

President's Message



Moon J. Lee, Ph.D.

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KACA President 2019-2021*

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Welcome to Korean American Communication Association (KACA)!

We are the premier academic association for Korean American scholars engaged in research, teaching, and application of communication in various sectors of society with the highest standards and professional ethics. Thank you very much for being a member! I am honored to serve you as the 16th President of KACA (2019-2021).

First of all, our special thanks go out to all those predecessors and previous officers, including my immediate predecessor, Dr. Eyun-Jung Ki, and the other officers, who worked tirelessly to build this organization for the last four decades. Without their selfless service and vision, we would not have been where we are now. Thank you!

KACA was formally established in 1978 by a small group of Korean American communication scholars. Over the last four decades, KACA has become the premier academic association for Korean American communication scholars, students, and professionals with over 500 members. Our flagship events are hosting academic sessions in three major national/international conferences, International Communication Association (ICA), National Communication Association (NCA), and Association for Education in Journalism and Mass Communication (AEJMC). We also expand our global reach by strengthening our global alliance with other media and academic organizations around the world.

I would like to continue the legacy of those who have supported KACA for the last four decades. There are three main priorities:

First, to be the center of communication scholarship related to Korean and American communication, we will help establish an internationally renowned, peer-reviewed journal as an academic outlet for Korean American scholarship.

Second, to elevate its global stature, we must reach out to individuals/organizations who are interested in Korean American communication scholarship and partner with other international organizations to promote KACA's mission and its priorities beyond the Korean American community, as traditionally sought.

Third, we must actively engage in fostering of the next generation of communication scholars and professionals through networking opportunities and active information

KACA Executive Committee

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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
Taewook Ham
University of Georgia

Se Jung Kim
Syracuse University

Esul Park
Temple University

Jiyoun Suk
University of Wisconsin-Madison

sharing/mentoring.

I must admit that these priorities are little more than nice words if we do not have your support and help! Let's join the force to continue the legacy of those who had contributed and supported to KACA. I also want to express my gratitude to the following executive committees who will selflessly invest their time, energy, and heart for the KACA.

Executive Committee:

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)

Web Master – Dr. Yunmi Choi (Indiana University Southeast)

Student Representatives:

Taewook Ham (University of Georgia)

Se Jung Kim (Syracuse University)

Esul Park (Temple University)

Jiyoun Suk (University of Wisconsin-Madison)

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

Moon J. Lee

Special Message from KACA Executive Committee

MOON J. LEE, PRESIDENT 2019-2021

Dear KACA Family,

The current COVID-19 virus pandemic has affected us far more than we've ever imagined even a week ago. Clearly, our normal lives have been greatly disrupted.

We want you to know that KACA considers your safety and wellbeing as top priority. KACA is committed to supporting our members through this difficult period of time.

Please take good care of yourself and your family first and stay connected. It is a difficult time for all of us as this situation evolves very rapidly. However, we know this will ultimately pass and we will prevail over this difficult time to come out stronger than ever before.

We, KACA, are here to support you!

Stay safe and stay strong!

Moon J. Lee, President 2019-2021, on behalf of KACA Executive Committee

KACA Executive Committee Messages

WE WOULD LIKE TO INTRODUCE THE INCOMING KACA OFFICERS WHO WILL SERVE THE 2019 – 2021 TERM. THEY WILL PLAY A VITAL ROLE IN ACCOMPLISHING THE MISSION OF KACA, TO SERVE THE ACADEMIC AND SOCIAL NEEDS OF KOREAN COMMUNICATION SCHOLARS AND STUDENTS IN NORTH AMERICA.

ICA Vice President Dr. Jin-Ae Kang

East Carolina University

My role and expectations: As the ICA Vice President, I oversee organizing KACA research sessions at the ICA annual conferences. My work motto is “Make every opportunity to bring people together and build a learning community.”

Above all things, I want to introduce the six KACA-ICA committee members. Dr. Youjeong Kim (Associate Professor, New York Institute of Technology) and Dr. Sejung Park (Assistant Professor, John Carroll University) are in charge of paper submissions and the review process. Dr. Jee Young Lee (Research Associate/Lecturer, University of Canberra), Dr. YoungJu Shin (Associate Professor, Arizona State University) and Dr. Jooyun Hwang (Assistant Professor, Elon University) are coordinating the KACA social and special sessions. Mr. Wonki Moon (Doctoral student, University of Texas-Austin) is organizing the graduate student social. It is incredibly rewarding to work with these wonderful members!

As we all have heard, ICA decided to hold its annual conference virtually due to the corona virus crisis. This is a disappointing situation, since all our committee members have been working so hard behind the scenes to put together all the programs and events. But a new door will open when a door is closed. This could be an opportunity to nurture KACA's online community, so why aren't we more virtually engaged? Let's raise our visibility in a virtual world. Everyone stays connected with KACA-ICA sessions and shares our session with your friends in academia. We will virtually meet you in May at the ICA conference!

