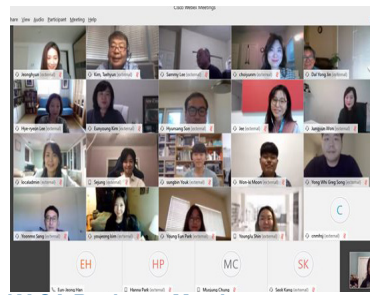
The 70th International Communication Association (ICA) convention was held first ever in a virtual format from May 20 to 26 in 2020. KACA held one research session, a business meeting, and a professional development webinar.

KACA RESEARCH SESSION Monday, May 20-26 (asynchronous session)

The research session was held in an asynchronous format during the conference period. Six research papers were presented, and the papers covered various topics such as crisis communication, public health, and social movement in a Korean context. Dr. Yong-chan Kim, professor at Yonsei University and Ms. Loarre Andreu, a doctoral candidate at the University of Oklahoma served as the discussant and offered insightful suggestions on the presented papers. The conference participants also exchanged valuable comments and ideas through the discussion board.

KACA BUSINESS MEETING Sunday, May 24, 8 p.m.-9 p.m. (EDT)

KACA-ICA held a virtual business meeting on Sunday, May 24th from 8 p.m. to 9 p.m. (EDT). 24 members attended the KACA business meeting. Reports on the KACA-ICA activities as well as financial reports were shared during the meeting. The awards ceremony was also held. Sungbin Youk, DongWook Jeong, and Dr. Hee Sun Park (Korea University, Korea) were the recipients of the Top Paper Award. The paper title was "Examining the Moderated Mediation Effects of Apologetic Crisis Response Strategies on the Organization's Overall Reputation by Applying Theory of Communicative Responsibility." Jeonghyun Oh (Purdue University, USA) and Taeyon Kim (Shanghai Jiao Tong University, China) received the Top Student Paper Award with the research paper entitled, "Framing Transboundary Air Pollution: In the Case of South Korean Media." In addition, all meeting participants had a delightful time to introduce themselves to fellow KACA members.



KACA Business Meeting



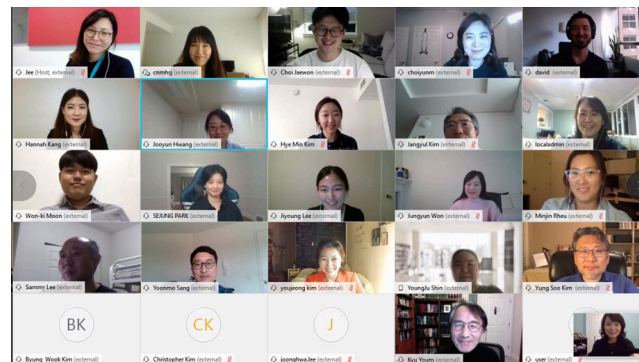
Top Paper Award



Top Student Paper Award

KACA PROFESSIONAL DEVELOPMENT WEBINAR Monday, May 25, 8 p.m.-9:15 p.m. (EDT)

The professional development webinar session was held with the topic of "Job Market Advice in the Age of COVID-19 and Beyond: Global Perspectives" on Monday, May 25th from 8 p.m. to 9:15 p.m. (EDT). Four panelists, Dr. Soo Jung Hong (National University of Singapore, Singapore), Dr. Hannah Kang (Hannam University, Korea), Dr. Jiyoung Lee (University of Alabama, USA) and Dr. Yoonmo Sang (University of Canberra, Australia) shared their valuable experiences of and tips for academic job search and interview preparation. 45 members attended the webinar session. The session recording is available at the KACA Facebook group page.



KACA Professional Development Webinar

2021 ICA Call for Papers and Ad-hoc Reviewers

Deadline: November 30, 2020 at 11:59p.m. (EST)

The International Communication Association (ICA) will hold the 71st annual conference in Denver, Colorado, U.S.A. on May 27-31, 2021. Korean American Communication Association (KACA) will hold two competitive paper sessions, jointly with Chinese Communication Association (CCA) at the annual conference of the International Communication Association (ICA). We invite you to submit your completed papers related to any of the following topics:

KACA & CCA Joint Competitive Research Paper Topics

The topics for the two joint sessions are as follows:

1. Communicating Crisis in Networked Asia: The themed session will collaborate with the special issue (winter 2021) of the Journal of Contemporary Eastern Asia (<https://jceasia.org>). Authors of selected papers from this joint session will be invited to submit an extended and improved version of the full manuscript to the special issue submission. For more information on the special issue, [click here](#).

2. Open Topic Session: KACA and CCA accept studies that reflect media and communication research endeavors relating to Korean-, Chinese-, or East Asian-related communication themes. Any theoretical and/or methodological approaches in communication sub-disciplines are welcomed. We encourage studies reflecting the ICA conference theme of "Engaging the Essential Work of Care: Communication, Connectedness, and Social Justice" (for more information of the ICA general calls for papers, visit <https://www.icaHQ.org/general/custom.asp?page=ICA21CFP>).

Submission Deadline & Policies

KACA accepts two types of submissions: (1) full papers and (2) extended abstracts.

Send your completed papers or extended abstracts to Dr. Jin-Ae Kang at kangj@ecu.edu no later than 11:59 p.m. (EST), Monday, November 30, 2020 (Please note for the time difference across geographic regions).

