

Academic Vita & Brief Biography

for

Dr. William J. Brown

Brief Biography

Dr. William J. Brown is Professor and Research Fellow in the School of Communication and the Arts at Regent University in Virginia Beach, Virginia. He served as Dean of the College of Communication and the Arts at Regent University for ten years. Dr. Brown received his Bachelor of Science Degree in Environmental Science from Purdue University, his Masters Degree in Communication Management from the Annenberg School of Communication at USC in Los Angeles, and his Masters and Doctorate in Communication from the University of Southern California. His academic research interests include media effects, entertainment-education, media personalities and social influence. Dr. Brown has taught communication at the University of Southern California, the University of Hawaii, University of the Nations, and Regent University. His favorite courses include doctoral research methods, research and writing, entertainment-education for social change, intercultural communication, and communication theory.

Dr. Brown is also a partner and consultant of Brown, Fraser & Associates, a communication research firm in Chesapeake, Virginia. He and his partner, Dr. Benson Fraser, have conducted more than 100 major media studies in more than 30 countries. Dr. Brown and his wife, Nancy, lived in Hong Kong for five years and travel extensively in Europe, Asia, and Africa to continue their work with non-profit organizations.

Academic Vita

William J. Brown
Professor and Research Fellow
School of Communication and the Arts
Regent University, 1000 Regent University Drive
Virginia Beach, VA 23464-5041
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e-mail: willbro@regent.edu

EDUCATION

- Ph.D. Doctor of Philosophy, Communication Theory and Research, August 1988.
Department of Communication Arts and Sciences
University of Southern California
University Park, Los Angeles, CA 90089
- Dissertation Effects of "Hum Log," a Television Soap Opera, on Prosocial Beliefs in India.
- M.A. Masters of Arts, Communication Theory & Research,
December 1987
Department of Communication Arts & Sciences
University of Southern California
University Park, Los Angeles, CA 90089
- M.A. Master of Arts, Communications Management,
June 1986
Annenberg School of Communications
University of Southern California
University Park, Los Angeles, CA 90089
- Thesis Communication Technology in Third World Contexts: Lessons from two Case Studies in Asia
- Certificate Leadership Training School
January 1985
University of the Nations
Youth With A Mission
Hong Kong Island, Hong Kong

B.S. Bachelor of Science, Natural Resources
Environmental Science, May 1978
Schools of Engineering and Agriculture
Purdue University
West Lafayette, IN 47906

EXPERIENCE

July 2002 to Professor and Research Fellow
present School of Communication and the Arts
 Regent University
 Virginia Beach, VA 23464

Aug., 1992 Professor and Dean
to June 2002 College of Communication and the Arts
 Regent University
 Virginia Beach, VA

Aug., 1988 Assistant Professor
to June, 1992 Department of Speech
 University of Hawaii at Manoa

Jan. 1987 Assistant Lecturer
to May 1988 Dept. of Communication Arts & Sciences
 University of Southern California

Dec. 1987 Research Project Staff, U.S. and India
to Aug. 1988 Rockefeller Foundation Research Project
 Entitled: "Effects of "Hum Log" on Women's
 Status and Fertility in India"

Dec. 1986 Administrative Project Coordinator
to Jan. 1987 Tribute Productions; Word, Inc.
 YWAM Hong Kong Limited, Hong Kong

July 1981 Communications Coordinator
to Aug. 1985 YWAM Hong Kong Limited, Hong Kong

Jan. 1980 Administrative Assistant
to Aug. 1981 Academy of Performing Arts
 University of the Nations
 Cambridge, Ontario, Canada

- Nov. 1979 Research Assistant and Writer
to Mar. 1980 Department of Entomology
 Purdue University, West Lafayette, IN.
- Jan. 1979 Private Language Tutor
Oct. 1979 Susupe, Saipan
 Central Marianas Islands, U.S.A.
- Dec. 1978 Communications Assistant
to Dec. 1979 YWAM Guam and Saipan, Inc.
 Central Marianas Islands, U.S.A.
- May 1977 Photo-Interpreter and Computer Operator
to May 1978 Laboratory Applications for Remote Sensing
 Purdue University Research Park
- Sept. 1976 Feature Writer
to April 1977 *Purdue Exponent* (circulation 35,000)

