



President's Welcome Message

Dear KACA Members,

It is such an honor for me to serve as the 19th President of the Korean American Communication Association (KACA) to continue growing the legacy of KACA and go above and beyond. The Korean American Communication Association (KACA) has been remarkably flourished since its foundation in 1978 and has made profound impacts on KACA members personally and professionally. The growth of the KACA is evident, even by looking at the number of the executive officers from two founding officers to the 15 executive officers, including myself.



Not only KACA successfully continue its collaboration with the prominent scholarly societies such as ICA, NCA, and AEJMC, but we have also established new relationships with the Academy of Korean Studies (AKS), Korean Foundation for International Cultural Exchange (KOFICE), and the Korean Foundation. Among all the milestones thus far, under the leadership of Drs. Do Kyun David Kim (inaugural editor in chief) and Dal Yong Jin (current editor in chief), KACA successfully launched the first publication of *Korean Journal of Communication* (KJC) through the University of Texas Press in 2024. To support the ongoing publications of KJC, the former President, Drs. Jin-Ae Kang and Yeonsoo Kim secured a Korean Studies grant from ASK in 2025. Moreover, KACA successfully held its second annual conference at George Washington University, with the support from multiple sponsors including the Korea Foundation and many other universities. We are also hosting the 3rd KACA-KOFICE research session during the NCA conference in November 2025. Thanks to numerous dedicated KACA leaders and members, KACA's accomplishments are truly outstanding, and its excellence in scholarly activities and professional collaborations with other associations will remain strong.

During my tenure of 2025-2027, KACA will:

Connecting and Networking Members of KACA Across North America and Around the World

Traditionally, KACA was comprised of Korean-heritage, communication scholars based in North America. To broaden our reach and advance global recognition of KACA, we will proactively and strategically commit ourselves to connect with former and current members of KACA while further expanding our network of potential collaborators around the world. KACA Annual Conference will serve as a key platform for facilitating the exchange of professional knowledge and collaboration, as well as for fostering social connections among members worldwide. The KACA Annual Conference is not limited to Korean studies and communication in North America but has expanded to include Korea and many other countries. The research scope also extends to other disciplines whose work intersects with communication.

Collaborating with other professional associations is another strategic way to promote KACA. For example, KACA has collaborated with Korean Society for Journalism and Communication Studies (KSJCS), Korean Academic Society for Public Relations (KASPR), and the Chinese Communication Association, to name a few. We will make continued efforts to build an interdisciplinary scholarly community, strengthen international networks, and expand our outreach and visibility.

Commemorating a Milestone: KACA's 50th Anniversary Celebration

This term, KACA will also dedicate its efforts to prepare for the 50th anniversary celebration in 2028. The Ad-Hoc Advancement Committee was formed in May 2025, specifically to shape and advance KACA's strategic vision. Our team will continue working toward a remarkable celebration of KACA's 50th anniversary, highlighting scholarly excellence through KJC journal and successful KACA Annual Conferences that foster international and interdisciplinary collaboration.

The future of KACA depends on the vision we shape today. I hope my message resonates with many of KACA members and encourages you to join our collective team efforts. KACA can only move forward when we stand strong together. As much as we strive for the success of every member, I also hope you will continue to support and advocate for KACA, both now and in the years to come.

Sincerely,

YoungJu Shin

YoungJu Shin, Ph.D.

President, 2025-2027