My favorite ice cream flavor: Cherries Jubilee of Baskin Robbins

AEJMC Vice President Dr. Hanna Park

Middle Tennessee State University

My role and expectations: I feel honored and privileged to have the opportunity to serve the KACA. As the vice president of the KACA AEJMC committee, my commitment is to make the AEJMC committee to be Ardent, Energetic, Joyous, Motivating, and Cooperative to serve as a liaison between Korean communication scholars and students. Our committee is open to new ideas and suggestions and continually searching for better ways to help the KACA members.

My favorite ice cream flavor: Green Tea

NCA Vice President Dr. Eun-Jeong Han

Salisbury University

My role and expectations: With the help of five wonderful and very dedicated subcommittee members, I organized two research sessions, social gathering/dinner, graduate students social gathering/lunch, as well as mentor and mentee meeting for KACA division during NCA 2019 convention at Baltimore. I'm currently working on KACA program planning for the NCA 2020 convention and anticipate to have another successful year of the NCA KACA division in Indianapolis, IN.

With 2019-2021 KACA, I look forward to have more Korean-Americans, Koreans from countries other than the U.S., and non-Koreans who are interested in the issues of Korea/Koreans.

My favorite ice cream flavor: Oddly, I do not like anything sweet including ice cream at all. But, to those ice cream lovers, I highly recommend “Island Creamery” in Salisbury, MD.

Secretary Dr. Sungsu Kim

Kookmin University

My role and expectations: I am very honored to serve as KACA secretary for the 2019-2021 term. I have worked for KACA as a student representative and a member of membership committee since 2015, which make me feel I grew up together with KACA during my doctoral studies. Looking forward, KACA will provide an expanded venue and networks for Korean communication scholars in North America, which facilitates academic and social interaction among them and with other international scholars. As a member of the KACA executive committee, I would like to help KACA advance diversity and professionalism in the academy.

My favorite ice cream flavor: Cookies and cream

KACA Executive Committee Messages

2019-2021

Treasurer

Dr. Taehyun Kim

California State University Northridge

My role and expectations: I am returning to KACA as a “new” treasurer, the one who counts your membership dues and signs reimbursement checks for staff. I am always fair and transparent!

I first joined KACA as a student representative and newsletter editor (1997-2000) and then re-joined as the treasurer (2005-2010). Each time I come back, I feel more empowered and younger. I expect “40-year-old” KACA to be more involved in mentoring Korean junior faculty members and providing some guide into tenure evaluation process in U.S. academic institution.

My favorite ice cream flavor: When I lived in Ohio, I always ate Grater’s black raspberry chocolate chip ice cream in a big waffle cone. I still can’t forget the dreamy taste of it...slurp!

Newsletter Editor

Dr. Myojung Chung

Northeastern University

My role and expectations: As the newsletter editor, I am in charge of the whole process of collecting, editing, and distributing various news about KACA and its members. Six members of the Newsletter Committee also dedicate their time, energy, and skill to create informative and fun-to-read newsletters. Every issue of KACA Newsletter won’t be possible without your willingness to share your experience in teaching, research, job search, and other academic activities. So if you get an email from the Newsletter Committee seeking an article, please generously say “Yes”!

My favorite ice cream flavor: Sea Salt Caramel

Webmaster

Dr. Yunmi Choi

Indiana University Southeast

My role and expectations: I am the webmaster for the 2019-2020 KACA, and I will take care of the KACA website and social media sites. As the digital communication is becoming more and more important these days, I think this role is critical to make sure every member of the KACA is in touch.

My favorite ice cream flavor: Honey bourbon. This flavor is getting popular across the states, but it’s a local flavor in Louisville, KY. If you haven’t tried honey bourbon ice cream yet, don’t argue with me.

Student Representative

Taewook Ham

University of Georgia

My role and expectations: I will serve as a graduate student representative. I hope that KACA is a place to discuss burgeoning areas in communication research as well as to promote psychological well-being to have successful academic endeavors.

My favorite ice cream flavor: Cherry Garcia! It is also one of the flavors that people like from Ben & Jerry’s.

Student Representative

Se Jung Kim

Syracuse University

My role and expectations: As a student representative in the 2019-2021 KACA Executive Committee, my role is to help promote KACA, assist other committee members, and encourage Korean scholars to participate in KACA social events. Through KACA, I hope many Korean scholars in the U.S will interact with each other actively and expand their network.

My favorite ice cream flavor: I love Oreo ice cream. I look forward to having Oreo ice cream with you someday.

Student Representative

Esul Park

Temple University

My role and expectations: As a student representative, I will be assisting KACA faculty officers with ad-hoc requests. I would love to see KACA growing!

My favorite ice cream flavor: Chocolate

Student Representative

Jiyoun Suk

University of Wisconsin-Madison

My role and expectations: To support graduate students’ research and enhance interactions with other scholars. We attempt to facilitate the support for graduate students by providing conference travel grants and offering opportunities to connect and network with other members in KACA.

My favorite ice cream flavor: Green tea!

KACA Official Statement of Student Evaluations of Teaching

FEBRUARY 18, 2020

KACA is officially endorsing the statement issued by the American Sociological Association with the other 21 scholarly associations about the current use of student evaluations as a primary measure of teaching effectiveness of the faculty in colleges and universities in North America.