PUBLICATIONS

Refereed Journals

- Brown, W. J., Kiruswa, S. L., & Fraser, B. (2003). Promoting HIV/AIDS prevention through soap operas: Tanzania's experience with *Maisha*. *Communicare* 22(2), 90-111.
- Brown, W. J., Basil, M.D., & Bocarnea, M. C. (2003). Social influence of an international celebrity: Responses to the death of Princess Diana. *Journal of Communication*, 53, 587-605.
- Brown, W. J., Basil, M.D., & Bocarnea, M. C. (2003). The influence of famous athletes on health beliefs and practices: Mark McGwire, child abuse prevention, and androstenedione. *Journal of Health Communication*, 8, 41-57.
- Basil, M.D., Brown, W. J. & Bocarnea, M. C. (2002). Differences in univariate values versus multivariate relationships: Findings from a study of Diana, Princess of Wales. *Human Communication Research*, 28, 501-514.
- Fraser, B. P., & Brown, W. J. (2002). Media, celebrities, and social influence: Identification with Elvis Presley. *Mass Communication & Society*, 5, 185-208.

PUBLICATIONS: refereed journals - continued

- Brown, W. J., & Meeks, J. D. (1998). Experimenting with the entertainment-education strategy in film and video: Prosocial media f Regent University. *Journal of Film and Video*, 49, 30-43.
- Basil, M. D., & Brown, W. J. (1997). Marketing AIDS prevention: Examining the differential impact hypothesis and identification effects on concern about AIDS. *Journal of Consumer Psychology*, 4, 389-411.
- Brown, W. J., Duane, J. J., & Fraser, B. P. (1997). Media coverage and public opinion of the O.J. Simpson trial: Implications for the criminal justice system. *Communication Law and Policy*, 2(2), 261-287.
- Singhal, A., & Brown, W. J. (1996). The entertainment-education communication strategy: Past struggles, present status, future agenda. *Jurnal Kumunikasi*, 12, 19-36.
- Brown, W. J., & Basil, M. D. (1995). Media Celebrities and Public Health: Responses to "Magic" Johnson's HIV disclosure and its impact on AIDS risk and high-risk behaviors. *Health Communication*, 7, 345-371.
- Singelis, T. M., & Brown, W. J. (1995). Collectivist communication behavior and concepts of self: An individual-level analysis. *Human Communication Research*, 21, 354-389.
- Brown, W. J., & Vincent, R. C. (1995) The arms for hostages controversy: Portrayals of U.S. foreign policy toward Iran by U.S. newspapers and the Tower Commission Report. *Political Communication*, 12, 65-79.
- Basil, M. D., & Brown, W. J. (1994). Interpersonal communication in news diffusion: Effects of "Magic" Johnson's HIV announcement. *Journalism Quarterly*, 71(2), 305-320.
- Brown, W. J., & Singhal, A. (1994). Ethical issues of promoting prosocial messages through the popular media. *Journal of Popular Film & Television*, 21(3), 92-99.
- Brown, W. J., & Basil, M. D. (1993). Celebrity appeal for AIDS prevention: Lessons for Japan from the U.S. news media. *Human Communication Studies*, 21, 64-90.
- Brown, W. J., & Singhal, A. (1993). Entertainment-education media: An opportunity for enhancing Japan's leadership role in Third World development. *Keio Communication Review*, 15, 81-101.

