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## Greetings from KACA president



Hye-ryeon Lee

Aloha KACA members:

I would like to begin by thanking every one of the officers and board members from the last term for their dedication and affection for the KACA. Without their hard work, we would not have been able to accomplish any of the achievements of the past year. It has been another productive year for the KACA. We conducted an election with a record number of participants, and welcomed new officers and board members for the 2007-2009 term. We have successfully staged various activities and events at the

annual meeting of the big three: National Communication Association, International Communication Association, and Association for Education in Journalism and Mass Communication. In addition, we have continued with our efforts to establish essential infrastructure for the KACA, including creation of a logo that symbolizes our identity and creation of the KACA blog to be better connected with our members.

Next year is a very special year for all of us. It marks the 30<sup>th</sup> anniversary of the formal creation of the KACA. In 1977, eight scholars and graduate students gathered at the Association for Education in Journalism (AEJ) annual meeting in Madison, Wisconsin and agreed to form an organization and named it the North American Association of Korean Communication Scholars. In the subsequent year, the name was changed to Korean American Communication Association and formal structure for the organization was created including the constitution. The founding president was Dr. Jae Won Lee of Cleveland State University. While the KACA had ups and downs, just like any organization, during its three decades of operation, we are getting stronger and better each year. Our membership has grown to over 400 members this year, a dramatic contrast to the humble beginning. Now, we are the official academic organization that represents Korean communication scholars in America.

To celebrate our achievements and to pay tribute to our rich history, we are planning a full-day conference in 2008. The conference will be held on August 5, 2008 in Chicago, in conjunction with the annual meeting of the Association for Education in Journalism and Mass Communication (AEJMC). Given that the seed for the foundation of the KACA was planted at the 1977 AEJ meeting, we felt that it is fitting to hold this event in connection with the AEJMC meeting. The Special Event Committee, led by Dr. Nojin Kwak (University of Michigan), is working hard to create an exciting conference for all of us. Please mark your calendars for this wonderful event, and stay tuned as more details for the conference become available. This will be a truly wonderful opportunity for old and new members from America and Korea to come face-to-face to discuss the legacy of the KACA and strategize for a leap forward to a great future. (Continued on p.2)

## Executive Committee

### President

Hye-ryeon Lee  
University of Hawai'i at Manoa

### Vice Presidents

Sungeun Chung  
Western Illinois University

Kwangmi Ko Kim  
Towson University

Ji Hoon Park  
Hope College

### Secretary

Seok Kang  
University of Texas at San Antonio

### Treasurer

Tae-Hyun Kim  
University of Louisiana-Monroe

### Web Manager

Joon Soo Lim  
Middle Tennessee State Univ.

### Editor

Jisu Huh  
University of Minnesota

Visit the KACA website  
at [www.KACAnet.org](http://www.KACAnet.org)

# New Officers for 2007-09

**N**ew officers and board members have been installed for the academic year of 2007 through 2009.

**Dr. Hye-ryeon Lee** (University of Hawaii at Manoa) was reelected to be the President. **Dr. Kwangmi Ko Kim** (Towson University) was elected to be the Vice President for AEJMC, **Dr. Sungeun Chung** (Western Illinois University) the Vice President for ICA, and **Dr. Ji Hoon Park** (Hope College) the Vice-President for NCA.

In addition, **Dr. Seok Kang** (University of Texas at San Antonio) has been appointed to be the new secretary, and **Dr. Jisu Huh** (University of Minnesota) is appointed to be new editor of KACA Newsletter. Please check out the KACA website (<http://www.KACAnet.org/>) for the complete listing of KACA officers and board members for the 2007-2009 term.



