

Curriculum Vitae

Clark F. Greer

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Education

Ph.D. in Communication Studies, 2000, Bowling Green State University – Bowling Green, OH

Dissertation: *Framing an emerging medium: Network television news coverage of the Internet.*

Master of Arts in Broadcast Journalism, 1985, University of Southern California – Los Angeles, CA

Master of Divinity, 1981, Northwest Baptist Seminary - Tacoma, WA

Bachelor of Arts in Biblical Ministries, 1978, Los Angeles Baptist College – Newhall, CA

Diploma, 1977, Northern California Bible Institute – Redding, CA

Academic Positions

Liberty University Department of Strategic & Personal Communication Lynchburg, VA	Professor	August 2014-present
Point Loma Nazarene University Department of Comm. & Theatre San Diego, CA	Professor (tenured) Associate Professor	August 2009-May 2014 August 2007-August 2009
Cedarville University Communication Arts Dept. Cedarville, OH	Associate Professor (tenured) Assistant Professor	September 2005-May 2007 September 1999-August 2005
Bowling Green State Univ. Bowling Green, OH	Graduate Assistant in Telecommunications Dept.	August 1997-May 1999

Non-Academic Positions

Clark Greer Communications, LLC	Consultant	June 2017 - present
McAdams Group (advertising agency) Newport Beach, CA	Production Artist	May 1995-January 1997
MacTemps Newport Beach, CA	Production Artist for various assignments	September 1994-May 1995
Corban University Salem, OR	Associate Director of Comm. Director of Communications Director of Graphic Arts	September 1991-July 1994 July 1992-August 1993 September 1991-June 1992
Hoag Hospital Newport Beach, CA	Public Relations Representative	July 1989-August 1991

KGVO Radio Missoula, MT	News Director, Reporter, Anchor	May 1988-June 1989
University of Southern Calif. Trojan Marching Band Los Angeles, CA	Administrative Assistant	August 1987-April 1988
CAIR Systems Irvine, CA	Marketing Communications Coordinator	May 1985-August 1987
KTBN TV/ Trinity Broadcasting Network Santa Ana, CA	Master Control Engineer	August 1983-May 1985
KSHA Radio Redding, CA	Automation Programmer (part time while teaching)	June 1982-May 1983
Liberty Christian High School Redding, CA	English, Yearbook and Typing Instructor	September 1981-June 1983
Narrows Union 76 Tacoma, WA	Service Station Attendant (part time while in school)	September 1980-May 1981
KNBQ/KTNT Radio Tacoma, WA	Automation Programmer, Announcer, News Reporter (part time while in school)	September 1978-September 1980
H. D. Baker Tacoma, WA	Telemarketer (part time while in school)	September 1978-January 1979
KVIP Radio Redding, CA	Announcer (part time) News Director and Reporter Announcer (part time)	May 1978-August 1978 August 1976-August 1977 May 1973-August 1976

Peer Reviewed Publications

- Ferguson, D. A., & Greer, C. F. (2019). Assessing the diffusion of drones in local television news. *Electronic News*, 13(1), 23–33. (Published online February 2019). doi.org/10.1177/1931243119829430
- Ferguson, D. A., & Greer, C. F. (2018). Visualizing a non-visual medium through social media: The semiotics of radio station posts on Instagram. *Journal of Radio & Audio Media*, 25(1), 126-141. (Published online April 2018). doi: 10.1080/19376529.2017.1385617
- Greer, C. F., & Ferguson, D. A. (2017). The local TV station as an organizational self: Promoting corporate image via Instagram. *The International Journal on Media Management*, 19(4), 282-297. (Published online December 2017.) doi: 10.1080/14241277.2017.1383255
- Ferguson, D. A. & Greer, C. F. (2016). Reaching a moving target: How local TV stations are using digital tools to connect with Generation C. *International Journal on Media Management*, 13(3-4), 141-161. doi: 10.1080/14241277.2016.1245191
- Greer, C. F. & Ferguson, D. A. (2016). Most local newspapers use Pinterest only for news. *Newspaper Research Journal*. 37(2), 206-219. doi: 10.1177/0739532916664375