Several patterns were identified in previously published research, cited in the ASA's official statement, exhibiting that SETs systematically disadvantage women and minority faculty.

They are:

1. Students rate female instructors lower than male instructors even when they both exhibit the same teaching behaviors (e.g. Boring, Ottoboni, and Stark 2016; MacNeill, Driscoll, and Hunt 2015).
2. Students evaluate Black and Asian faculty members less positively than White faculty, particularly among White male students (e.g. Bavishi, Madera, and Hebl 2010; Reid 2010; Smith and Hawkins 2011).
3. Faculty ethnicity and gender also influence how students evaluate instructor characteristics like leniency and warmth (Anderson and Smith 2005).

KACA's official stands are following:

1. We strongly oppose using SETs as the primary measure of teaching effectiveness in faculty review processes, and
2. We strongly encourage colleges and universities in North America to consider holistic methods of evaluating one's teaching effectiveness, providing fair opportunities for women and minority teachers to advance their careers and be compensated for their achievements.

Dr. Youm's Memo to KACA

In Aug 2019, Dr. Kyu Ho Youm's wife, Bokim Youm, passed away. Many of KACA members have met Mrs. Youm in person at conferences and remember her as a strong supporter of the KACA. Mrs. Youm's unflinching support for the KACA will never be forgotten, and she will be greatly missed by all of us.

KACA: A HOME AWAY FROM HOME



Kyu Ho Youm, Ph.D.

"A home away from home." This expression is, perhaps, trite, but the reality is that there is a lot of truth to it in certain circumstances. For Bokim Youm, my recently deceased wife, KACA was so much more than an organization with which she was involved for many years—KACA was, in fact, a home away from home for her. And I would be remiss in not thanking KACA for giving Bokim a sense of belonging.

On August 4, 2019, Dr. Eyun-Jung Ki (Alabama), then the KACA president, stated in her KACA email: "I am very sorry to have to share the heartbreaking news that Prof. Kyu Ho Youm's wife, Bokim Youm, passed away yesterday. Many of you have met her in person at conferences, and she was a strong supporter of the KACA."

Each time I read Dr. Ki's touching message about my unexpected loss of Bokim, I get choked up with a lot of fond memories of her KACA life, which spanned nearly 30 years.

In "Reflections on KACA's Second 'Founding' in 1990" (KACA Newsletter, July 2018), I discuss my work as KACA secretary—a discussion that would not have been complete without mentioning the pro bono work of Bokim, my young wife at that time, as an eager assistant of mine. She helped me prepare, print, and mail the KACA Newsletter, a task that was particularly challenging and time-intensive because KACA was in a transitional phase.

And through the years following, whenever she traveled with me to various conferences around the world, Bokim's priorities unflinchingly centered on KACA events.

For 10 years, Bokim suffered from Parkinson's disease and related health challenges, including depression. But these issues did not deter her from joining me for KACA receptions, dinners, and private socials, such as postprandial drinks with newly promoted, tenured, or hired KACA friends. At ICA19 in Washington, D.C., in May 2019, Bokim accompanied me to the KACA dinner and cohosted the celebration of the election of Dr. Kwan Min Lee (NTU) as an ICA Fellow. If she had ever recovered and made it to

Toronto with me for AEJMC19 in August 2019, Bokim would have attended the KACA dinner and enjoyed lunch with Dr. Sun Joo (Grace) Ahn (Georgia) to congratulate her on her Krieghbaum Under-40 Award.



The late Mrs. Youm (seated front row, second left) at the KACA dinner in Prof. Jisu Huh's home

Clearly, Bokim's love for KACA and the people affiliated with it was reciprocal. My children (Harry, Sherry, and Eugene) and I have been overwhelmed by the outpouring of love for Bokim from numerous KACA friends. A number of exceptionally caring KACA friends went out of their way to express their heartfelt condolences. Dr. Nojin Kwak (Michigan) and Dr. David Jeong (USC) eulogized Bokim at her funeral. Dr. Joonghwa Lee (North Dakota) visited me for three days soon after the funeral. Following the Korean tradition, many others sent us condolence money, flowers, books, cards, candies, cookies, vitamins, emails, SM messages, etc.

Most striking about my KACA friends' enduring memories of Bokim was that they considered her a "mother figure" when they interacted with her in the 1990s through the 2010s.

As I continue with my existential struggle in a new life without Bokim, her KACA-related memories are all the more poignant. The most monumental kindness, though, was that KACA helped Bokim live a fulfilling life by giving her a profound sense of belonging. For this in particular, my children and I are deeply indebted to KACA.

Kyu Ho Youm, Ph.D.

Professor, Jonathan Marshall First Amendment Chair
University of Oregon

KACA-NCA Committee

Dr. Eun-Jeong Han
Assistant Professor
Salisbury University

Dr. Gooyong Kim
Assistant Professor
Cheyney University of Pennsylvania

Dr. Jaehyeon Jeong
Assistant Professor of Instruction
Temple University

Dr. Jiemyoung Kong
Associate Professor
Western Kentucky University

Hyung-Min Kim
Doctoral Student
Georgia State University

Seulgi Park
Doctoral Student
SUNY-Albany

2019 KACA-NCA Report

THE 105TH ANNUAL CONVENTION OF THE NATIONAL COMMUNICATION ASSOCIATION

The 105th annual convention of the National Communication Association (NCA) was held in Baltimore, MD (Nov 14-17, 2019) with the theme of "Communication for Survival."