Hye-ryeon Lee



Kwangmi Ko Kim



Seok Kang



Jisu Huh



Sungeun Chung



Ji Hoon Park

**BEST OF LUCK FOR THE NEW OFFICERS AND BOARD MEMBERS,  
AND HEART-FELT THANKS TO ALL THE OUTGOING KACA OFFICERS  
FOR THEIR DEDICATION AND HARD WORK FOR THE KACA  
FOR THE PAST TWO YEARS!**

(Continued from p. 1)

I am so happy to witness a marked increase in members who participate in KACA activities and who are willing to work for the KACA in recent years. I would again call for your active participation in the KACA. As the number of Korean communication scholars who work and study in North America continues to grow, the importance of the KACA as a valuable resource for all of us will grow as well. Please remember that the KACA today was not possible without the sweat and devotion of the many members. So, stay close, sign up for the KACA blog, and volunteer to work on various KACA activities, and take part in making the KACA an organization that truly belongs to its members.

I am very grateful for the opportunity to serve as the KACA president for another term, and look forward to another fruitful and constructive year with your support and cooperation.

*Hye-ryeon Lee, Ph.D.*  
University of Hawaii at Manoa

# Special Feature:

## *Stories from KACA members*

by *Yongick Jeong*

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### *Who said the first experience is always painful?*

I first heard about KACA in 2004 at the AEJMC Annual Convention in Toronto. It was a pure fluke to spot the KACA session from the thick conference directory. That was a quite pleasant surprise to me because as a virgin to an academic conference, I was incredibly nervous. More specifically, I was scared as an international student, feeling surrounded by enemies(?). Thus, KACA was a lifesaver at that time. Since that unexpectedly satisfying experience, it was a no-brainer for me to become a regular at KACA activities in later conferences.

KACA means a lot to me. First and most importantly, KACA is *people*. I cannot think of KACA without remembering many wonderful people I've met under the KACA flag in numerous conferences. Dr. Youm at the University of Oregon, Dr. Shim at Korea University, Dr. Kim at Inha University, Dr. An at Hongik University, Dr. Ko-Kim at Towson University, Dr. Sung at the University of Texas, Dr. Huh at the University of Minnesota, Dr. Seo at Kunkuk University, Dr. Kim at Hawaii Pacific University, my fellow KACA officers including the president of KACA, Dr. Lee at the University of Hawaii, and many more ... They are all stellar scholars and, at the same time, good friends and role models to me.

KACA is a *helpdesk*. I have obtained a myriad of helpful information, tips, and ideas from KACA members regarding teaching, research, and job search. For a person like me, who did not major in communication in the college and whose information is limited due to the international background, their help was admittedly critical in successfully launching my academic career. I cannot thank them enough for their generosity.

KACA is also an *academic motivator* to me. Every time I talk to other KACA members, I am amazed at what they have achieved and motivated to work harder. Conversations with fellow KACA members give me ideas about what I should do and direct me where I should go in order to succeed in academia.

I think the KACA is a well-organized and well-operated organization. Nonetheless, I have *three* wishes to make the KACA an even better organization. First, I hope that all of us at the KACA contribute to keep the KACA's strong research tradition. Related to this, I also wish that the KACA can offer more research sessions at conferences and, eventually, publish our own academic journal. Second, I wish that the KACA continue to serve its student members who are the next generation of communication scholars and teachers, by providing job search information, research and teaching guides, and scholarships. My final wish is about fund raising. As always, money is not a sufficient but an "absolutely" necessary condition for a good organization. I see great potential of the KACA serving communication scholars and students, and promoting further understanding of Korea. I hope and believe that, with much growth in KACA membership base, funds will grow as well, enabling the KACA to become a more prominent organization in the broad communication field.

KACA will be 30 years old in August 2008. I am happy to be a part of this great organization. Thank you KACA for what you have done for us. Kudos to you for your great tradition and for your brighter future!



Yongick Jeong

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Dr. Yongick Jeong (Ph.D., University of North Carolina) is an assistant professor at Manship School of Mass Communication at Louisiana State University. His research interests include advertising, new and entertainment media and measuring advertising effectiveness.