- Greer, C. F. & Moreland, K. D. (2016). Mobilizing political information on the websites of U.S. labor organizations during the 2012 presidential campaign. *Labor Studies Journal*, 41(2), 153-170. doi: 10.1177/0160449X16642353
- Ferguson, D. A., & Greer, C. F. (2015). Pinning and promotion: How local television stations are using Pinterest for branding and audience connectivity. *Journal of Promotion Management*, 27(1), 64-81. doi:10.1080/10496491.2014.971210
- Greer, C. F., & Ferguson, D. A. (2015). Tablet computers and traditional TV viewing: Is the iPad replacing television? *Convergence: The International Journal of Research into New Media Technologies*, 21(2), 244-256. First published on July 24, 2014 (OnlineFirst edition). doi:10.1177/1354856514541928
- Ferguson, D. A., & Greer, C. F. (2013). Predicting the adoption of mobile DTV by local television stations in the U.S. *International Journal on Media Management*, 15, 139-160. doi:10.1080/14241277.2013.767259
- Greer, C. F., & Ferguson, D. A. (2011). Following local television news personalities on Twitter: A uses and gratifications approach to social networking. *Electronic News*, 5(3), 145-157. DOI: 10.1177/1931243111420405
- Greer, C. F., & Ferguson, D. A. (2011). Using Twitter for promotion and branding: A content analysis of local television Twitter sites. *Journal of Broadcasting & Electronic Media*, 55(2), 198-214. DOI: 10.1080/08838151.2011.570824
- Ferguson, D. A., & Greer, C. F. (2011). Local radio and microblogging: How radio stations in the U.S. are using Twitter. *Journal of Radio & Audio Media*, 18(1), 33-46. doi: 10.1080/19376529.2011.558867
- Elliott, C. W., & Greer, C. F. (2010). Newsworthiness and Islam: An analysis of values in the Muslim online press. *Communication Quarterly*, 58(4), 414-430.
- Greer, C. F., & Ferguson, D. A. (2008). Factors influencing the adoption of HD Radio by local radio station managers. *The International Journal on Media Management*, 10(4), 148-157.
- Greer, C. F. (2008). Media literacy and Internet discussion lists: A fantasy theme analysis of online postings following the death of Peter Jennings. *SIMILE*, 8(2) [Online].
- Ferguson, D. A., Greer, C. F., & Reardon, M. A. (2007). Uses and gratifications of MP3 players by college students: Are iPods replacing radio? *Journal of Radio Studies*, 14(2), 102-121.
- Greer, C. F., & Moreland, K. D. (2007). How Fortune 500 companies used the Web for philanthropic and crisis communication following Hurricane Katrina. *Public Relations Review*, 33(2), 214-216.
- Greer, C. F. (2005). How local television stations used the Web to report the second anniversary of the 9/11 terrorist attacks. *SIMILE*, 5(3) [Online]. Available at <http://www.utpjournals.com/jour.ihtml?lp=simile/issue19/greer1.html>
- Greer, C. F., & Moreland, K. D. (2003). United Airlines' and American Airlines' online crisis communication following the September 11 terrorist attacks. *Public Relations Review*, 29(4), 427-441.
- Greer, C., & Phipps, T. (2003). Noncommercial religious radio stations and the Web. *Journal of Radio Studies*, 10(1), 17-32.

Research Presentations

- Ferguson, D. A., Greer, C. F., & Mintle, L. (2018, November). *Assessing the role of mobile devices in binge television viewing*. Paper presented at the annual conference of the National Communication Association, Salt Lake City, UT.

Ferguson, D. A., & Greer, C. F. (2018, April). *Assessing the diffusion of drones and virtual reality in local television news*. Paper presented at the annual conference of the Broadcast Education Association, Las Vegas, NV.

Greer, C. F., & Cassidy, T. (2017, November). *Political symbols and online campaigning: The semiotics of social media communication by the 2016 U.S. presidential candidates*. Paper presented at the annual conference of the National Communication Association, Dallas, TX.

Ferguson, D. A., & Greer, C. F. (2017, April). *Visualizing a non-visual medium through social media: The semiotics of radio station posts on Instagram*. Paper presented at the Scholar-to-Scholar poster session at the annual conference of the Broadcast Education Association, Las Vegas, NV.

Greer, C. F. (2017, April). *Disruptive technologies and academe's search for new members: A content analysis of electronic media faculty position announcements*. Paper presented at the annual conference of the Broadcast Education Association, Las Vegas, NV.

Greer, C. F., & Ferguson, D. A. (2016, November). *Local TV station presentation of self on Instagram: Applying Goffman to organizational use of social media*. Paper presented at the annual conference of the National Communication Association, Philadelphia, PA.

Ferguson, D. A., & Greer, C. F. (2015, November). *Reaching a moving target: How local TV stations are using digital tools to connect with Generation C*. Paper presented at the annual conference of the National Communication Association, Las Vegas, NV.

