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Have items for the newsletter?

Send them to the editor,
Yeuseung Kim, at
ykim53@depaul.edu

President's Column

Dear KACA members,

As the 13th president of this growing organization, it has been a tremendously meaningful year for me to serve KACA. With the foundations built by former presidents, executive members, and all of you, KACA has thrived for the past three decades. I took the responsibility to continue the growth when I was elected. It was and still is a heavy burden on my shoulder. Fortunately, with the help of KACA's executive officers, we have been making progress on our plans so far. Here I want to share with you about what we have done for the last six months.

We first expanded our scope of activities to reach more members and provide the members with opportunities to involve organizational activities. To achieve the objective, we created committees including AEJMC committee, ICA committee, NCA committee, newsletter committee, membership committee, directory committee, award committee, and student councils. The chair of each committee contacted KACA members that would want to serve and the committees now consist of five to six members. Each committee discussed their agenda and reached a committee consensus. I hope the committees provided KACA members with a



feeling of belongingness to the organization.

KACA is planning to run an advertisement in ICA and AEJMC programs in 2014. With the help of membership payment, we were able to pay \$300.00 for a half-page ad in the ICA program and \$350.00 for a full-page ad in the AEJMC program. Further, Korean Society for Journalism and Communication Studies (KSJCS) willingly agreed to cosponsor the ads in compensation for the association's logo placed in the ads. I am certain that these advertisements will raise the recognition of KACA, KSJCS, and Asian Communication Research, the official journal of KSJCS, among all the participants in the conferences from all over the world. I hope, with these advertisements, that more people in our field join our organization

and contribute to Korea-related communication research.

As our organization has held paper sessions at conferences for the past 30 years, we realize heightened quality and quantity in submissions. Paper reviewers have a hard time to choose only one best paper because there is more than one excellent paper. In order to respond to these changes, we decided to award top papers in two categories, faculty and student. This change may be one of the ways KACA responds to active and supporting KACA members.

As our organization is in fast growth, we have been trying to be a tax exempt non-profit organization that can make membership payment tax deductible and officially conduct fundraising events. As of this month, we received an EIN number from IRS, which grants us the status to apply for a 501(c)(a) organization. The next step is to submit an application to IRS to be officially registered as a 501(c)(a) organization. Once we become a 501(c)(a) tax exempt organization, we are exempted from federal income tax and receive reduced postal rate. I urge your continual interest and support for this process.

The partnership with other academic organizations has been one of KACA's primary missions. KACA and KSJCS have maintained a close relationship for many years. As part of the continued partnership between the two organizations, we organized a new session in the spring conference of KSJCS. The conference will be held at the Konkuk Global campus in Chungju, Korea, May 16-17, 2014. The session is currently seeking

paper submissions for presentations. The submission is open to all KACA and KSJCS members as long as the papers are Korea-related communication topics and written in English. Another joint activity with KSJCS is to make a KSJCS communication journal, Asian Communication Research, a well-presented journal in the communication field. As part of the activity, we will organize a special issue of the journal, which will review the papers accepted to either ICA-KACA or AEJMC-KACA sessions. Please stay tuned on this exciting opportunity.

Dear KACA members,

All of these activities will be impossible without your support. The current membership payment rate is 11 percent, in which only 56 out of 504 members listed in our KACA directory paid membership in 2013. Your support can make all the activities above happen and the benefits are yours. I also ask for your support not only in membership payment but also in your presence at conferences. We hold informative sessions at ICA, AEJMC, and NCA conferences. Your attendance at the sessions can give you an excellent opportunity to build social capital for your benefits as well as to make the sessions successful. I invite all of you to these activities and KACA is always open to all of you.

Sincerely,
Seok Kang, Ph.D.

President
Korean American Communication
Association



KACA **Executive Committee**

President

Seok Kang

University of Texas at San Antonio

Vice Presidents

Seung Ahn Nah (ICA)

University of Kentucky

Wonjun Chung (NCA)

University of Louisiana-Lafayette

Sung-Un Yang (AEJMC)

Indiana University

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University of Wisconsin-Madison

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Louisiana State University

Greetings from KSJCS President



Dear members of KACA,

It is truly my honor to introduce Korean Society for Journalism and Communication Studies (KSJCS) to you. Founded in 1959, KSJCS is Korea's the oldest and largest academic association for scholars and professionals with interests in media and communication.