- Authors may submit paper(s) either to Open Competition or Student Paper Competition category.
- For the Student Paper Competition category, all author(s) must be students at the time of the submission.
- For the blind review of the submitted manuscripts, all author identification must be removed from the document except the cover page.
- Only full paper submissions will be considered for the Best KACA Paper Award competition.
- The Best Paper Award will be granted to the author(s) of the manuscript that receives the highest evaluation scores in each category: open competition and student paper competition.

Full-Paper Manuscript Preparation

Two separate files are required for the paper submission: (1) Cover page; and (2) Manuscript.

Cover Page: A separate cover page is required. The cover page must include the following information:

- Paper title
- An abstract (less than 200 words)
- 5 to 8 keywords
- Submission Categories: Open competition or Student Paper competition
- Submission Type: Full manuscript or Extended Abstract
- All author names, email addresses, affiliations, and departments listed in the order as they appear on the paper.
- Corresponding author and contact information including e-mail address, mailing address, and phone number if different from the first author.

2021 ICA Call for Papers and Ad-hoc Reviewers

Manuscript Format:

- Send your manuscript in a form of Word or PDF.
- Completed papers are limited to 8,000 words in length (Times New Roman, double-spaced, excluding references, figure and tables, with 12-point size and 1-inch margins).
- APA reference style is preferred.

Extended Abstract Preparation

Two separate files are required for the paper submission: (1) Cover page; and (2) Manuscript.

Cover Page: Refer to the full-manuscript guideline above.

Format:

- An extended abstract must be no longer than a maximum of 2,000 words in length (Time New Roman, double-spaced; a brief abstract, references, tables, and figures do not count against the total word count).
- The goal for extended abstracts is to present and discuss current research where data has already been collected and preliminary analyses have been conducted for the first round of the extended abstract submission. Abstracts are not appropriate for exclusively methodological or theoretical papers without any empirical findings.
- The selected abstract author(s) must submit the full-paper no later than 11:59 p.m. (EST) on Feb 1st, 2021 to Dr. Jin-Ae Kang at kangj@ecu.edu.
- Extended abstracts are not eligible for top paper awards.

Reviewers

For those who do not plan to submit a paper to KACA sessions this year, please consider serving as an ad-hoc reviewer for KACA. Please use the following link to register as a reviewer.

https://docs.google.com/forms/d/e/1FAIpQLSfgeKgwVDvWoAISsau8JclEjE-fAoNiYsMTRlabTj_hidwGSg/viewform?usp=pp_url

Contact Dr. Jin-Ae Kang at kangj@ecu.edu for any inquiries about reviewer registration. We appreciate your service as a KACA reviewer.

Eligibility

You do not need to be a member of the ICA or the KACA to submit a paper for the sessions. However, if your paper is accepted for the session, you will need to (1) register for the ICA conference and (2) attend the conference to present your paper. Award recipients must be registered members of KACA at the time of the award ceremony.

For the KACA membership, visit <http://www.thekaca.org/membership/>. Detailed information about the conference and the ICA membership can be found at the ICA home page at <http://www.icahdq.org>

KACA-AEJMC Committee

Dr. Hanna Park

Associate Professor

Middle Tennessee State University

Dr. Young Eun Park

Assistant Professor

Colorado State University

Dr. Hyunsang Son

Assistant Professor

West Virginia State University

Dr. Jungyun Won

Assistant Professor

William Paterson University

Dr. Eunyoung Kim

Assistant Professor

Auburn University at Montgomery

Yong Whi Greg Song

Doctoral Student

University of Texas-Austin

Sera Choi

Doctoral Student

Colorado State University

2020 KACA-AEJMC Report

THE 103RD ANNUAL CONVENTION OF AEJMC

The 103rd Annual Conference of AEJMC was held virtually for the first time on the vFairs platform from August 5 to August 9, 2020, with the theme of "Saving the Planet through Better Media and Communication." This year's KACA program included a regular research session, a joint research session with the Korean Association of Advertising and Public Relations (KADPR), a panel session with communication professionals, and a webinar on analytics. KACA also hosted social events for graduate students and Korean scholars to connect with colleagues in the United States and South Korea.

KACA RESEARCH SESSION Saturday, August 8, 1:15 p.m.-2:45 p.m. (PDT)

On Saturday, August 8, 2020, a KACA-AEJMC research session was held. Four accepted research studies were presented, and a total of 23 attendees participated in the session. Dr. Yunna Rhee (Hankuk University of Foreign Studies) moderated the research session and Drs. Jangyul Robert Kim (Colorado State University) and Kyung-Hyan Angie Yoo (William Paterson University) served as discussants.

Dr. Jungmi Jun (University of South Carolina) presented a study titled "News Media Presentations of Heated Tobacco Products (HTPs): A Content Analysis of News Coverage in South Korea," and Dr. Mikyung Kim (Chungwoon University) presented a study titled "Viewing Intention According to the Perceived Topicality on Instagram's Broadcast Post Mediating Emotional Engagement: When the Camellia Blooms."

The top paper was "Getting It Wrong from Afar: Contextual Journalistic Errors in News from North Korea" by Dr. Soomin Seo (Temple University), and the top student paper was "Does Humblebragging on Instagram Enhance Happiness? A Study on the Effect of Korean Instagrammer's Humblebrag on Subjective Well-being," which was presented by Mr. Heejae Lee (Syracuse University).