Greer, C. F. (2015, April). *Assessing consonance and differences in news on local TV station iPad apps*. Paper presented at the annual conference of the Broadcast Education Association, Las Vegas, NV.

Greer, C. F., & Ferguson, D. A. (2014, August). *The Adoption of Pinterest by Local Newspapers in the U.S.* Paper presented at the annual conference of the Association for Education in Journalism & Mass Communication, Montreal, Canada.

Greer, C. F. (2013, November). *Local television station websites and the tenth anniversary of the 9/11 terrorist attacks: A study of collective memory, anniversary journalism and news frames*. Paper presented at the annual conference of the National Communication Association, Washington, D.C.

Ferguson, D. A., & Greer, C. F. (2013, April). *Pinning and promotion: How local television stations are using Pinterest for branding and audience connectivity*. Paper presented at the Scholar-to-Scholar poster session at the annual conference of the Broadcast Education Association, Las Vegas, NV.

Ferguson, D. A., & Greer, C. F. (2012, April). *Predicting the adoption of mobile DTV by local television stations in the U.S.* Paper presented at the annual conference of the Broadcast Education Association, Las Vegas, NV.

Greer, C. F., & Ferguson, D. A. (2012, April). *Tablet computers and traditional TV viewing: Is the iPad replacing television?* Paper presented at the annual conference of the Broadcast Education Association, Las Vegas, NV.

Greer, C. F., & Ferguson, D. A. (2011, April). *Following local television news personalities on Twitter: A uses and gratifications approach to social networking*. Paper presented at the annual conference of the Broadcast Education Association, Las Vegas, NV.

Ferguson, D. A., & Greer, C. F. (2010, April). *Local radio and online audience connectivity: How stations in the U.S. are using Twitter*. Paper presented at the annual conference of the Broadcast Education Association, Las Vegas, NV.

- Greer, C. F., & Ferguson, D. A. (2010, April). *Using Twitter for promotion and branding: A content analysis of local television Twitter sites*. Paper presented at the annual conference of the Broadcast Education Association, Las Vegas, NV.
- Greer, C. F., & Ferguson, D. A. (2009, November). *Radio audience attitudes toward programming and localism in the decade following the 1996 Telecommunications Act*. Paper presented at the annual conference of the National Communication Association, Chicago, IL.
- Greer, C. F., & Ferguson, D. A. (2008, April). *Factors influencing the adoption of HD Radio by local radio station managers*. Paper presented at the annual conference of the Broadcast Education Association, Las Vegas, NV.
- Ferguson, D. A., Greer, C. F., & Reardon, M. A. (2007, April). *Uses and gratifications of MP3 players by college students: Are iPods replacing radio?* Paper presented at the annual conference of the Broadcast Education Association, Las Vegas, NV.
- Greer, C. F., & Clark, J. P. (2006, April). *Getting the low down on high-def: How local television stations are using the Web to inform the public about digital TV*. Paper presented at the Scholar-to-Scholar poster session at the annual conference of the Broadcast Education Association, Las Vegas, NV.
- Greer, C., & Haffey, D. B. (2004, November). *Value conflicts, frames, and news reports of "The Passion of the Christ"* Paper presented at the annual conference of the Midwest Association for Public Opinion Research, Chicago, IL.
- Haffey, D. B., & Greer, C. (2003, November). *Reporting the war: The military analysts' role in intermedia agenda-setting*. Paper presented at the annual conference of the Midwest Association for Public Opinion Research, Chicago, IL.
- Greer, C. (2002, April). *Retooling for the new millennium: A content analysis of position announcements for broadcast-related faculty*. Paper presented at the annual conference of the Broadcast Education Association, Las Vegas, NV.
- Greer, C., & Phipps, T. (2002, April). *Noncommercial religious radio stations and the Web: Management perceptions of an online presence*. Paper presented at the annual conference of the Broadcast Education Association, Las Vegas, NV.
- Greer, C. (2000, June). *Framing theory and policy discourse: An example of encryption policy*. Paper presented at the annual conference of the International Communication Association, Acapulco, Mexico.
- Greer, C. (1999, April). *Network television newscasts and news Web pages: Consonance in diverse channels*. Paper presented at the Scholar-to-Scholar poster session at the annual conference of the Broadcast Education Association, Las Vegas, NV.
- Ferguson, D., & Greer, C. (1998, April). *Inheritance effects in launching new sitcoms*. Paper presented at the annual conference of the Broadcast Education Association, Las Vegas, NV.