As the president of KSJCS, I have been eagerly seeking opportunities to work with international associations in our field.

The partnership between KSJCS and KACA is a part of that initiative and I am certain that it will render mutual benefits. I would like to share two agendas that need your attention.

First, KSJCS will host the Spring Conference in May 16-17, 2014 at Konkuk University in Chungju Campus, Korea. I would like to thank KACA for joining the conference by offering a research session. I have high hopes to see many KACA members there and enjoy the conference.

Second, I would like to inform you that the *Asian Communication Research (ACR)*, the flagship journal of KSJCS, is looking forward to receiving submissions from KACA members who seek publication opportunities.

ACR is an interdisciplinary and international journal, published biannually, that features cutting-edge research at the intersection of regional insights and communication, broadly conceived.

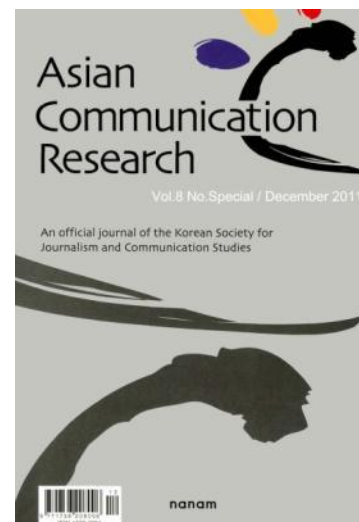
I look forward to meeting you at the conference in May, and I hope all of you have a productive semester.

Sincerely,
Donggyu Kim, Ph.D.

President
Korean Society for Journalism & Communication Studies



2013 KSJCS Fall Conference



For more information, visit
<http://www.comm.or.kr/>

A Note from the 2013 KACA-NCA Top Paper Winner

*Dealing with “Prodromes” through social media
: Pre-crisis communication of Hyundai Motors regarding
its overestimated gas mileage issue*

by Young Kim

Doctoral Student
Louisiana State University
Baton Rouge, LA



Having been a Ph. D. student for two years now, one of the most unforgettable moments was that I was able to present my paper at the Korean American Communication Association (KACA) research session of the 2013 annual National Communication Association (NCA) convention in Washington D.C. What is more, it was an absolute blessing for me to win the 2013 KACA-NCA Top Paper. Frankly speaking, I could not have made such honorable moment without KACA members. The paper was co-authored with Dr. Wonjun Chung (University of Louisiana at Lafayette), and my enthusiasm for the study was inspired by other KACA members as well since I met them in 2012.

In retrospect, it was very fortunate that I was able to meet many KACA scholars at the 2012 annual NCA convention in Orlando, FL. They gave me a lot of advice, motivating and encouraging me to overcome difficulties I faced as a first year doctoral student, which allowed me to navigate through my Ph.D. program. Specifically, KACA faculty members shared how they went through their Ph.D. programs and gave me helpful tips on how to overcome challenges I

would have to deal with while living and studying as a doctoral student.

After I had got back, all of the advice I received, especially what I gained from Dr. Wonjun Chung, was valuable enough to encourage me to study hard and furthermore gave me a fascinating insight into my research area, public relations with a focus on crisis communication. In his mentoring conversations, we found out that our research interests have much in common and ended up making a collaborative work on a paper about crisis communication.

At the time, we certainly struck it lucky with an arising case, Hyundai Motor’s overestimated Miles Per Gallons (MPG) issue initiated by the Environmental Protection Agency’s (EPA) report in November, 2012. Although Hyundai executives apologized for the errors and promised to reimburse customers, Dr. Chung and I were intrigued to examine how Hyundai Automobile communicated with the public through social media channels as a platform for their strategic pre-crisis communication response to the issue.

Against the backdrop, our content analysis of Hyundai’s Facebook messages not only revealed significant differences of message framing between the organization and the public, but also demonstrated the important role of loyal customers in dealing with prodromes (warning signs) in crisis prevention stage. We believed that the findings would be meaningful to be shared with KACA members in hoping them to trigger a greater attention to pre-crisis communication of Korean organizations in research. As a result, our research was presented with rapturous applause.