BUSINESS MEETING & ANALYTICS WEBINAR Saturday, August 8, 3:00 p.m.-4:30 p.m. (PDT)

The KACA-AEJMC business meeting was held on Saturday afternoon. Dr. Hanna Park (KACA Vice President, Middle Tennessee State University) moderated the business meeting, and a total of 18 attendees participated in the meeting. President Dr. Moon J. Lee (University of Florida) gave a welcome speech and introduced 2019-2021 KACA officers and AEJMC subcommittee members. AEJMC report, KACA financial report, and membership drive were followed by the top paper and top student paper awards. KACA also acknowledged the contributions of its former president Dr. Eyun-Jung Ki (University of Alabama) and congratulated Dr. Seungahn Nah's (University of Oregon) Jaewon Lee Distinguished Service Award.

After the business meeting, Dr. Hyunsang Son (West Virginia State University) gave a webinar presentation on teaching and research analytics. A variety of agendas, including resources to design curricula, syllabi, and assignments by integrating analytics into existing courses, were presented by Dr. Son, and there was a short Q&A session with participants.

KACA GRADUATE STUDENT SOCIAL Sunday, August 2, 5:00 p.m.-6:00 p.m. (PDT)

KACA also hosted a social event for graduate students. The graduate student social event was held through Zoom on Sunday, August 2. A total of 11 Korean graduate students studying the communication field attended the session. This social event began with graduate students taking the time to introduce each other and build fellowship. Then Dr. Sang-won Lee, who was appointed this year as an assistant professor at New Mexico State University, had time to share his experiences and preparations for obtaining a professional career, especially in the unstable era of COVID-19. The detailed tips he shared with Korean graduate students at the event were a great inspiration to them, which was evident in the Q&A session at the end of the event.

Recap: KACA at 2020 AEJMC: <https://www.youtube.com/watch?v=i2p5Hpkljw8&feature=youtu.be>



Former President of
KACA, Dr. Eyun-Jung Ki



Jaewon Lee Service
Award,
Dr. Seungahn Nah



Top paper Award,
Dr. Soomin Seo



Top Student Paper Award,
Heejae Lee and Se Jung Kim

KACA-KADPR Committee

Dr. Moon J. Lee
Associate Professor
University of Florida

Dr. Sungwook Shim
Professor
Hanyang University

Dr. Hanna Park
Associate Professor
Middle Tennessee State
University

Dr. Dong Hoo Kim
Associate Professor
Inha University

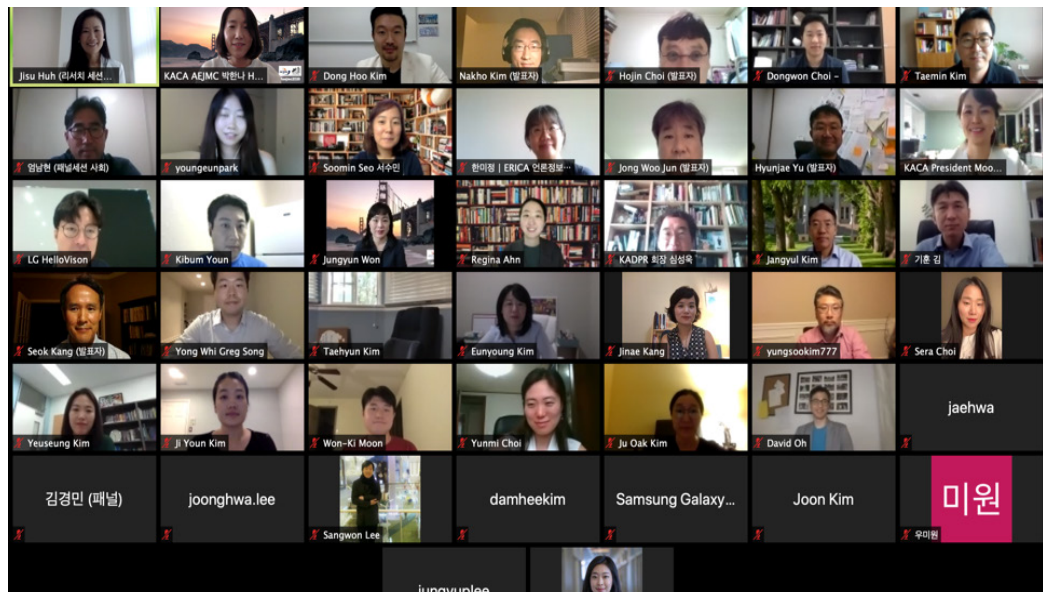
2020 KACA-KADPR Joint Conference Report

THE 1ST KACA-KADPR JOINT CONFERENCE/WEBINAR

KACA-KADPR JOINT CONFERENCE/WEBINAR SESSIONS Sunday, August 9, 5:00 p.m.-8 p.m. (PDT)

On August 9, 2020, KACA and KADPR hosted the 1st joint conference/webinar. KACA and KADPR hosted joint conference/webinar sessions with the theme of COVID-19: Media and Communication. Dr. Jay Hyunjae Yu (Sogang University), Dr. Nakho Kim (Pennsylvania State University Harrisburg), Drs. Jong Woo Jun and Hojin Choi (Dankook University), and Dr. Seok Kang (University of Texas at San Antonio) presented their research papers. Four research papers explored news coverage, misinformation, media usage and risk perception, and network analysis on COVID-19. Approximately 50 members joined the session virtually from the United States and South Korea.

Dr. Seok Kang presented a paper entitled “COVID-19 on Twitter: Do Network Strength and Sentiment Expression Matter?” and received top research presentation award based on a poll conducted during a live Zoom session. Dr. Jisu Huh (University of Minnesota) chaired the research session.