Panels and Invited Presentations

- Greer, C. F. (2019, April). *The nuts and bolts of service learning*. Participant on invited panel at the annual conference of the Broadcast Education Association, Las Vegas, NV.
- Greer, C. F. (2015, April). *New media, new marketing: TV strategies in the 21st century*. Participant on invited panel at the annual conference of the Broadcast Education Association, Las Vegas, NV.
- Greer, C. F. (2012, April). *Connecting students and community: Incorporating service learning into media courses*. Participant on invited panel at the annual conference of the Broadcast Education Association, Las Vegas, NV.

Greer, C. F. (2011, June). *The current Face(book) of social networks: Using social media for college admissions*. Invited presentation at the annual conference of the National Association of Christian College Admissions Personnel, San Diego, CA.

Greer, C. F. (2011, April). *(Low) power to the people of Orange County*. Presentation on the invited panel “LPFM in an HD world: How the 100-watt ‘blowtorches’ spread the word beyond the four-mile coverage pattern” at the annual conference of the Broadcast Education Association, Las Vegas, NV.

Greer, C. F. (2010, April). *Digital media strategies in major market radio*. Presentation on the invited panel, “Let that be a lesson to you: How radio stations in the US and UK are using new media technologies” at the annual conference of the Broadcast Education Association, Las Vegas, NV.

Greer, C. F. (2009, April). *I’ll huff and I’ll puff: Coordinating curriculum issues between multiple disciplines*. Presentation on invited panel at the annual conference of the Broadcast Education Association, Las Vegas, NV.

Courses Taught

At Liberty University (undergraduate course unless specified as graduate):

Agency & Field Projects
Best Practices: Strategic Communication Management
Employee & Corporate Communications
New Beginnings: Research, Insight, & Application (graduate residential course)
Public Relations & Promotion Tactics
Senior Projects (journalism undergraduate capstone course)
Strategic Communication
Strategic Organizational Communication (graduate residential course)
Strategic Social Media
Strategic Web Writing (Blogging)
Thesis/Project Proposal and Research (graduate residential course)
TV News Production

Chair and serve as a reader on undergraduate senior honors projects
Served as committee member on a master’s thesis and a thesis project
Create, coordinate and score graduate comprehensive exams for communication majors

Developed online courses for the following:

Public Relations & Promotion Tactics (undergraduate residential and online course – developed as Subject Matter Expert and taught)
Effective Social Media (graduate online course – developed as Subject Matter Expert and taught)

At Point Loma Nazarene University:

Advanced Audio Production
Advanced Radio Workshop*
Advanced Television News Production
Advanced Television Workshop (fall 2009)
Audio Production
Electronic Media in Communication
Introduction to Media Communication
Introduction to Public Relations
Long-form Broadcast News Production
Media Literacy (fall 2008)
Multimedia Journalism (spring 2012 independent study course)

Principles of Human Communication
Public Relations Cases & Campaigns
Radio Newswriting
Radio Workshop*
Special topic – Convergence Journalism (spring 2013)
Television News Production
(*Course names and content changed to Audio Production and Advanced Audio Production)

At Cedarville University:

Academic Research in Mediated Communication*
Advanced Clinic: Graphic Design (Photoshop)*
Authoring (Director)*
Content Research for Electronic Media
Interactive Media Practicum (student projects)
Introduction to Electronic Media (team taught)
Preproduction Planning for Electronic Media
Principles and Writing for Public Relations
Television News Production
Theories of Mass Media
Visual Design for Electronic Media
Writing for Electronic Media (radio half of team-taught class)
(*Course taught prior to university move to semester system. Some other courses in this list simply changed titles.)

Supervised internships for electronic media students.

Periodically supervised senior research projects of communication students.

Created and administered proficiency exams for Illustrator, Photoshop, and Macromedia Director each semester (Fall 2002-Spring 2007).

At Bowling Green State University (graduate assistant):

Radio Announcing and Production
Radio and Television Production (for non-majors)
Video 1 (television studio production)

Professional Memberships

Broadcast Education Association
International Communication Association
National Communication Association
Public Relations Society of America

University and Scholarly Service

2018 – Article review for *New Media and Society*
2017 – Article review for *Journal of Radio and Audio Media*
2017 – Article review for *American Communication Journal*
2014, 2015, 2017, 2018 – Judge for the faculty audio competition of the Broadcast Education Association Festival of Media Arts.
2016 – Article review for *Convergence: The International Journal of Research into New Media Technologies*

2016 – Article review for *The International Journal on Media Management*

2015 – Competitive paper reviewer for the Broadcast Education Association annual conference, News Division.