PUBLICATIONS: refereed journals - continued

- Singhal, A., Rogers, E. M., & Brown, W. J. (1993). Harnessing the potential of entertainment -education telenovelas. *Gazette, 51*, 1-18.
- Brown, W. J. (1992). Culture and AIDS education: Reaching high-risk heterosexuals in Asian-American communities. *Journal of Applied Communication Research, 20*, 275-291.
- Brown, W. J. (1992). Sociocultural influences of prodevelopment television soap operas in the Third World. *Journal of Popular Film & Television, 19*(4), 157-164.
- Brown, W. J. (1992). The use of entertainment television programs for promoting prosocial messages. *The Howard Journal of Communications, 3*(3,4), 253-266.
- Brown, W. J., & Cody, M. J. (1991). Effects of an Indian television soap opera in promoting women's status. *Human Communication Research, 18*(1), 114-142.
- Brown, W. J. (1991). An AIDS prevention campaign: Effects on attitudes, beliefs, and communication behavior. *American Behavioral Scientist, 34*(6), 666-687.
- Brown, W. J. (1990). Prosocial effects of "Hum Log," India's first long-running television soap opera. *Asian Journal of Communication, 1*(1), 113-135.
- Brown, W. J., & Singhal, A. (1990). Ethical dilemmas of prosocial television. *Communication Quarterly, 38*(3), 268-280.
- Brown, W. J. (1990). The persuasive appeal of mediated terrorism: The case of the TWA Flight 847 hijacking. *Western Journal of Speech Communication, 54*, 219-238.
- Brown, W. J., Singhal, A., & Rogers, E. M. (1989). Pro-development soap operas: A novel approach to development communication. *Media Development, 26*(4), 43-47.
- Brown, W. J. (1988). Cultural context and national development in Japanese - American relations. *Human Communication Studies, 16*, 93-116.

Book Chapters

- Fraser, B. P., & Brown, W. J. (in press). PETA's "Got Beer?" campaign brews up an ethical controversy. In M. Land & B. Hornaday (Eds.), *Utilitarian and communitarian approaches to ethical dilemmas in journalism* (exact title and page numbers in press).

- Taveesin, N. J., & Brown, W. J. (in press). The Role of Television and the Internet in Thailand's Political Process. In R. Kluver (Ed.), *Political Communication in Asia* (page numbers in press).
- Basil, M. D., & Brown, W. J. (2004). Magic Johnson and Mark McGwire: The power of identification with sports celebrities. In L. R. Kahle & C. Riley (Ed.), *Sports Marketing and the Psychology of Marketing Communication* (pp. 159-174). Mahwah, NJ: Lawrence Erlbaum Associates, Inc.
- Brown, W. J., & Fraser, B. P. (2004). Celebrity identification in entertainment-education. In A. Singhal, M. J. Cody, E.M. Rogers, & M. Sabido (Eds.), *Entertainment-education worldwide: History, research, and practice* (pp. 97-116). Mahwah, NJ: Lawrence Erlbaum Associates, Inc.
- Brown, W. J., Bocarnea, M. C., & Basil, M.D. (2002). Initial Public Responses to September 11. In B. Greenberg (Ed.), *Communication and Terrorism*. Hampton Press.
- Keeler, J., Brown, W. J., & Tarpley, D. (2002). Journalism ethics. In W. D. Sloan (Ed.), *History of American journalism* (pp.). Northport, AL: Vision Press.
- Keeler, J., Fraser, B. P., & Brown, W. J. (1999). How promise keepers see themselves as men behaving goodly. In D. S. Claussen (Ed.), *Standing on the promises* (75-88). Cleveland, OH: The Pilgrim Press.
- Brown, W. J., & Singhal, A. (1999). Entertainment-education strategies for social change. In D. P. Demers and K. Viswanath (Eds.), *Mass media, social control and social change* (263-280). Ames, Iowa: Iowa State University Press.
- Bocarnea, M. C., Brown, W. J., & Fraser, B. P. (1999). Portrayals of post-Communist Romania in United States newspapers and magazines. In M. Prosser & K. S. Sitaram (Eds.), *Civic Discourse: Intercultural, international, and global media* (157-168). Stamford, CT: Ablex Publishing Company.
- Brown, W. J., & Fraser, B. P. (1998). Multicultural expressions of religious symbols. In T. M. Singelis (Ed.), *Teaching about culture, ethnicity, and diversity* (pp. 215-220). Thousand Oaks, CA: Sage Publications.
- Keeler, J., Brown, W. J., & Tarpley, D. (1998). PC in perspective: Implications for journalists. In W. D. Sloan & E. E. Hoff (Eds.), *Contemporary media issues* (56-75). Northport, AL: Vision Press.