KACA-KADPR Joint Conference/Webinar

The conference also included a panel discussion on how COVID-19 has changed the advertising and public relations industry and its future. Three Korean communication professionals, Kyle Kim (Korcom Porter Novelli), Hee Don Lee (LG Hello Vision) and Kyung Min Kim (HS Ad), participated in the panel session. Dr. Nam-Hyun Um (Hongik University) moderated the panel discussion.

Recap: KACA & KADPR: <https://www.youtube.com/watch?v=g4TP4UEpHqo&feature=youtu.be>



KACA-KADPR Panel Discussion



KACA-KADPR Joint Conference Best Research Presentation Award, Dr. Seok Kang

Grant Call from KACA-KADPR

GRANT CALL

The 1st KACA-KADPR Joint Conference was successfully held virtually on August 9, 2020. A diverse group of presenters and panelists from academia and industry provided us with in-depth insights into how the COVID-19 pandemic is changing our media industries and communication. We sincerely appreciate those who presented their research and industry expertise while providing us an excellent networking opportunity.

For our continuing collaboration with KADPR, KACA is pleased to announce a grant opportunity for our members. Research grants (\$500-\$1,000) will be awarded to two to four scholars to support their research projects that will make important contributions to the knowledge of various communication fields (media, journalism, broadcasting, advertising, public relations, social media, and other communication-related areas) in the United States and Korea.

Any innovative and timely research project in communication-related fields will be considered for review. We welcome various theoretical orientations and methodological approaches. Please see the following submission guidelines for more information.

1. Deadline: All grant proposals should be submitted to aejmckaca@gmail.com no later than **October 30, 2020 (Midnight, Eastern Time)**

2. Qualifications:

- All KACA members (graduate student, non-tenure-track, tenure-track, and tenured faculty) who have paid membership dues in 2020. You may become a member at the time of your grant proposal submission.
- Awards will be made based on blind peer-review and merit scores. The goal of this grant is to cultivate the next generation of scholars by supporting their work. Thus, priority will be given to emerging scholars (i.e., PI) who received their doctoral degree within three years when the review is completed.

3. Format: Two-page research proposal (excluding references and budget information).

- should contain the goal of the project, brief literature review, research questions/hypotheses, and a detailed method section
- should be consistent with the APA style or any other standard academic format
- should provide justification for the research expenses

4. Submission process and requirement:

- All grant proposals should be submitted by email. Please send files (the title page file and the two-page proposal in Word or PDF format) to aejmckaca@gmail.com.
- All submissions must include a separate cover page containing the following information: paper title, author name, affiliation, mailing address, email address, and phone number. Please provide month and year of PI's Ph.D. degree.

KACA-NCA Committee

Dr. Eun-Jeong Han

Assistant Professor
Salisbury University

Dr. Gooyong Kim

Assistant Professor
Cheyney University of Pennsylvania

Dr. Jaehyeon Jeong

Adjunct Professor
Temple University

Dr. Jiemyoung Kong

Associate Professor
Western Kentucky University

Dr. Hyung-Min Kim

Post-Doctoral Researcher
Korea University

Seulgi Park

Doctoral Student
SUNY-Albany

2020 KACA-NCA Program

THE 106TH ANNUAL CONVENTION OF THE NATIONAL COMMUNICATION ASSOCIATION

The 106th annual convention of the National Communication Association (NCA) will be held virtually from November 19 to 22, 2020 under the theme of "Communication at the Crossroads".

For the 2020 NCA annual convention, KACA division received a total of 12 manuscripts including full papers, extended abstracts, and panel discussion proposals. Each manuscript was carefully reviewed by three anonymous reviewers. A total of 13 voluntary reviewers contributed to KACA division. Six (five research papers and one panel discussion proposal) out of 12 submissions were accepted (= 50% acceptance rate). One of five accepted manuscripts was selected as a KACA NCA Top Faculty Paper.

2020 NCA ANNUAL CONVENTION KACA DIVISION PROGRAMS

Paper Session 1 (KACA & CCA joint session): Communication Between and Within Cultures
Friday, November 20, 9:30 a.m. - 10:45 a.m. (asynchronous session)

Chair: Eun-Ho Yeo (Plymouth State University)

Respondent: Do Kyun David Kim (University of Louisiana, Lafayette)

Top Paper: Communication Patterns, Host Receptivity and Psychological Health in the Process of Cross-cultural Adaptation: A Study of Korean and Indonesian Expatriate Workers by Yang-Soo Kim (Middle Tennessee State University) & Young Yun Kim (University of Oklahoma)

Paper Session 2 (KACA & CCA joint session): Communication in East Asia: Political, Sports, Health, and Entertainment

Friday, November 20, 12:30 p.m. - 1:45 p.m. (asynchronous session)

Chair: Lu Tang (Texas A&M University)

Respondent: Cui Zhang Meadows (East Carolina University)

Panel Discussion Session: Cultural Diffusion of K-culture from a Grassroots Perspective of Western People: Exploring Western Minds towards Korean Popular Culture
Saturday, November 21, 12:30 p.m. - 1:45 p.m. (Room = Zoom Room 07)

Chair & Respondent: Do Kyun David Kim (University of Louisiana, Lafayette)

KACA Research/Scholarly Networking

Friday, November 20, 8:00 p.m. - 9:30 p.m.

- Zoom link will be sent to all members of the KACA later.

KACA Business Meeting

Friday, November 20, 7:00 p.m. - 7:50 p.m.

- Zoom link will be sent to all members of the KACA later.

2020 NCA ANNUAL CONVENTION KACA CO-SPONSORED SESSIONS

Korean American Communication Association (KACA) co-sponsored two sessions with the CCSD (Critical and Cultural Studies Division) for 2020 NCA annual convention.