KACA sponsored/co-sponsored the following three research sessions continuing to work with Chinese Communication Association (CCA).

Session 1 (KACA & CCA joint session) : Communication for Survival in Asia

(Friday, November 15, 2:00 p.m. - 3:15 p.m)

Top Paper: America's Bond Girl and Korea's Heroic Queen: Racialized Gendered Nationalism in Olympic Figure Skating (Dr. Chuyun Oh, San Diego State University)

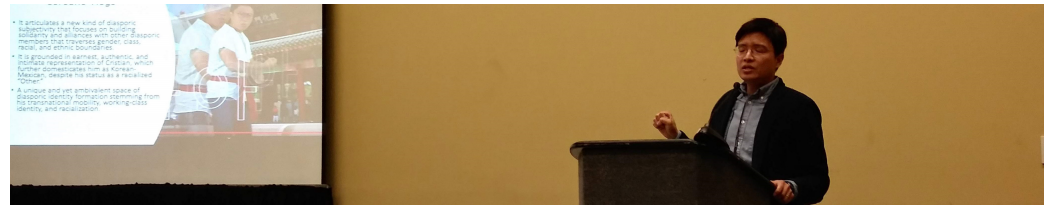
Session 2: (KACA & CCA joint session): Health and Environmental Communication in East Asia

(Friday, November 15, 3:30 p.m. - 4:45 p.m.)

Session 3: (Hi)stories and Voices of Survivors: Korean Immigrants and Sojourners Across the World

(Saturday, November 16, 9:30 a.m. - 10:45 a.m.)

In 2019, KACA expanded its outreach by developing a co-sponsored session Chinese Communication Association (CCA).



Dr. Benjamin Han (Tulane University) presents his research at the KACA research session.

THE HIGHLIGHTS

KACA Graduate Student Social Gathering/Lunch: Thursday, November 14, 12:00pm – 1:00pm

Total 11 graduate students attended the KACA graduate students social gathering/lunch and shared their research interests.

KACA Social Gathering/Dinner & Award Ceremony: Friday, November 15, 6:30pm - 8:30pm

Approximately 25 people attended the KACA social gathering/dinner at a local Korean restaurant. During the dinner, KACA NCA Top Faculty Paper (Dr. Chuyun Oh, San Diego State University) and Graduate Student Travel Grant (Ho Cheol Yang, Temple University) awardees were recognized.

KACA Mentor & Mentee Meeting: Friday, November 15, 8:30pm - 9:30pm

Mentor (Dr. David Oh, Ramapo College of New Jersey) and mentee (Nathaniel Curran, University of Southern California) had been paired up by KACA NCA subcommittee member and had a meeting right after KACA social gathering/dinner.



Graduate students
Social Gathering/Lunch



Social Gathering/Dinner



Top Faculty Paper Award



Travel Grant Award

KACA supported (\$100 for each) two graduate students who helped to organize these three events during NCA. One is Hyung-Min Kim (Georgia State University/KACA NCA subcommittee) and the other is Tae-Wook Ham (University of Georgia/ KACA student representative).

2020 NCA Call for Papers

DEADLINE: Extended to April 8 at 11:59 pm (PST)

The National Communication Association (NCA) will hold its **106th Annual Conference in Indianapolis, Indiana, on November 19-22, 2020**. The Korean American Communication Association (KACA) invites individual papers for competitive research sessions.

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

We accept three types of submissions:

1. Full length completed research papers. No more than 25 double-spaced pages, excluding references, tables, and figures. Work already presented, published or accepted for presentation or publication should not be submitted. All papers must include a title and a 250-word abstract. Only full length completed papers are eligible for top research awards. Submitters should select “individual paper” as their submission type in the electronic submission form.

2. Extended abstracts (completed research/research in progress). 2-3 single-spaced pages, plus references. Abstracts should clearly state: Aims, research questions, methods, projected results, and keywords (up to 6). The authors must use the individual paper submission type for their initial submission. If accepted, the authors are expected to send the full paper to the session planner no later than 6 weeks before the convention. Submitters should select “individual paper” as their submission type in the electronic submission form.

Individual papers will be blind reviewed by two or three referees/reviewers with expertise in the area. Submitters **MUST DELETE ALL IDENTIFYING INFORMATION** from the uploaded document before submitting a paper or abstract.

3. Panel Discussion proposal. Panel proposals should include a title, a rationale (2-3 single-spaced paragraphs), a description for the conference online program (250 words), a list of names and institutions of panelists, and summary of each paper/presentation. Panels should avoid single institution representation.

AV requests must be made at the time of submission to be considered.

Submissions open Monday, January 13, 2020 and close April 8 at 11:59 pm. Please submit your work online using the NCA Convention Central (<https://ww4.aievolution.com/nca2001>).