- Brown, W. J., & Bocarnea, M. C. (1998). AIDS attitudes, beliefs, and communication behavior inventory. In C. M. Davis (Ed.) *Sexually-related measures: A compendium*. Sage Publications.
- Brown, W. J., & Singhal, A. (1997). Ethical guidelines for promoting prosocial messages through the popular media. In G. Edgerton (Ed.), *In the eye of the beholder: Critical perspectives in popular film and television* (pp. 207-223). Bowling Green, OH: Bowling Green State University Popular Press.
- Brown, W. J., & Singhal, A. (1995). Influencing the character of American television: Ethical dilemmas of prosocial programming. In D. E. Eberly (Ed.), *The content of America's character: Recovering civic virtue* (pp. 333-345). Lanham, MD: University Press of America, Inc.
- Singhal, A., Rogers, E. M., & Brown, W. J. (1993). Entertainment telenovelas for development: Lessons learned. In A. Fadul's (Ed.), *Serial fiction in TV: The Latin American Telenovelas* (pp. 149-165). Sao Paulo: Nucleo de Pesquisa de Telenovelas, UCA-USP.

Dissertation

- Brown, W. J. (1988). Effects of "Hum Log," a television soap opera, on prosocial beliefs in India. *Dissertation Abstracts International*, 50, 01A, 20.

Masters Thesis

- Brown, W. J. (1986). *Communication technology in Third World contexts: Lessons from two case studies in Asia*. Los Angeles, CA: University of Southern California.

Non-Academic Publications

- Brown, W. Joseph (in press). *Into the Winds of Fear*. Frederick, MD: Publish America.
- Brown, W. J. (2002, August). Captivated by stories. *The Creative Spirit*, 2(1), 14.
- Brown, W. J., & Fraser, B. P. (2001). Using mass media to penetrate cultures for evangelism. In W. W. Conrad (Ed.), *The Mission of an Evangelist*. Minneapolis, MN: Worldwide Publications.
- Brown, W. J., & Fraser, B. P. (2001, January). Hip-hop culture and the church. *Christianity Today*, 45, 48-54.
- Henrich, D., Brown, W. J., & Fraser, B. P. (1997, February-March). AD 2000.

Religious Broadcasting, p. 92.

Singhal, A. & Brown, W. J. (1995). Entertainment-education: Looking backward and looking forward. *CommDev News*, 6(2), 1-5.

Manuscripts under Review or Accepted for Publication

Brown, W. J., & Fraser, B. P. (2004). Global identification with celebrity heroes. In G. Gumpert & S. Drucker (Eds), *Heroes in a Global World* (exact title and pages in progress). NJ: Hampton Press.

Pollak, C. T., & Brown, W. J. (2004). Media recall among Belizean teenagers: Implications for transnational development media. Article revised and resubmitted for publication to the *Journal of Intercultural Communication Research*.

Academic Conference Papers

Keeler, J., & Brown, W. J. (2004). Assessing the Impact of *The Passion of the Christ*. Paper presented to the Annual Conference of the National Communication Association, November 12-15, Chicago.

Brown, W. J., Keeler, J., & Shen, J. (2004). Audience Responses to *The Passion of the Christ*. Paper presented to the Annual Conference of the Society for the Scientific Study of Religion, October 22-24, Kansas City.

Brown, W. J., Fraser, B. P., & Kiruswa, S. (2004). *Promoting HIV/AIDS prevention through dramatic film: Lessons from Tanzania and Kenya*. Paper presented to the Fourth International Conference on Entertainment-Education for Social Change, September 25-30, Cape Town, South Africa.

Brown, W. J., & Fraser, B. P. (2004). *Turning celebrity capital into political influence: Lessons From Schwarzenegger's Gubernatorial Election in California*. Paper presented to the Political Communication Division at the 54th Annual Conference of the International Communication Association, May 27-31, New Orleans.

Welch, S. R., & Brown, W. J. (2004). *Post-September 11th Perceptions of Islam and the Spiral of Silence*. Paper presented to the Mass Communication Division at the 54th Annual Conference of the International Communication Association, May 27-31, New Orleans.