Paper Session 1: Global Media on the Small Screen and the Digital Device Saturday, November 21, 8:00 a.m. - 9:15 a.m. (asynchronous session)

Sponsor/Co-Sponsors: Critical and Cultural Studies, Activism and Social Justice, International and Intercultural Communication, Korean American Communication Association

Chair: Claudia Bucciferro (Rochester Institute Technology)

Respondent: Nettie Brock (Morehead State University)

Paper Session 2: Violence and Healing in Media Saturday, November 21, 12:30 p.m. - 1:45 p.m. (asynchronous session)

Sponsor/Co-Sponsors: Critical and Cultural Studies, Korean American Communication Association

Chair: Jaehyeon Jeong (Temple University)

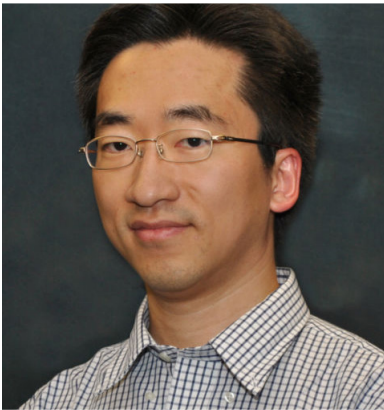
Respondent: Julie Lynn Snyder-Yuly (Marshall University)

Surviving the COVID-19 Pandemic

FACING CHALLENGES IN ONLINE TEACHING & LEARNING

With the outbreak of COVID-19, we all experienced a sudden shift to online teaching and learning. KACA members well-faced and managed the challenge, and here are some valuable lessons and tips that our fellow KACA members willingly shared.

ESTABLISHING RAPPORT THROUGH TRANSPARENCY



Nakho Kim, Ph.D.
Assistant Professor
School of Humanities
Penn State Harrisburg

For me, the biggest challenge in the abrupt adjustment to online teaching was re-establishing rapport with the students. Rapport depends more on the specific settings than we would like to admit: the familiarity of the physical space (no wonder students tend to pick a seat and stick with it the whole semester), structure of dialogues, responding to non-verbal cues, and so on. All of that got reset mid-semester, stifling every layer of in-class communication.

My remedy was quite simple, albeit not easy: transparency. With the COVID-19 situation and especially the school's policies in flux, everybody is confused and rightly so. I shared new information as they come along, and invited students into reformatting several class procedures. But most important of it all, I emphasized that I'm in the same boat as them in terms of not knowing what happens next; we need to KEEP making adjustments to make this course a good one.

Somehow, I think it worked.

KNOW-HOW FOR STUDENT ENGAGEMENT



Damhee Kim, Ph.D.
Assistant Professor
Department of Communication
University of Arizona

At Arizona, we were given just a few days but offered a range of seminars before transitioning to online teaching. As a novice online instructor, I participated in many such seminars to learn from experts and also to gauge what resources were available. With an aim to make the online classes continue almost exactly like my in-person classes, I decided to adopt Zoom for a synchronous graduate seminar while using Panopto for an asynchronous undergraduate class. Overall, I found Panopto very useful; Instructors can embed YouTube videos as well as quizzes that can be automatically graded (although I ended up manually grading some due to technical difficulties).

Here is some know-how for student engagement that I gained by conducting quick student surveys myself: a) Post a few short lecture videos that are about 15 minute-long (as opposed to posting an hour-long video); b) Post lecture videos at the same time that the class normally starts; and c) Embed easy quizzes within lecture videos for participation credit. One challenge nonetheless involved group projects. Students found it difficult to work on group projects online even though they had met their group members in person beforehand. This Fall, I plan to check in with groups more often while having them submit group meeting reports for participation credit hopefully to help with group projects.

ZOOM TIPS THAT HELPED MY TEACHING



Soo Yun Shin, Ph.D.
Assistant Professor
Department of Communicology
University of Hawaii at Manoa

The sudden change from face-to-face class to online class was a challenging but interesting experience. For my two undergraduate classes, I used Zoom. Since my classes involve a lot of class discussion and group activities, I was worried if video chat may not be as engaging as an in-person class. To my surprise, Zoom exceeded my expectations. Here are some Zoom tips that helped my teaching. First, I used the “breakout room” function. This feature enables an instructor to separate students into several sub-groups to have their own video chat room so it is very helpful for group activities. You can also check on each group room to see if they have questions or need your advice. Second, I included more quiz sessions and let students type out their answers in the chat room. This is a good way to receive feedback from students to assess their understanding level, which could be harder in an online class. Interestingly, I also observed that many “shy” students who do not usually speak out participate much more when they use text chat. For me, this method worked particularly well for exam reviews. Third, this is not a technical tip but whenever I had a chance, I tried to communicate with students using their names instead of using general pronouns or calling them “a student”. Zoom shows the name of the student who speaks or types, and for an instructor who needs extra effort for learning every student’s name (like me) or for a large class, it is a very useful feature. Given the relative lack of interaction opportunities in an online class, it is important to find ways to make students feel the teacher pay attention to them and care for them. I’m sure many instructors already know these tips, but I wanted to share my two cents. I hope this writing helps someone who just started to plan a synchronous online class.

TECHNICAL LESSONS FOR ONLINE TEACHING



Sung Yoon Ri, Ph.D.
Adjunct Professor
College of Business
Gachon University

Throughout the COVID-19 pandemic, I learned quite a few technical lessons for online teaching and want to share them. First, check the Wi-Fi connection beforehand; turn off your cable modem and home router for one minute and turn them on right before your class. This will refresh and speed up your connection. Second, test collisions between programs.