Submitters do not need to be a member of the NCA or the KACA to submit a paper/abstract/proposal for the sessions. However, if accepted, at least one author will need to (1) register for the convention and (2) attend the convention to present the work (otherwise, the presentation will be removed from the program).

All submitters are encouraged to review the **Professional Standards for Convention Participants** (https://www.natcom.org/sites/default/files/NCA_Convention_Resources_Convention_Standards.pdf) prior to submission. Helpful resources, including live and recorded step-by-step instructions on how to submit, are available in the **Convention Resource Library** (<https://www.natcom.org/convention-events/convention-resources/convention-resource-library/scholar-scholar-faqs-and-tips>).

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

Eun-Jeong Han, PhD
Assistant Professor
Department of Communication
Salisbury University
Email: exhan@salisbury.edu

KACA-AEJMC Committee

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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

2019 KACA-AEJMC Report

THE 102ND ANNUAL CONVENTION OF AEJMC

The 102nd annual convention of the Association for Education in Journalism and Mass Communication (AEJMC) was held in Toronto, Canada (August 7-10, 2019) with the theme of "Investing in Our Futures." KACA (co)sponsored the following two research sessions:

Session 1 (KACA & CCA joint session): Research paper session, co-sponsored by the Korean Society for Journalism & Communication Studies (KSJCS)
(Thursday, August 8, 10:00-11:30 a.m.)

- Moderating/Presiding: Dr. Kyung Jung Han, California State University, Bakersfield
- Discussant: Dr. Jiyoun Kim, University of Maryland
- Top research paper (second place): "The Case of Fine Dust Pollution in South Korea" by Dr. Woohyun Yoo, Incheon National University

Session 2: Business meeting & Research paper session
(Thursday, August 8, 11:45 a.m.-1:15 p.m.)

- Moderating/Presiding: Dr. Gi Woong Yun, University of Nevada, Reno
- Discussant: Dr. Sumin Shin, University of Wisconsin, Whitewater
- Top research paper (first place): "Making a Difference on How to See North Korea: A Comparative Analysis of the U.S. and South Korea Partisan Media in the Era of Trump" by Dr. Myoung-Gi Chon and Rachel Son, Auburn University

2020 AEJMC Call for Papers

DEADLINE: Extended to April 23 at 11:00 pm (EST)

Title: The 2020 AEJMC Annual Conference KACA research session invitation

Location: San Francisco Marriott Marquis, San Francisco, California, USA

Time: August 6-9, 2020

The Korean American Communication Association (KACA) invites you to submit original research papers to the 2020 AEJMC- KACA competitive research session. Research topics that focus on various aspects of media and communication studies related to Korea are welcome. The AEJMC-KACA session embraces various theoretical orientations and methodological approaches to research.

Guidelines for All Submissions

1. Deadline: All submissions must be made no later than **11 p.m. EST, Thursday, April 23, 2020**.

2. Categories of Submissions (two categories):

1) Full papers

- 25 pages maximum (no more than 25 pages), plus references, tables, figures, and all notes.
- Consistent with the APA style.

2) Extended abstracts

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

Full papers are preferred. Only original research will be accepted. Research studies that are already presented, submitted, or accepted for presentation or publication should not be submitted.

3. Submission process, requirement, and paper award

1) All submissions must include a separate cover page and an abstract with approximately 250 words. A separate cover page should include the following information: paper title, author name, affiliation, mailing address, email address, and phone number.

2) Author identification: Names and all information that may identify the author(s) should not appear anywhere in the paper other than on the separate cover page.

3) All submissions will be blind reviewed by three reviewers with expertise in the area.

4) For paper submission, authors do not need to be a member of KACA or AEJMC. However, once the paper is accepted, at least one author of the submitted paper should register for the conference, and attend the conference to present the paper at the KACA session.

5) Only full papers, no extended abstracts, will be considered for the top papers. The candidates for the top student paper should have student authors only. If you have any questions regarding the call for papers, you may contact Hanna Park (Hanna.Park@mtsu.edu).

4. Submission Method: send the files (the title page file and the research paper file in MS Word or pdf format) to aejmckaca@gmail.com.

5. Reviewer recruitment: Please volunteer to review papers submitted to the AEJMC - KACA session! If you are interested, please complete this form (<https://forms.gle/k7gg5MoW8iRhDvbi7>).

Hanna Park, Ph.D.