# KACA Notes

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## Honors and Awards

Dr. Minjeong Kim, assistant professor at Hawaii Pacific University, received the Golden Apple Award for Distinguished Graduate Teaching in Spring 2007.

Dr. Hye-Jin Paek, assistant professor at the University of Georgia, has received Top Dissertation Award at the International Communication Association and the Health Communication Division of the National Communication Association. She also won Top Paper Award in the Health Communication Division of the International Communication Association.

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## Grants and Fellowships

Dr. Sungeun Chung, assistant professor at Western Illinois University, was selected as the recipient of the 2007-2008 Wayne Thompson Professorship. With the grant (\$13,350), Dr. Chung will conduct a research project on motivated information processing in political campaigns.

Yong Jun Shin, Ph.D. candidate in the School of Journalism and Mass Communication at the University of Wisconsin-Madison, won the Doctoral Dissertation Research Grant (\$25,000) from the U.S. Department of Housing and Urban Development with his dissertation entitled, "Media Impact on Local Low-Income Housing Policy and Media Strategy for Housing Policy Improvement."

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## Other Notes and News

Dr. Kyu Ho Youm presented a research paper at the World Journalism Education Congress (WJEC) which was held in June 2007 in Singapore. While on a research trip to Seoul, he also delivered a presentation on international and comparative research at Seoul National University and consulted for the Korean Supreme Court Library on the Bluebooking on Korean law citations. At the AEJMC convention in August, Dr. Youm participated as a speaker in a pre-convention media law workshop, which was broadcast on C-SPAN. In October, he organized a day-long First Amendment conference on the reporter's privilege, and spoke at the access to the media conference at the George Washington University Law School.

As an area senior editor, Dr. Kyu Ho Youm edited 46 articles on communication law and policy for the International Encyclopedia of Communication, which is due out in April 2008.

Dr. Jae-Hwa Shin's (University of Southern Mississippi) new book, "Public Relations Today: Managing Competition and Conflict," has been released. The book, co-authored with Dr. Glen Cameron, Dr. Dennis Wilcox and Dr. Bryan Reber, is a textbook for an introductory PR course.



# KACA Notes

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## Job Changes and P&T

- Dr. Donghun Chung has moved to Korea, taking a new job as an assistant professor in the Department of Communication at Kwang-Woon University.
  - Dr. Seok Kang has moved from Arkansas Tech University to the University of Texas at San Antonio, where he serves as an assistant professor of new media.
  - Dr. Eyun-Jung Ki has moved from the University of Oregon to the University of Alabama, as an assistant professor in the Department of Advertising and Public Relations.
  - Dr. Jeong-Nam Kim has moved to Purdue University taking a new job as an assistant professor in the Department of Communication.
  - Dr. Minjeong Kim began serving as Graduate Program Chair in the College of Communication at Hawaii Pacific University in Fall 2007.
  - Dr. Hye-ryeon Lee began serving as Chair of the Department of Speech Communication at the University of Hawaii at Manoa, starting July 1, 2007.
  - Dr. Esther (Eunkyong) Lee Yook, Speaking Center Director at the University of Mary Washington, took on an additional new job of directing the Korea Exchange Program, an exchange program with Sungshin University in Korea.
  - Dr. Nojin Kwak (University of Michigan) has been promoted to Associate Professor with tenure.
  - Dr. Eun-Ju Lee (University of California at Davis) has been promoted to Associate Professor with tenure.
  - Dr. Moon J. Lee (Washington State University) has been promoted to Associate Professor with tenure.
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## New Hires in 2007