For example, Cisco’s Webex program was not compatible with Google Chrome or Foxit PDF Reader. Instead, Webex was quite compatible with Internet Explorer and PPT in my case. Third, in case of Webex, you can make one-to-many webcam contacts with students. You can make use of them in the midterm exam and the final exam. Except for exams, you had better not require students to turn on webcam because 1) students have very different connection due to financial situation (weak public Wi-Fi vs. strong 5G connection), 2) some students do not have a laptop which helps students jot down and watch your lectures suitably (some smart phone users just listen to audio of your lectures, not watching video of your lectures because they have to jot down), and 3) turning on the webcam made the connection slow. Last but not least, if you want to record online lectures quickly, CAMTASIA is the best solution. CAMTASIA is very easy to use and upload your online lectures to YouTube directly.

LESSONS LEARNED FROM MY SON'S 1ST GRADE TEACHER



Nuri Kim, Ph.D.

Assistant Professor
Wee Kim Wee School of Communication and
Information
Nanyang Technological University

A recent article in *The Chronicle of Higher Education* cited an interesting (and definitely encouraging) statistic: “91% of professors prefer to teach face-to-face.” I was definitely one of the 91%. So naturally, I panicked and started obsessing over things like new tools, gadgets, and software. As long as I find the perfect webcam and learn how to navigate the perfect recording/streaming system, I would be more or less done, I thought.

Fortunately for me, I learned the most precious lesson about online learning from my son—or more accurately, my son’s 1st grade teacher. Observing the teaching and learning process of a bunch of giggly seven-year olds showed me that technology matters, but only as a setting, a context, a background. The magic that sparked the curiosity of those girls and boys was, in fact, rooted in the same principles that we have always known: clearly mapping out the goals for learning and designing lessons and activities to achieve those goals; being prepared and organized as ever so as to lay a pathway for learning; introducing students to materials that help them to think critically and reflectively; establishing a connection with students for an authentic learning experience. In short, adapting, not reinventing, our offline pedagogy to the brave new online world. I think this was the biggest discovery for me.

US-Korea Next Generation Research Program

Every year, the Korea Foundation, Center for Strategic and International Studies, and University of Southern California's Korean Studies Institute run the US-Korea Next Generation Research Program. It is a great opportunity for KACA members. Below is information about the program as well as brief notes from two KACA members (former and current US-Korea Next Generation scholars).

PROGRAM OUTLINE

Support for US Next Generation Research Program provides grant support to encourage research projects or programs that provide in-depth analyses and policy recommendations on political, social, and economic issues on Korea and East Asia.

Eligibility

1. Researchers employed by accredited research institutes (think tanks) and/or university research institutions based in the United States.
2. Researchers who received a Ph.D. or M.A. within 10 years.

***Application should be submitted under the name of the accredited institution.**

Areas of Support

Policy research on the future of the US-Korea relationship

1. Issues on the Korean Peninsula (peacebuilding, US-ROK alliance, security, economy/trade, society etc.)
2. Technological Innovation (digital transformation, cyber security, AI, 5G etc.)
3. Other issues for US-Korea cooperation (climate/environment, democracy, cultural exchange etc.)

Grant Coverage

Project expenses, researcher's salary and/or indirect costs

*Up to 10% of the total direct cost may be requested as the coverage for indirect costs

Grant Period

The Korea Foundation normally considers projects with a grant period of one year.

Program Schedule

1. Application period: deadline is normally April 1
2. Notification of results: by the end of June (Result notification will be done on an individual basis.)

How to Apply

Applications should be submitted via the KF Online Application System (<http://apply.kf.or.kr>).

An application must be written in English. All budget items should be calculated in USD.

Please answer all of the questions on the application. If a particular question does not apply to you, please write "N/A."

An application includes:

1. Applicant Institution Information
2. Proposal
3. Project Budget
4. Attachments: Curriculum Vitae of a project director and member(s)

US-Korea Next Generation Research Program

PROGRAM OUTLINE (CONT.)

Evaluation Criteria

1. Relevance and timeliness of the research topic and related activities
2. Capability of participants and their experience in terms of achievements and activities related to Korea and East Asia
 - Partnership with a Korean research institute or a researcher;
 - Participation by a prominent researcher or government officials related to the research topic
3. Thoroughness and feasibility of the work plan including research methodology and approaches
4. Soundness and cost efficiency of the project budget and funding plans
5. Visible/substantive efforts to receive matching funds for the proposed project
6. Anticipated results of the proposed project and plans for dissemination of research results
 - Plan to publish a book on the project;
 - Organization of at least one event (workshop, international conference, etc.) for the purpose of promoting/ disseminating research outcomes

Reporting

The recipient institution is required to submit the following reports within the grant period:

1. Summarized final report (KF form).
2. Detailed project report (free format).
3. Financial report (KF form, endorsed by the institution's highest financial officer).
4. List of related outcomes (books, articles, etc.).

Important Reminders

1. The application is required to be submitted under the name of the endorsing institution.
2. The institution applying for the program should notify the KF of any change to the information contained in the original plan after its submission.
3. The KF, in the process of screening applications, may require an applicant institution to submit additional information or make adjustments to the project plan.
4. After notifying applicants of screening results, the KF will discuss the details of each project and its budget with the respective recipient institution and conclude a grant letter for each.
5. After the conclusion of the grant letter, the KF's grant will be remitted to the institution. The KF grant must be received and managed by the institution.
6. The project should be carried out according to the schedule and plans specified in the application. If the project must be postponed or canceled for unavoidable reasons, the institution should consult with the KF.