Vice President, KACA (AEJMC), Associate Professor, School of Journalism and Strategic Media, College of Media and Entertainment, Middle Tennessee State University, Email: Hanna.Park@mtsu.edu

KACA-ICA Committee

Dr. Jin-Ae Kang

Associate Professor
East Carolina University

Dr. Youjeong Kim

Assistant 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 Program

2020 ICA Annual Conference will be held virtually from May 21 to May 25

Chair

Youjeong Kim (New York Institute of Technology, USA)

Discussants

Yong-Chan Kim (Yonsei University, South Korea)

Loarre Andreu Perez (University of Oklahoma, USA)

Examining the Moderated Mediation Effects of Apologetic Crisis Response Strategies on the Organization's Overall Reputation by Applying Theory of Communicative Responsibility (Top Paper)

Sungbin Youk (Korea University, South Korea)

DongWook Jeong (Korea University, South Korea)

Hee Sun Park (Korea University, South Korea)

Framing Transboundary Air Pollution: In the Case of South Korean Media (Top Student Paper)

Jeonghyun Oh (Purdue University, USA)

Taeyon Kim (Shanghai Jiao Tong University, China)

Antecedents to the Anti-Sentiment: Understanding the Backlash to the #MeToo Movement

Soo Young Bae (University of Massachusetts, Amherst, USA)

Yu-I Ha (Korea Advanced Institute of Science and Technology (KAIST), South Korea)

Tae gyun Kim (Korea Advanced Institute of Science and Technology (KAIST), South Korea)

Mee young Cha (Korea Advanced Institute of Science and Technology (KAIST), South Korea)

Customer Injustice and Its Effect on Emotional Labor among "Customer Care" Workers: Preventing Burnout through Organizational Justice

Heewon Kim (Arizona State University, USA)

Rebecca Leach, USA (Arizona State University, USA)

Caring Caregivers: Actor-Partner Interdependence Model of Perceived Social Support and Quality of Life of Patients with Chronic Mental Illness and Their Caregivers

Hye-Jin Cho (Sogang University, South Korea)

Jung-Hyun Kim (Sogang University, South Korea)

The Four Types of Norms and Construal Level Theory: Examining the Behavioral Intentions for Volunteering and Digital Piracy

Woonju Ra (Korea University, South Korea)

Sungbin Youk (Korea University, South Korea)

Hee Sun Park (Korea University, South Korea)

2019 KSJCS-KACA Joint Session

In May 2019, KACA had a joint session with Korean Society for Journalism and Communication Studies (KSJCS) at its annual conference in Gwangju, celebrating the 60th years of anniversary of KSJCS. Under the theme of the special joint session of KACA-KSJCS, Drs. Jae Sik Ha (Assistant Professor in Department of Communication at University of Illinois at Springfield), YoungJu Shin (Associate Professor in Hugh Downs School of Human Communication at Arizona State University), and Wayne Wanta (Professor in Department of Journalism at University of Florida) made presentations in English addressing mass media and health communication in global contexts. This joint session was well received by all attendees including participants, discussants, and audiences actively engaging in Q&A after each presentation.



KSJCS 60th annual conference

Photo Credit: KSJCS

Below is a note from Dr. YoungJu Shin about her experience at the KSJCS-KACA joint session.

I participated in the KSJCS-KACA joint session for the first time in my career. I was happily overwhelmed by the number of participants and attendees at the conference center to celebrate the 60th anniversary of the conference. It was interesting to learn how other scholars whose research centers around communication and Korean studies from various sub-fields of communication (journalism, mass media, and health comm) and also had an opportunity to speak with Korean professors and graduate students at the conference. The presentation was delivered in English given the nature of the joint session (also one of the presenter only speaks English) but the follow up Q&A session was held in Korean and English depending on the questions.

I think that having an internationally renowned scholar, Dr. Wayne Wanta as a presenter for the session also made it more meaningful to celebrate the role and position of scholarship of Korean mass media, journalism, and communication studies in the world. I think the joint session opened the door both for scholars in Korea and other countries to engage in intellectual conversations about our discipline.

I am sure that there will be more scholarly attention and active involvement of communication scholars in Korean studies as K-culture becomes more popular worldwide. I look forward to participating in more KACA joint sessions at other conferences.



YoungJu Shin, Ph.D.

Associate Professor
Arizona State University

K-Pop beyond BTS Conference

K-Pop Beyond BTS: Media Technology, Creative Industries, and Fandom Culture
Yonsei University, Seoul on Dec 11, 2019

A Global Seminar on the BTS Syndrome

The Culture and Gender Studies Division of the Korean Society for Journalism and Communication Studies held a special seminar entitled “K-Pop Beyond BTS: Media Technology, Creative Industries, and Fandom Culture” at Yonsei University’s Baekyang Nuri Hall in Seoul on December 11, 2019. This one-day event began with Dr. Seok-Kyeong Hong’s (Seoul National University) keynote speech on the topography of Korean Wave scholarship and followed with twelve presentations about fan culture, globalization and cultural hybridity, platform, and media technology. Media and cultural studies scholars from China, Canada, the US, and the UK shared their research findings regarding the popularization of Korean pop music and celebrity culture.

While the first session was given in English, the other three sessions were carried out in Korean. The seminar provided simultaneous translations of speeches. The venue was filled with about 200 academics, journalists, and practitioners who actively participated in heated discussions during the Q&A sessions. This event was sponsored by Big Hit Entertainment—BTS’ affiliated music agency in Korea.

On that day, I presented my ongoing research regarding the technological and cultural implications of the BTS phenomenon, looking at how networking logistics have restructured and capitalized human interactions and how the power of cultural flows has placed Korean pop groups at the center of the global pop music industry. We have seen that Korean media—film, pop music, online gaming, and television series—have collaboratively produced an unprecedented global sensation in the past decade. In response, several media and communication scholars have examined the alternative form of global culture and practice. Nevertheless, it still needs to be more thoroughly discussed in the context of cultural globalization. In this view, “K-Pop beyond BTS” was an insightful and inspiring academic gathering that not only enriched debate among academics but that also developed a constructive relationship between academic associations and media industries.