Brown, W. J., Fraser, B. P., & Kiruswa, S. L. (2003). *Identification as a Process of Social Change: Audience Responses to Heroes and Celebrities*. Paper presented to the Rhetorical and Communication Theory Division of the National Communication

Association at the 89th Annual Meeting , November 19-23, Miami.

Brown, W. J., Fraser, B. P., & Kiruswa, S. (2003). *Promoting HIV/AIDS Prevention through Entertainment-Education: Film Intervention in the Tanzanian Military*. Paper presented to the Mass Communication Division of the National Communication Association at the 89th Annual Meeting, November 19-23, Miami.

Keeler, J., & Brown, W. J. (2003). *Who do they Trust about Religion in a Mediated World: Are Celebrities Shaping Religious Beliefs and Practices?* Paper presented to the Annual Conference of the Society for the Scientific Study of Religion, October 24-26, Norfolk, VA.

Brown, W. J., Fraser, B. P. (2003). *Exploring the boundaries of heroes, celebrities and role models after 9/11: Lessons from Shanksville*. Paper presented to the Mass Communication Division of the International Communication Association's annual conference, May 24-27, San Diego, CA.

Brown, W. J., Fraser, B. P. (2003). *Diffusing global culture through celebrity identification*. Paper accepted for presentation to the World Communication Association's biennial Conference, July 21-14, Stockholm, Sweden.

Brown, W. J., Fraser, B. P., Kiruswa, S., & Bocarnea, M. C. (2002). *Promoting HIV/AIDS prevention through soap operas: Tanzania's experience with "Maisha."* Paper presented at the annual meeting of the International Communication Association, July 15-19, Seoul, Korea.

Brown, W. J., Fraser, B. P., & Bocarnea, M. (2001, May). *Identification with mediated celebrities: Remembering John F. Kennedy, Jr.* Paper presented to the International Communication Association's annual conference, May 24-28, Washington, D.C.

Edwards, R. W. C. L., Reynolds, R. A., & Brown, W. J. (2000, October). *An intercultural Comparison of two styles of parental communication: American and Chinese*. Paper submitted to the International Communication Association's annual conference, May 24-28, Washington, D.C.

Wales, L., & Brown, W. J. (2000, August). *Predicting box office receipts from film reviews and MPAA ratings*. Paper presented to annual conference of the University Film and Video Association, Colorado Springs, CO, August 2000.

Bocarnea, M. C., Brown, W. J., & Fraser, B. F. (2000, July). *Communist mythopoeia: Romania doctrinal documents on edifying the new man*. Paper presented to Rochester Intercultural Conference, Rochester, N.Y., July 20-22, 2000.

- Martin, G., Reynolds, R. A., & Brown, W. J. (1999, November). *Individualism and Collectivism As Predictors of Functional Roles and Communicator Style of Individual Members of Multicultural Teams*. Paper to be presented to the 85th National Conference of the National Communication Association, Chicago, November 4-7, 1999.
- Lindvall, T. R., Brown, W. J., & Fraser, B. P. (1999, November). *A Holy Critique: Examining Visual Translations of the Bible*. Paper to be presented to the 85th National Conference of the National Communication Association, Chicago, November 4-7, 1999.
- Brown, W. J., Basil, M. D., & Bocarnea, M. C. (1999, May). *Involvement with an American Role model: Mark McGwire's influence on public opinion toward two health issues*. Paper presented to the 49th Annual Conference of the International Communication Association, May 27-31, San Francisco.
- Basil, M. D., & Brown, W. J. (1999, May). *A comparative analysis of multiple data sets of identification with Princess Diana: When student samples are acceptable*. Paper presented to the 49th Annual Conference of the International Communication Association, May 27-31, San Francisco.
- Brown, W. J., Basil, M. D., & Bocarnea, M. C. (1998, July). *Responding to the death of Princess Diana: Audience involvement with an international celebrity*. Paper presented to the 48th Annual Conference of the International Communication Association, July 20-24, Jerusalem.
- Keeler, J., Brown, W. J., & Elser, G. (1998, July). *Attitudes and behavior regarding religious expression in the workplace: Legal issues and implications for managers*. Paper presented to the 48th Annual Conference of the International Communication Association, July 20-24, Jerusalem.
- Fraser, B. P., & Brown, W. J. (1998, July). *Cross-cultural celebrity appeal: Lessons From Elvis Presley impersonators*. Paper presented to the summer conference of the National Communication Association and International Communication Association, July 15-18, Rome.
- Brown, W. J., Fraser, B. P., & Bocarnea, M. (1997, May). *Media coverage of court cases and effects on the public: Audience responses to O.J. Simpson's criminal trial*. Paper presented to the 47th annual conference of the International Communication Association, Montreal, May 23-27.
- Fraser, B. P., & Brown, W. J. (1997, May). *The diffusion of "Superbook": One of the world's*