- Dr. Yongick Jeong (Ph.D. from University of North Carolina at Chapel Hill), Assistant Professor, School of Mass Communication, Louisiana State University.
- Dr. Seung-A Jin (Ph.D. from University of Southern California), Assistant Professor in New Media, Communication Department at Boston College.
- Dr. Jang Hyun Kim (Ph.D. from State University of New York at Buffalo), Assistant Professor, Department of Speech Communication at the University of Hawaii at Manoa.
- Dr. Doohwang Lee (Ph.D. from Michigan State University), Assistant Professor, Department of Telecommunication and Film, University of Alabama.
- Dr. Namkee Park (Ph.D. from University of Southern California), Assistant Professor, Gaylord College of Journalism and Mass Communication, University of Oklahoma.
- Dr. Mihye Seo (Ph.D. from Ohio State University), Assistant Professor, Department of Communication, State University of New York at Albany.
- Dr. Hyunjae Yu (Ph.D. from University of Georgia), Assistant Professor, School of Mass Communication, Louisiana State University.

# KACA Events

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## KACA 30<sup>th</sup> Anniversary Conference, August 5, 2008, Chicago

**K**ACA will hold its 30<sup>th</sup> Anniversary Conference on **August 5, 2008** at the Marriott Chicago Downtown Hotel. The meeting is a tribute to KACA's 30 years of service to the Korean communication scholars who work and study in North America. The conference will be held in conjunction with the annual meeting of the Association for Education in Journalism and Mass Communication (AEJMC) meeting. Conference co-sponsors include the Korean Society for Journalism and Communication Studies (ASJCS) and *Korea Times*.

- Plenary Speaker: Oh Youn Ho (*Oh My News*)
- A Theme Session
- State-of-the-Art Panels for Various Disciplines
- Student Paper Panel
- Community Perspective Panel
- Looking-toward-the-Future Panel
- 30th Anniversary Gala Reception

Please mark you calendars and plan on attending the conference. Conference information, call for papers, and registration information will be available by February 1, 2008 at the KACA website ([www.KACAnet.org](http://www.KACAnet.org)).



# Special Announcements

## Membership Due

We would like to sincerely ask you to send your membership dues for this year. Your dues will be used to fund the following the following purpose: (1) to cover the organizational affiliation fees to ICA, AEJMC; (2) Web hosting fees for the KACA website and for domain name registration; (3) to update the KACA member directory; and (4) to organize and coordinate outreach activities for the KACA.

**Our annual membership due is \$20 for faculty and \$10 for students.** Additional donations are always welcome. Please make your checks payable to Korean American Communication Association, and mail to our treasurer, Dr. Tae-Hyun Kim at the following address: Dr. Tae-Hyun Kim, Assistant Professor, Department of Communication, University of Louisiana - Monroe, 120 Stubbs Hall, 700 University Avenue, Monroe, LA 71209.

Beginning this year, you can electronically submit your dues to our Paypal account: [thk311@yahoo.com](mailto:thk311@yahoo.com).

## KACA Blog (<http://www.kacanet.org/blog/>)

Given that our members are spread widely across America, a timely exchange of information has always been a challenge. The official KACA blog has been established to serve as an important tool to help us to be more efficient in information sharing.

**Please sign up for the KACA blog and become an active contributor.**



## How to subscribe to KACA's RSS feed

- The best way to subscribe to any RSS feed is to use Bloglines ([www.bloglines.com](http://www.bloglines.com)), a Web-based RSS reader. Bloglines is free and easy to use.
- Alternatively, you may use a desktop-based RSS reader. You can find more information about Top 10 desktop-based RSS reader at [http://email.about.com/od/rssreaderswin/tp/top\\_rss\\_windows.htm](http://email.about.com/od/rssreaderswin/tp/top_rss_windows.htm).
- Also, you can subscribe by email. Simply enter your email address in the blank you see on the right-hand side of the KACA homepage at <http://www.kacanet.org/>.

## How to contribute to the KACA blog

Anyone who signed up for the KACA blog can contribute.

To sign up for the KACA blog, go to <http://kacanet.org/blog/wp-register.php>.

**If you have any questions regarding the KACA blog, please feel free to email Dr. Joon Soo Lim (Middle Tennessee State University) at [jlum@mtsu.edu](mailto:jlum@mtsu.edu).**