Contact

For inquiries about the program: chhan@kf.or.kr / +82-64-804-1138

For technical assistance: helpdesk@kf.or.kr / +82-64-804-1083

US-Korea Next Generation Research Program

EXPERIENCES OF FORMER AND CURRENT US-KOREA NEXT GENERATION SCHOLARS



Young Ju Shin, Ph.D.

2018-2019 US-Korea Next Generation Scholar
Associate Professor
Hugh Downs School of Human
Communication
Arizona State University

I was competitively chosen for the 2018-2019 US-Korea Next Generation Scholar Program, which was co-sponsored by Center for Strategic and International Studies, University of Southern California's Korean Studies Institute, and the Korea Foundation. Under the mentorship of Drs. Victor Cha and David Kang, I was the only communication scholar among 10 other participants whose expertise is in political science, international affairs, history, and higher education. Throughout the program, I was given an opportunity to have a series of meetings with policy makers, administrators, former and current ambassadors, and opinion leaders in Washington DC and Seoul. I also participated in professional workshops and media training at USC and spoke about Korea-Japan international relation and Korean comfort women's issue with other participants. I found the entire journey was unforgettable and I gained knowledge and insights about US-Inter Korea relations. It was truly honorable and meaningful experience in my life (personally and professionally) and I strongly recommend other communication scholars whose research focuses on Korean studies should apply for the program.



Hazel Kwon, Ph.D.

2020-2021 US-Korea Next Generation Scholar
Associate Professor
Walter Cronkite School of Journalism and
Mass Communication
Arizona State University

I learned about NextGen from my friend/colleague and a former NextGen scholar, Dr. Young Ju Shin, who strongly encouraged me to apply for the program. I made a last-minute decision after a long hesitation, two weeks before the deadline. I hesitated because my work did not seem to align with those of NextGen scholars profiled on the website; I eventually decided to apply because it nonetheless seemed a perfect stepping stone toward my mid-career goal. I was tremendously fortunate to have senior colleagues who were not only willing to write a letter despite such short notice but also wrote it beautifully. I honestly think that these letters made it happen. Thus far, I have mainly defined myself as a digital media/informatics researcher, and I still am. As a new chapter as an associate professor has begun, however, I hope to dive deeper into the current status of networked Asia, and in doing so, I want to pursue different styles of writings and expand scopes of audiences beyond the (quantitative) scientific communities. For this reason, parts of the program I'm eager to experience are their writing workshop and the networking session with journalists in the field. I am hopeful that NextGen will help me grow to be a Digital Asia specialist.

The Jaewon Lee Distinguished Service Award

JAEWON LEE SERVICE AWARD HAS BEEN AWARDED TO DR. SEUNGAHN NAH

About the Award

The Jae-won Lee Distinguished Service Award was established in the summer of 2018 to honor Professor Emeritus Dr. Jaewon Lee (Cleveland State University), the founder and a two-time president of Korean American Communication Association (KACA). Prof. Lee has been an inspiring role model for numerous Korean and non-Korean students and scholars. The award is to recognize a person who has demonstrated exemplary service to KACA, inheriting Dr. Lee's generosity and love for KACA.

The Inaugural Jaewon Lee Distinguished Service Award has been awarded to Dr. Seungahn Nah (University of Oregon) for his exemplary service and dedication to KACA. Dr. Nah is Professor of Media Studies/Journalism in School of Journalism and Communication, University of Oregon.

The selection committee felt that Dr. Nah is the one who has demonstrated exemplary service to the KACA, inheriting Dr. Lee's generosity and love for KACA.

One recommender said Dr. Nah is "a living example of how one person's leadership can transform an organization" while the other said "Dr. Nah is an inspiration for many KACA officers and members. He never hesitates to sacrifice himself for KACA." Finally, the committee is in full agreement with the following statement, "I believe these accomplishments well embody Dr. Jaewon Lee's legacy of intellectual courage, generosity and inspirational leadership."

Following is a brief summary of Dr. Nah's service to KACA.



Dr. Seungahn Nah
University of Oregon

Dr. Nah has been a KACA member for two decades and served as vice president and president of KACA (2013-17). His leadership was instrumental in establishing formative ties with the Chinese Communication Association (CCA) that led to joint sessions at ICA and also pre- and post-conference events. Under his leadership, KACA was also represented at the World Journalism Education Council and joined such delegates in 2017. Further, Dr. Nah initiated an Asian Communication Consortium with the then CCA President, which has led to the formation of the Asian Pacific Communication Alliance.

At the Award Ceremony:

The award was presented during the KACA-AEJMC Business Meeting held on Saturday, August 3 at 3 p.m. At the ceremony, Dr. Moon J. Lee (KACA President, 2019-2021) said,

"I am very honored to give this first, inaugural Jaewon Lee Distinguished Service Award to Dr. Seungahn Nah at the University of Oregon. The purpose of this award is to recognize a scholar and mentor who has made an exceptional contribution to KACA, inheriting Dr. Lee's generosity and love for KACA. Unfortunately, since 2017, Dr. Lee has been battling against Lou Gehrig's Disease. Even though he lost much ability to move and speak, the last thing Dr. Lee wants to do is to stop mentoring and nurturing our KACA members. With this special award bearing his name, Dr. Lee and KACA will be forever inseparable. Dr. Nah, our first, inaugural recipient of this award, has been a tireless advocate for KACA and its advancement. He truly exemplifies a distinguished member who has contributed enormous support for KACA through leadership, membership, and service to its finest level. This is a well-deserved award. Please join me in congratulating Dr. Nah for the 2020 Jaewon Lee Distinguished Service Award and please keep Dr. Jae Won Lee and his devoted wife Mrs. Moon in your thoughts during this difficult time of global pandemic. Again, Congratulations to you, Dr. Nah."