- most popular entertainment-education series*. Paper presented to the 47th annual conference of the International Communication Association, Montreal, May 23-27.
- Singhal, A., & Brown, W. J. (1997, May). *Entertainment-education: Where has it been? Where is it going?* Paper presented to the second conference on Entertainment-Education for Social Change, Athens, Ohio, May 7-9.
- Piper, D. P., Keeler, J., & Brown, W. J. (1997, April). *Audience involvement with "Touched by an Angel."* Paper presented to the 42nd annual convention of the Broadcast Education Association, Las Vegas, April 4-7.
- Bocarnea, M. C., Fraser, B. P., & Brown, W. J. (1996). *Portrayals of post-communist Romania in United States' newspapers and magazines*. Paper presented to the Global Communication Conference, Rochester, N.Y., July 1996.
- Brown, William J., & Fraser, B. P. (1995). *Public perceptions of negative political campaigns: Responses to the 1994 Virginia senate race*. Paper presented at the World Communication Association's 13th biennial conference, July 23-27, Vancouver, B.C.
- Fraser, B. P., & Brown, W. J. (1995). *An analysis of daytime television talk shows*. Paper presented at the World Communication Association's 13th biennial conference, July 23-27, Vancouver, B.C.
- Brown, W. J., & Fraser, B. P. (1995). *Effects of media coverage of the O.J. Simpson Trial on Beliefs about the Legal System*. Paper to be presented to the Communication Law and Policy Group of the International Communication Association, Albuquerque, May 27-31.
- Gilmore, K., & Brown, W. J. (1995). *White House Spin Doctors and Media Watchdogs: David Gergen's Presidential Communication*. Paper to be presented to the Political Communication Division of the International Communication Association, Albuquerque, May 27-31.
- Singhal, A., & Brown, W. J. (1995). *Entertainment-education: Where it's been, where it is, and where it should go in the future*. Paper to be presented to the Intercultural and Development Communication Division of the International Communication Association, Albuquerque, May 27-31.
- Brown, W. J., & Fraser, B. P. (1995). *The agenda-setting effects of media coverage of the O.J. Simpson trial*. Paper presented to the Western States Communication Association, Portland, February 11-14.
- Babb, V., & Brown, W. J. (1994). *"Adolescents' development of parasocial relationships*