An example like this represents only the tip of the iceberg in regards to what we can take advantage of when being involved in KACA members. In other words, I would believe that KACA members are always ready to help us build a great network which spawns inspiration and enrichment, enlightening your life as well as deepening your academic interests as a Korean American scholar. That is why I have complete confidence in that I keep being very thrilled and proud to be a KACA member.



2013 NCA Conference Report

Washington, D.C.

by Wonjun Chung, Ph.D.

Associate Professor
University of Louisiana at Lafayette

The 99th annual convention of the National Communication Association (NCA) was held in Washington, D.C., from November 21 to 24, 2013. There, KACA hosted a panel discussion session and a research session accordingly on November 23.

Connecting Two Worlds: Living As a Korean American Scholar

The first session was a panel session whose theme was *"Connecting Two Worlds: Living as a Korean American Scholar"* from 8:00 a.m. to 9:15 a.m. **Dr. Eun-Ho Yeo** (Plymouth State University) chaired the session. **Dr. Wonjun Chung** (University of Louisiana at Lafayette), **Dr. Hyang-Sook Kim** (St. Norbert College), **Eunyoung Lee** (Bowling Green State University), **Dr. Eun-Ho Yeo** (Plymouth State University) participated in the session. The panelists shared each one's own experiences as Korean American teachers and scholars in the U.S. academic setting and provided all of the section attendees with insightful, productive suggestions related to the theme.

Research Presentations: Connections

For the second session, **Dr. Eunkyong (Esther) Lee Yook** (George Mason University) chaired the following four research presentations from 9:30 a.m. to 10:45 a.m. The title of this research session was *"Connections."*

Young Kim (Louisiana State University) presented his paper titled "Dealing with 'Prodromes' Through Social Media: Pre-crisis Communication of Hyundai Motors Regarding Its Overestimated Gas Mileage Issue," co-authored with **Dr. Wonjun Chung** (University of Louisiana at Lafayette). This paper won the KACA-NCA Top Paper of the year and was acknowledged with a case prize and certificates after the session.

Myoung-Sun Song (University of South California) presented her paper titled "Cooking Love in Asia: The Depiction of Migrant Brides in Korean Popular Culture."

Dr. Yang-Soo Kim (Middle Tennessee State University) made his presentation titled "Interethnic

Attitudes and Multiculturalism in South Korea."

Sohyun Choi (University of Texas at Austin) presented her paper titled "The Role of Emotion in Deciding the Political Fate of the Nation: Exploring the Dynamics Between Emotions and Korean Elections."

KACA Social Gathering

During the KACA dinner, held from 6:00 p.m. at a local Chinese restaurant on the same day, approximately 10 members attended. Old and new KACA officers were introduced and attendees had a great time while all enjoyed productive academic and social discussions.

2014 NCA in Chicago

The **2014 NCA convention will be held in Chicago, IL (Nov. 20-23, 2014)**. Especially, the convention is to celebrate the NCA's 100th anniversary. Thus, The submission of papers pursuing the convention theme **"The Presence of Our Past(s): NCA at 100"** is encouraged for the KACA paper and discussion sections. KACA looks forward to meeting many Korean and Korean American scholars there.



2013 NCA Conference Scenes Washington, D.C.



2013 KACA-NCA Panel Session



2013 KACA-NCA Top Paper Winners



2013 KACA-NCA Research Session



KACA Member News

Job Related

New Hires, Tenure and Promotion, Job Changes

Dr. Hyang-Sook Kim (St. Norbert College) joined the faculty at St. Norbert College as an Assistant Professor of Communication and Media Studies in 2012.

Dr. Yong Jin Park (Howard University) was promoted to Associate Professor with (early) tenure in 2013.

Dr. Eunkyong (Esther) Lee Yook (George Mason University) was promoted with tenure to Associate Professor in 2013.

Dr. Jayeon Lee (Ph.D., Ohio State University) joined the faculty at Lehigh University as an Assistant Professor in the Department of Journalism and Communication in 2013.

Dr. Jiyeon So (Ph.D., University of California, Santa Barbara) joined the faculty at the University of Georgia as an Assistant Professor in the Department of Communication Studies in 2013.