K-Pop Beyond BTS

Photo Credit: KSJCS



Ju Oak Kim, Ph.D.

Assistant Professor

Texas A&M International University

Ju Oak Kim, Ph.D.

The Jae-won Lee Distinguished Service Award

About the award: The Jae-won Lee Distinguished Service Award was established in the summer of 2018 to honor Professor Emeritus Jae-won Lee (Cleveland State University), the founder and a two-time president of Korean American Communication Association (KACA). Dr. 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 the KACA, inheriting Dr. Lee's generosity and love for KACA.

Nominations: Nominations for The Jae-won Lee Distinguished Service Award are accepted by the KACA every spring through early summer. Nominations (including self-nominations) should include: 1) a letter of nomination, 2) additional supporting letters, and 3) a copy of the nominee's CV as one PDF to the award chair. All materials should be submitted electronically in PDF format to the Awards Chair, Dr. Taehyun Kim (thk311@gmail.com), by 11:59 Pacific Standard Time on April 30.

The winner is selected by the KACA Jae-won Lee Distinguished Service Award Committee. The winner will be recognized at the KACA Business Meeting at the AEJMC. This recognition includes the presentation of a plaque by the committee chair as well as a monetary award (\$500). The winner will also be listed on the KACA Website.

Jae-won Lee Distinguished Service Award Committee

Chair

Taehyun Kim, Ph.D.
Associate Professor, Dept. of Journalism,
California State University, Northridge
Email: thk311@gmail.com

Members

Donghyun Byun, Ph.D.
Emeritus Professor,
Graduate School of Media Communication,
Sogang University
Email: dhbyun@sogang.ac.kr

Leo Jeffres
Ph.D. Emeritus Professor,
Dept. of Communication,
Cleveland State University
Email: L.Jeffres@csuohio.edu



Jae-won Lee
Professor Emeritus, Cleveland State University

Call for Editor

Korean Journal of Communication (KJOC)

The Korean American Communication Association (KACA) seeks an editor for the organization's inaugural journal, *Korean Journal of Communication*.

The new journal's scope encompasses communication research related to Korea and its related in issues in Asia and beyond. All communication research topics will be considered for review as long as they deal with Korea (South and North) and beyond. The role of communication and media continues to grow in the Asian region and around the world. It is necessary for communication research about Korea and Asia in connection with America, and Europe to contribute to the world by providing diagnosis, insights, solutions, and suggestions. Korea's geolocal and geopolitical importance in the world cannot be emphasized enough. Given the significance of Korea geopolitically, Korean Journal of Communication will publish scholarly work that analyzes the complexities and offers resolutions about Korea, Asia, and the globe from the communication perspectives. Signature research on Korean communication will meet the needs of scholars, policy makers, opinion leaders, and global readers. The journal will also be a venue for the constructive academic relationship among Korea, Asia, and global communication associations, including AEJMC, ICA, IAMCR, NCA and other communication organizations. The full scope of the field the new journal will cover includes communication studies, journalism, broadcasting, advertising, PR, communication technologies, critical/cultural studies, political communication, marketing communication, comparative studies, Korean Wave, and among others.

The new editor will implement important tasks for the success of the journal. The new editor will closely work with the KACA and its Journal Committee to establish the foundation of the journal. The tasks include finding a journal venue, selecting associate editors, forming the editorial board, promoting the journal, and publishing journal issues in the first several years.

This position is pro bono but will offer an excellent service activity for faculty merit evaluation. The KACA will seek a method of benefit to be provided to the new editor.

Required Materials

1. Statement of Purpose: A brief one-page (single spaced) description of candidate's credentials and plans.
2. Curriculum Vita

Selection Process

Self-nomination as well as nominations by others are welcome. The position will be open until filled. As the committee receives applications, submitted materials will be reviewed and considered for a short list. The first round of review will be between May and June 2020. The next review round will follow pending committee decision.

The selection committee is chaired by Dr. Seungahn Nah (snah@uoregon.edu). The search committee members are Dr. Won Yong Jang (JANGWY@uwec.edu), Dr. Seok Kang (seok.kang@utsa.edu).

Applicants should feel free to consult with any of the search committee members about the journal and the position. Please send required materials to Dr. Seungahn Nah (snah@uoregon.edu) via email no later than April 30, 2020.

Dr. Seungahn Nah, Editor Selection Committee Chair
University of Oregon

Member News

PROMOTION

Dr. Seok Kang, Professor of Communication at the University of Texas at San Antonio, was appointed as the Associate Dean for Research in the College of Liberal and Fine Arts. His term started on February 1, 2020.

2020 AEJMC ELECTION – PLEASE VOTE!



Dr. Jisu Huh
University of Minnesota

Dr. Jisu Huh, Professor, Mithun Endowed Chair in Advertising, and Director of Graduate Studies in the Hubbard School of Journalism and Mass Communication at the University of Minnesota, has been nominated for the Vice President of AEJMC.