through

- popular television situation comedies*. Paper to be presented to the 44th Annual Conference of the International Communication Association, Sydney, July 11-15.
- Basil, M. D., & Brown, W. J. (1994). *A critical test of the impersonal versus differential impact hypothesis on concern about AIDS*. Paper (Top 3 ranking) presented to the 44th Annual Conference of the International Communication Association, Sydney, July 11-15.
- Brown, W. J. (1994). *Lessons learned about the entertainment-education strategy at home and abroad*. Paper presented to the Southern States Communication Association, April 6-9, Norfolk, Virginia.
- Brown, W. J., & Fraser, B. P. (1993). *A comparative analysis of the uses and impact of daytime television talk shows on religious television viewers*. Paper presented to the Annual Conference of the Society for the Scientific Study of Religion, October 28-31, 1993, Raleigh, N.C.
- Fraser, B. P., & Brown, W. J. (1993). *Religious research and agenda-setting: Issues of public concern*. Paper presented to the Annual Meeting of the Religious Research Association, October 28-31, 1993, Raleigh, NC.
- Brown, W. J. (1993). *Media and its impact on race relations*. Paper presented to the World Communication Association, July 26-31, Pretoria, Republic of South Africa.
- Brown, W. J., & Fraser, B. P. (1993). *A comparative analysis of audience involvement with "The 700 Club" and other daytime television talk shows*. Paper presented to the 3rd Christianity and Communication Conference, June 2-4, Virginia Beach, VA.
- Brown, W. J., & Basil, M. D. (1993). *Impact of the "Magic" Johnson news story on AIDS prevention*. Paper presented to the International Communication Association, 43rd Annual Conference, May 27-31, Washington, D.C.
- Singelis, T. M., & Brown, W. J. (1993). *Collectivist communication behavior and concepts of self: An individual-level analysis*. Paper presented to the International Communication Association, 43rd Annual Conference, May 27-31, Washington, D.C.
- Singhal, A., Rogers, E. M., & Brown, W. J. (1992). *Entertainment telenovelas for development: Lessons learned about creation and implementation*. Paper presented to the International Association for Mass Communication Research, August 16-21, Sao Paulo, Brazil.
- Basil, M. D., Brown, W. J., & Hariguchi, G. (1992). *Interpersonal communication in news diffusion: A study of "Magic" Johnson's announcement*. Paper presented to the Association for Education in Journalism and Mass Communication, August 5-8, Montreal.

Brown, W. J., & Basil, M. D. (1992). *Celebrity appeal for AIDS prevention: Lessons for Japan from the U.S. news media*. Paper presented to the Communication Association of Japan, June 27-28, Tokyo.

Brown, W. J., & Singhal, A. (1992). *Entertainment-education media: Strategies Lessons for Japan from the U.S. news media*. Paper presented to the Communication Association of Japan, June 27-28, Tokyo.

Reynolds, J. L., & Brown, W. J. (1992). *An impression management theory perspective on verbal aggression strategies*. Paper presented at the 62nd Annual Conference of the Western States Communication Association, February 21-24, Boise, Idaho.

Brown, W. J., & Facciola, P. C. (1991). *Effects of media coverage on public attitudes and beliefs of the Persian Gulf War*. Paper presented at the seventy-seventh Annual Conference of the Speech Communication Association, Oct. 31-Nov. 3, Atlanta.

Brown, W. (1991). *Effects of an AIDS communication campaign on attitudes, beliefs, and communication behavior*. Paper presented at the 41st Annual Conference of the International Communication Association, May 23-27, Chicago.

Brown, W. J., & Cody, M. J. (1990). *Promoting women's status through a television soap opera: Effects of "Hum Log" in India*. Paper presented at the 76th Annual Meeting of the Speech Communication Association, November 1-4, 1990, Chicago.

Brown, W. J., & Singhal, A. (1990). *Ethical dilemmas of prosocial television*. Paper to be presented at the 40th Annual Conference of the International Communication Association, June 24-29, 1990, Dublin, Ireland.

Brown, W. J. (1989). *The role of entertainment television for development*. Paper presented at the 39th Annual Conference of the International Communication Association, May 25-29, 1989, San Francisco, CA.

Brown, W. J. (1988). *U.S. foreign policy with Iran: Portrayals by American newspapers and the Tower Commission Report*. Paper presented at the 38th Annual Conference of the International Communication Association, May 29-June 2, 1989, New Orleans, LA.

Brown, W. J. (1987). *What makes's terrorist rhetoric compelling?* Paper presented at the 57th Annual Conference of the Western Speech Communication Association, February 17-21, San Diego, CA.

Brown, W. J. (1987). *Cultural context and national development in Japanese - American relations*. Paper presented at the Communication Association of Japan's 17th Annual Conference, Tokyo, June 1987.

Brown, W. J. (1987). *Mediated communication flows during a terrorist event: The TWA Flight 847 hijacking*. Paper presented at the International 37th Annual Conference of the International Communication Association, May 21-25, 1987, Montreal.