2015-present – Member, Liberty University Undergraduate Faculty Senate.

2014-present – Faculty adviser for Innovations, the student-managed PR firm at Liberty University.

2014 – Competitive paper reviewer for the Broadcast Education Association annual conference, Interactive Media and Emerging Technologies Division.

2013 – Article review for *New Media and Society*.

2012 – Article review for *Journal of Broadcasting and Electronic Media*.

2011 – Article review for *Journal of Radio and Audio Media*.

2011 – Curriculum reviewer, University of Cincinnati, Clermont College Interactive Multimedia Technology program.

2010 – Book review: *Public relations practices: Managerial case studies and problems* (7th ed.). Pearson Prentice Hall.

2009-2012 – Chair, Faculty Audio Competition – Broadcast Education Association Festival of Media Arts.

2010-2013 – Enrollment Management Committee – Point Loma Nazarene University. Served as chair for the 2011-2012 academic year.

2009 – Article review for *Journal of Communication and Religion*

2007-2014 – Faculty advisor, Point Radio (campus Internet radio station) – Point Loma Nazarene University.

2007-2014 – Supervised bi-weekly student TV newscast that ran live on the campus cable system.

Grants Received

2011 Faculty Alumni Grant – Point Loma Nazarene University. To attend the workshop *Producing the Television News Magazine* at the Maine Media Workshops, June 2011.

2010 RASP Grant – Point Loma Nazarene University. To attend the workshop *Producing the Television News Magazine* at the Maine Media Workshops, June 2011.

2004 Faculty Summer Research Grant (with Chuck Elliott) – Cedarville University to study Muslim online press values.

Academic/Research Awards and Honors

2018 First place research paper in the open category of the News Division at the annual conference of the Broadcast Education Association.

2017 Second place research paper in the open category of the Curriculum, Assessment and Administration Division at the annual conference of the Broadcast Education Association.

2015 First place research paper in the open category of the News Division at the annual conference of the Broadcast Education Association.

2014 Second place research paper in the open competition of the Newspaper and Online News division at the annual conference of the Association for Education in Journalism and Mass Communication.

- 2012 First place research paper in the open category of the Interactive Media and Emerging Technologies division at the annual conference of the Broadcast Education Association.
- 2012 Second place research paper in the open category of the Management, Marketing and Programming division at the annual conference of the Broadcast Education Association.
- 2012 Awarded tenure at Point Loma Nazarene University.
- 2011 First place research paper in the open category of the News division at the annual conference of the Broadcast Education Association.
- 2010 First place research paper in the open category of the Management, Marketing and Programming division the annual conference of the Broadcast Education Association.
- 2008 First place research paper in the open category of the Radio and Audio Media division at the annual conference of the Broadcast Education Association.
- 2007 First place research paper in the open category of the Broadcast and Internet Radio division at the annual conference of the Broadcast Education Association.
- 2005 Awarded tenure at Cedarville University
- 2002 First place research paper in the open category of the Courses, Curricula, and Administration division at the annual conference of the Broadcast Education Association.
- 2002 Second place research paper in the open category of the Broadcast and Internet Radio division at the 2002 annual conference of the Broadcast Education Association.

Professional Awards

- 1991 IABC-Orange County Helios Award of Excellence – New infant care video
- 1991 IABC-Orange County Award of Merit – Hoag Heart Week program
- 1990 IABC-Orange County Helios Awards of Excellence –
 - “Crib Notes” newsletter
 - “To Your Health!” community newsletter
 - Script for Hoag Cancer Center health education video
- 1990 American Hospital Association Silver Touchstone Award
 - Production of Hoag Cancer Center health education video
- 1990 C. Everett Koop Media Award/American Heart Association Calif. Affiliate, Special Merit Award
 - Healthy Heart Handbook
- 1989 HPRMA Merit Award – “Crib Notes” community newsletter
- 1988 Montana Associated Press Broadcaster of the Month (April)

(Note: Some awards received while working at Hoag Hospital from 1989-1991 were team projects.)

Skills

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| <ul style="list-style-type: none"> Adobe Illustrator Adobe Photoshop Adobe Audition (audio editing) Adobe Premiere Pro (video editing) Adobe InDesign (layout) | <ul style="list-style-type: none"> Field TV production various cameras Microsoft Office Suite Blackboard (academic CMS) WordPress blogs SPSS |
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