The recognition included the presentation of a plaque and a monetary award of \$500. The winner will also be listed in the KACA website.

Member News

NEW APPOINTMENTS

Dr. Hocheol Yang, formerly a doctoral student at Temple University, joined California Polytechnic State University as an assistant professor.

Dr. Sara Kim, formerly a doctoral student at University of Arizona, joined University of Louisiana at Monroe as an assistant professor.

AWARDS/GRANTS

Dr. Kyu Ho Youm (University of Oregon) received the AEJMC 2020 Presidential Award. The award is given to dedicated and long-serving AEJMC members by the current AEJMC president. The award recognizes distinguished service to journalism and mass communication education.

Drs. Eun-Jeong Han (Salisbury University), Min Wha Han (Angelo State University), and Jong Hwa Lee (Angelo State University) won the 2020 Outstanding Book Award by the APACSD (Asian Pacific American Communication Studies Division) of the NCA (National Communication Association) with the edited volume, "Korean Diaspora across the World: Homeland in History, Memory, Imagination, Media and Reality" (2019).

Dr. Ju Oak Kim (Texas A&M International University) and Dr. Hazel Kwon (Arizona State University) were selected as the 2020-2021 US Next Generation Scholars.

NEW BOOKS

Dr. Dal Yong Jin (Simon Fraser University) published a book titled "Transnational Korean Cinema: Cultural Politics, Film Genres, and Digital Technologies."

Dr. Yong-chan Kim (Yonsei University) published a book titled "Writing academic papers as storytelling (Korean title - 논문, 쓰다: 대화하는 논문)."

Dr. Sangjoon Lee (Nanyang Technological University) published an edited book titled "Rediscovering Korean Cinema."

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 (\$30) + 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, Dr. Taehyun Kim, at thk311@gmail.com.

Financial Report

GENERAL OPERATION ACCOUNT	INCOME	EXPENSES	BALANCE
Balance from February 2020			8,237.54
Membership dues (March 2020 – August 2020)	2,940.00		
PayPal Giving Fund	11.00		
KACA Web domain renewal (2 years)		212.92	
Zoom Pro account (1mo)		14.99	
Crown Awards Plaques (6):			
ICA (Top faculty + Student award)		365.00	
ICA (Name correction)		32.61	
AEJMC Best student award		56.32	
Appreciation plaque for Dr. Ki		130.72	
Award (AEJMC Best Faculty Award-Ordered by Dr. Hanna Park)		40.00	
KACA-KADPR Award		134.29	
Total Income to Account March 2020 – August 2020	2,951.00		
Total Expenses to Account March 2020 – August 2020		986.85	
End of August 2020 Balance			10,201.69

GRADUATE PROGRAM ACCOUNT	INCOME	EXPENSES	BALANCE
Balance from February 2020			4,411.10
Membership dues (March 2020 – August 2020)	2,305.80		
Gift card for a graduate student		100.00	
Total Income to Account March 2020 – August 2020	2,305.80		
Total Expenses to Account March 2020 – August 2020		100.00	
End of August 2020 Balance			6,616.90

Financial Report

FOUNDER ACCOUNT	INCOME	EXPENSES	BALANCE
Balance from February 2020			35,295.71
Bank interest earned	22.34		
Crown award plaque for Dr. Seung Ahn Nah-Jaewon Lee award winner		108.22	
Cash prize for Dr. Seung Ahn Nah		500.00	
Total Income to Account March 2020 – August 2020	22.34		
Total Expenses to Account March 2020 – August 2020		608.22	
End of August 2020 Balance			34,673.83

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

**Based on membership dues paid from from March 2020 to August 2020.*

PLATINUM	GOLD	SILVER	PRIME
Jisu Huh	Yongick Jeong	Seok Kang	Regina Ahn
Eyunjung Ki	Dalyong Jin	Taehyun Kim	Soojung Hong
Seungahn Nah	Jinae Kang	Soomin Seo	Heewon Kim
Kyuho Youm	Dokyun Kim		Hyangsook Kim
	Jangyul Kim		Kyongseok Kim
	Eunju Lee		Mijung Kim
	Hyeryeon Lee		Sungsu Kim
	Moonjeong Lee		Yung Kim
	Hannah Park		Sunyoung Lee
	Hyojung Park		Hyejoon Rim
	Hyunjin Seo		Yoonmo Sang
			Changwan Woo
			Jungyun Won



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, Dr. Taehyun Kim, at thk311@gmail.com

KACA Newsletter Committee

Dr. Myojung Chung
Assistant Professor
Northeastern University

Dr. Jaehyeon Jeong
Adjunct Professor
Temple University

Dr. Jiyoun Lee
Assistant Professor
University of Alabama

Dr. Hocheol Yang
Assistant Professor
California Polytechnic
State University

Dr. Jihyang Choi
Assistant Professor
Ewha Womans University

Dr. Sara Kim
Assistant Professor
University of Louisiana
at Monroe

Dr. Wonjung Min
Assistant Professor
Pontificia Universidad
Católica de Chile