Dr. KyuJin Shim (Ph.D., Syracuse University) will be joining the faculty at the Lee Kong Chian School of Business, Singapore Management University as an Assistant Professor of Corporate Communication in Fall 2014.

Dr. Sun-Young Park (Drury University) will be joining the faculty at Rowan University as an Assistant Professor of Advertising in the College of Communication and Creative Arts in Fall 2014.

Dr. Yeonsoo Kim (Weber State University) will be joining the faculty at the School of Communication Studies at James Madison University as an Assistant Professor in Fall 2014.

Dr. Hyun-Ji Lim (Jacksonville University) will be joining the faculty in the School of Communication at the University of Miami as an Assistant Professor in Fall 2014.

Sang-Hwa Oh (Ph.D. Candidate, University of South Carolina) will be joining Appalachian State University as an Assistant Professor in Fall 2014.

Seung Mo Jang (Ph.D. Candidate, University of Michigan) will be joining the faculty at the University of South Carolina as an Assistant professor in Fall 2014.

Awards and Grants

Dr. Yong Jin Park (Howard University) received James Carey Urban Foundation Grant (2012-2013).

Dam Hee Kim (Ph.D. Candidate, University of Michigan)'s paper on the Korean film industry titled "A Comparative Study: Hollywood and Korean Sequel Films' Performance in Korea" was named Second Place Student Research Paper from the 2013 AEJMC Media Management and Economics division.

Eunjin (Anna) Kim (Ph.D. Candidate, University of Missouri) received the American Academy of Advertising (AAA) Doctoral Dissertation Grant for her dissertation proposal titled "The Why and How of Narrative Advertising: An Integrated Process Framework." She will receive the recognition at the 2014 AAA Annual Conference in Atlanta.

Sherri L. Ter Molen (Wayne State University) was selected from among approximately 50 graduate students as the recipient of the 2013 Wayne State University Department of Communication Graduate Student Research Award. She had previously received the department's Graduate Student Service Award in 2012.

Dr. Yeuseung Kim (DePaul University) received Vincentian Endowment Fund Grant for a project titled "Little Sisters Serving the Elderly Poor in the Community." The grant (2014-2015) will be used to assist the community organization, Little

KACA Member News

Sisters of the Poor-St. Mary's Home, by examining the public's view on the issue of serving the elderly poor and providing a strategic communication plan.

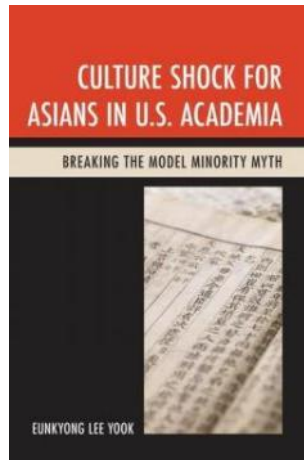
Myoung Gi Chon (Ph.D. student, Louisiana State University)'s paper titled "'Who Says What, in Which Channels' in Public Relations: Extension of the Situational Theory of Problem Solving (STOPS) in Terms of Multiple Channels" has been selected to receive the Top Student Paper Award awarded by the University of Miami, School of Communication, at the upcoming International Public Relations Research Conference (IPRRC). He will receive the recognition at the 2014 IPRRC Annual Conference in Miami.

Book Chapters

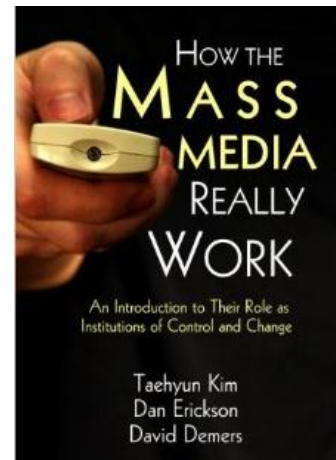
Sherri L. Ter Molen (Wayne State University)

- "A Propaganda Model Case Study of ABC Primetime 'North Korea: Inside the Shadows'" was published in *Korea 2013: Politics, Economy and Society* (Brill).
- "A Cultural Imperialistic Homecoming: The Korean Wave Reaches the United States" was published in *The Korean Wave: Korean Popular Culture in Global Context* (Palgrave Macmillan).