As an active member of AEJMC since 2001, Dr. Huh has served in various leadership positions of AEJMC. She was elected twice to the Standing Committee on Research, leading the committee as chair for two years, running its Deutschmann Award and Blum Award for multiple years, and working closely with various divisions and interest groups as the Research Committee's liaison. In 2015, she led the AEJMC annual conference Plenary Panel on "Big Data and Its Implications on Journalism and Mass Communications." She also served on the Board of Directors, Division Assessment Committee, and Krieghbaum Under-40 Award Committee for multiple terms. Most recently, Dr. Huh worked on the

AEJMC Presidential Task Force on Graduate Education and Research Enhancement Committee, and currently serves on the Membership Committee.

Dr. Huh has also served in leadership roles for other academic organizations. She was elected Vice President of the American Academy of Advertising (AAA) in 2014 and President in 2016-2017. During her tenure as AAA's President, she ran two successful AAA annual conferences, and helped expand AAA's global connections. Most recently, she organized and chaired two successful AAA Global Conferences, one in Tokyo (2017), in collaboration with the Japan Academy of Advertising, and another in Beijing (2019), working with the China Advertising Association.

AEJMC is using an online voting system, and the online voting ballot was sent to all members on March 2, 2020. Response deadline is April 3, 2020. After that the online system will be closed and votes tallied. Eligible members without an email address on file, or whose email bounces back to AEJMC, will receive a paper ballot. Paper ballots received by April 6, 2020, will also be counted and added to the final totals.

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 January 2019			10,523.56
Membership dues (February 2019 – February 2020)	2,373.34		
PayPal Giving Fund	1.33		
Amazon smile reward	5.07		
Web hosting renew (one year)		106.49	
Crowd Award (Regular and extra character charges for ICA award plaques) and shipping fees for ICA travel grant awards		347.38	
AEJMC International Communication Division donation		1,000.00	
Crown Awards (Regular and extra character charges for AEJMC award plaques)		293.90	
Ewha Award Grant and international wire fee (payment of the remaining half to Peter Shultz)		1,800.00	
KACA AEJMC award plaque storage fee		16.95	
KACA outgoing and incoming officer dinner and foreign exchange fee		90.35	
KACA ICA social support and award plaque shipping		298.27	
Tripod and Banner shipment to KACA incoming president Moon Lee		122.50	
KACA AEJMC social support		125.52	
Appreciate award shipment to KACA executive officers		84.85	
Shipment KACA materials to new treasurer and envelop purchases		24.28	
Crown Awards (NCA) and Top Faculty Paper Certificate Printing Cost		82.44	
New Checkbook		22.10	
Social Dinner Balance		26.42	
ICA Associate Membership Fee		250.00	
Miscellaneous	25.69		
Total Income to Account February 2019 – February 2020	2,405.43		
Total Expenses to Account February 2019 – February 2020		4,691.45	
End of February 2020 Balance			8,237.54

GRADUATE PROGRAM ACCOUNT	INCOME	EXPENSES	BALANCE
Balance from January 2019			4,685.80
Contribution from membership dues (February 2019 – February 2020)	2,017.30		
Deposit outgoing wire transfer fee mistake	35.00		
KACA student rep. travel support		400.00	
ICA Graduate Student Travel Grant Award and Social Support		812.00	
AEJMC Graduate Travel Award		300.00	
Outgoing wire transfer fee		35.00	
Grad Student Representative		100.00	
NCA Subcommittee Member		100.00	
NCA Graduate Student Travel Grant Award and Social Lunch		580.00	
Total Income to Account February 2019 – February 2020	2,052.30		
Total Expenses to Account February 2019 – February 2020		2,327.00	
End of February 2020 Balance			4,411.10

Financial Report

FOUNDER ACCOUNT	INCOME	EXPENSES	BALANCE
Balance from January 2019			30,263.68
Bank interest earned	11.04		
The Korean Society for Journalism & Communication Studies (KSJCS)	5,000.00		
Incoming wire transfer fee		15.00	
Miscellaneous		0.01	
Total Income to Account February 2019 – February 2020	5,011.04		
Total Expenses to Account February 2019 – February 2020		15.01	
End of February 2020 Balance			35,259.71

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

**Based on membership dues paid from from February 2019 to February 2020.*

PLATINUM	GOLD	SILVER	PRIME
Younbo Jung Nojin Kwak Seungahn Nah	Chang Wan Woo Yong-Chan Kim Kyu ho youm Hyoungkoo Khang Hye-ryeon Lee Jangyul KIM Soomin Seo Yongick Jeong Hyejoon Rim Hyunjin Seo Hazel Hazel Kwon Jisu Huh Moonjeong Lee Eun-ho Yeo	Jiyoung Kim S Mo Jones-Jang Seok Kang	Eun-jeong Han Jiyoung Cha Heewon Kim Hyojung Park Yoonmo Sang Sun Kyong Lee Jae Sik Ha Ah-Ram Lee Hyang-Sook Kim Eun-Ju Lee



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

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