Book Publications



"Culture Shock For Asians in U.S. Academia: Breaking the Model Minority Myth" by **Dr. Esther Lee Yook** (George Mason University) discusses the unique cultural challenges that Asians face in U.S. academia. Published by Lexington Books (2013).



An introductory mass communication textbook, "How Mass Media Really Work: An Introduction to Their Role as Institutions of Control and Change," by **Dr. Taehyun Kim** (California State University Northridge) was published by Marquette Books (2013).

Other

Accomplishments/News

Sherri L. Ter Molen (Wayne State University) is the outreach coordinator for Sino-NK, a web journal that provides in-depth analyses of Chinese-North Korean borderland issues. You can read her work and the work of other Sinologists and Koreanists at sinonk.com. You are also invited to follow Sino-NK on Twitter (@Sino_NK) and to "like" Sino-NK on Facebook.

KACA Membership Drive

The annual student membership fee is \$20, and there are four membership categories for faculty and non-student members: regular (\$30), silver (\$40), gold (\$70), and platinum (at least \$100). Silver, gold, and platinum members will be recognized as such in all KACA publications. All of

the additional contribution that goes beyond the regular dues (\$30) is separately maintained from KACA's general operating account and used to support graduate student members in various venues, including scholarship, paper awards, and program support. Platinum members may

contribute their membership dues to the graduate student program fund or to a special fund of their choice. Some popular choices may include a young scholar's award fund, KACA graduate representative scholarship, and a research award in honor of someone you designate. 🇺🇸

Membership Categories	Annual Dues	Use of the Membership Dues	Member Benefits
Student Member	\$20	KACA Operational Account	All membership benefits
Regular Member	\$30	KACA Operational Account	All membership benefits
Silver Member	\$40	KACA Operational Account (\$30) + Graduate Student Fund (\$10)	All membership benefits + Name recognition in the newsletter, blog and website
Gold Member	\$70	KACA Operational Account (\$30) + Graduate Student Fund (\$40)	Silver membership benefits + Name recognition at conferences
Platinum Member	At least \$100	KACA Operational Account (\$30) + Establishment/contribution to a special fund	Gold membership benefits + You choose to direct up to one or more of the special funds

*All membership benefits include Newsletter and KACA Members Page.

Pay by Check

Mail the check (payable to **Sun Young Lee**) and the membership application form (www.kacanet.org/membership) to:

Sun Young Lee
Assistant Professor
Department of Public Relations
College of Media and communication
Texas Tech University, Box 43082
Lubbock, TX 79409

Use Paypal

E-mail the membership application form (www.kacanet.org/membership) to Sun Young Lee at pearl.syl@gmail.com, and electronically submit your dues to our Paypal account: pearl.syl@gmail.com.

Click the "Pay Now" button on our web page (<http://www.kacanet.org/membership>). You do not have to have a Paypal account to pay for the due.

2014 Jan.-Feb. KACA Financial Report

<i>General Operation Account</i>	<i>Income</i>	<i>Expense</i>	<i>Balance</i>
Balance from Dec 2013			3100.50
Jan			
Membership dues	1109.21		
2014 ICA half-page ad		300.00	
IRS 501 application fee		400.00	
Feb			
Membership dues	187.95		
Total Income to Account in Jan-Feb 2014	1297.16		
Total Expenses from Account in Jan-Feb 2014		700.00	
End of Feb 2014 Balance			3697.66
<i>Graduate Program Account</i>	<i>Income</i>	<i>Expense</i>	<i>Balance</i>
Balance from Dec 2013			3005.63
Jan			
Contribution from membership dues	1163.04		
Feb			
Contribution from membership dues	50.00		
Total Income to Account in Jan-Feb 2014	1213.04		
Total Expenses from Account in Jan-Feb 2014		0.00	
End of Feb 2014 Balance			4218.67

Special thanks to the following Platinum, Gold, and Silver Members:

<i>Platinum</i>	<i>Gold</i>	<i>Silver</i>
Chung, Wonjun*	Kim, Bokyung*	Ham, Chang Dae*
Jung, Younbo	Kim, Hyangsook	Heo, Jun
Kang, Seok*	Kwon, Kyounghee	Kim, Hun Shik
Kim, Seihill	Lee, Sang Yeal	Kim, Yeuseung
Kwak, Nojin	Park, Eun-A	Lee, Byung
Lee, Hye-ryeon	Park, Hyojung	Lee, Hin-Kyu*
Nah, Seungahn*	Park, Sun-Young	Lee, Hyeeyun
Woo, Chang Wan	Shim, KyuJin*	Lee, Jaejin
Yook, Eunkyong (Esther)*	Yang, Sung-Un	Lee, Jae Kook
Youm, Kyuho	Yeo, Eun Ho	Lee, Sun Young
		Namkoong, Kang*
		Paek, Hyejin*
		Rim, Hyejoon
		Sung, Kang Hoon
		Yoo, Seung Chul

*Membership dues paid in 2013.

See you in Seattle: 2014 KACA-ICA Sessions

Mark your calendars for KACA sessions at ICA:

May 25, 2014 (Sun), 3 p.m.-7:15 p.m., Sheraton Redwood A

3:00 - 4:15 p.m. KACA Special Panel: Korean Government-Funded Research

4:30 - 5:45 p.m. KACA State of Art Research Panel

6:00 - 7:15 p.m. KACA and Nam Center for Korean Studies at University of Michigan will co-host a reception

Join us for
KACA Social

May 25, 2014 (Sun), 7:30 p.m. at Shilla Restaurant
2300 8th Ave., Seattle, WA 98121 (Tel: 206-623-9996)

★ Within walking distance from the conference hotel (0.6 miles or about 12 minutes)

Look for KACA ad in the ICA program!



Korean American Communication Association

OUR MISSION

Founded in 1978, KACA has been facilitating academic and social exchange among Korean communication scholars and students in North America. We welcome all researchers who share an interest in exchanging information and conduct research in communication focusing on topics related to Korea, Korean-Americans, and the Asian culture. *Seok Kang, Ph.D. | President of Korean American Communication Association*

Current Activities

- Research sessions held at AEJMC, ICA, and NCA
- KACA Top Paper and scholarship awarded
- KACA Newsletters sent out semiannually

Opportunities For You

- Serve as an officer or a student representative
- Submit/review papers and panel proposals

For more information visit WWW.KACANET.ORG

This ad is cosponsored by the Korean Society for Journalism and Communication Studies (KSJCS)
and Asian Communication Research, the official journal of the KSJCS.



Become Involved

Call for Papers

2014 AEJMC Convention Le Centre Sheraton, Montreal, Canada August 6-9, 2014

KACA Research Session I: August 8 (Friday), 1:45 p.m. - 3:15 p.m.

KACA Research Session II: August 8 (Friday), 3:30 p.m. - 5:00 p.m.

The Korean American Communication Association (KACA) invites submissions of original papers that focus on various aspects of media and communication studies related to Korea. Various theoretical orientations and methodological approaches are welcome. Consistent with the APA style, paper should be double-spaced and be **30 pages or less (including references, tables, and all notes)**.

GUIDELINES FOR ALL SUBMISSIONS

1. Deadline: All submissions must be made no later than **11 p.m., EST, April 4 (Friday), 2014**.
2. Categories of Submissions: Two categories of submissions may be accepted: full papers (30 pages maximum including references, tables, figures, and all notes) and extended abstracts (5 pages plus references, tables, and figures). **Full papers are preferred**. Extended abstracts should contain 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.**
3. All submissions must include **a separate cover page and an abstract with approximately 250 words**. A separate cover page should include the following information: Title, name(s) of the author(s), affiliation, mailing address, email address, and phone numbers.
4. 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.**
5. Submission Method: All submissions should be in either MS Word or PDF format and sent to Sung-Un Yang by email: yang223@indiana.edu.

At least one author of the submitted paper should attend the conference and present the paper at the KACA session. For paper submission, authors do not need to be formal membership-paying members of KACA. The best paper (best faculty paper and best student paper) will be selected and awarded a cash prize. If you have any questions regarding the call for papers, you may contact:

Sung-Un Yang, Ph.D.
Associate Professor School of Journalism
Indiana University
812-855-0078
yang223@indiana.edu