AWARDS AND MERITS

The Chancellor's Award, 2003, Regent University
 Who's Who in American Education, 1992 to present.
 Faculty Fellow, Aug-Dec, 1989, Center for Arts & Humanities at the University of Hawaii
 Awarded a research fellowship, University of Hawaii, to conduct HIV/AIDS prevention research.
 Distinguished Student, 1975, 1976, 1977, and 1978, Purdue University, West Lafayette, Indiana.
 Who's Who in American High Schools, 1974.
 Distinguished Honor Student, 1970-1974: Watertown High School, Watertown, Massachusetts.

RESEARCH AND PRODUCTION GRANTS

- 2003: Awarded \$2,564 from Regent University to study the use of new communication technology by churches internationally.
- 2002: Awarded \$258,000 from the Department of Defense to produce and study the effects of an HIV/AIDS prevention film in Kenya for the Kenyan military.
- 2002: Awarded \$15,000 from the Department of Defense to produce a Sawahili version of "On the Edge," an HIV/AIDS prevention film for the Tanzanian Military.
- 2001: Awarded \$110,000 from the Department of Defense to produce and study the effects of an HIV/AIDS prevention film for the Tanzanian Military.
- 2002: Awarded a \$700,000 grant with three other faculty members to produce and study the effects of an entertainment-education film to increase awareness of the role of divine inspiration in artistic creativity
- 1996: Awarded \$2,500 from Regent University to develop a multimedia script for CD-ROM development and for teaching CD-ROM scriptwriting in cinema-television-theatre program.
- 1993: Awarded \$2,500 from Regent University and \$2,500 from CBN, Inc. to study the diffusion

of the animated television series "Superbook" in Eastern Europe and the former Soviet Union.

- 1992: Awarded a \$375.00 grant from the Center for Arts & Humanities to analyze the effects of Magic Johnson's AIDS prevention messages on the attitudes, beliefs, and behaviors of young-adult heterosexuals.
- 1990: Awarded a \$500.00 grant from the Spark M. Matsunaga Institute of Peace for the study of the media's coverage of the Persian Gulf War.
- 1989: Awarded a \$3,100.00 research grant from the University of Hawaii's Research Council to conduct research on the effects of cultural training programs on Hawaii's hotel industry.
- 1987: Awarded a \$29,925.00 research grant by the Rockefeller Foundation with two other faculty members and another doctoral student at the University of Southern California to study the effects of a television program in India.

INTERNATIONAL EXPERIENCE

Resident of Hong Kong Island, Hong Kong, 1981-1985.

Resident of Cambridge, Ontario, Canada, 1980-1981.

Resident of Saipan, Central Marianas Islands, Micronesia, 1978-1979.

Guest Speaker: Universities and organizations in the nations of Japan, Korea, Hong Kong, Taiwan, the Philippines, Malaysia, Singapore, Indonesia, Thailand, Burma, West Germany, South Africa, Canada, and the United States, 1979-1989.

Academic Conference Speaker: Australia, Canada, Costa Rica, Hong Kong, Japan, Ireland, Israel, the Netherlands, Spain, South Africa and the United States.

Non-academic Conference Speaker: The Netherlands, Romania, the Philippines, Hong Kong, Singapore, Thailand, South Africa, the Democratic Republic of Congo and the United States.

CONSULTING, TRAINING AND ORGANIZATIONAL DEVELOPMENT

Communication training and development workshops for Ameron Corporation

Workshop trainer for Brewer's Yeast Company

Seminar speaker for Dole Pineapple Company

Train the Trainer instructor for Hawaiian Electric Company

American Institute of Banking

Private consultant and trainer for Hawaii's Department of Labor and Industrial Relations

Seminar speaker for Hawaii's Department of Health

Private consultant for Shirokiya, Inc.

Training and seminar professor for the University of Hawaii's College of Continuing Education and Community Service

Trainer and seminar speaker for Maui Community College

Training and seminar speaker for University of the Nations, Hawaii, Hong Kong
Trainer for in-house organizational trainers and consultants in Hawaii
Trainer for Bank of Hawaii
Seminar and workshop speaker for UC Davis Medical School
Seminar and workshop speaker for Medical School of South Carolina
Seminar for Success Media, Bangkok, Thailand
Seminar for Hope of Freedom Foundation, Bangkok, Thailand
Seminar for the U.S. Army Corp of Engineers

RESEARCH CONSULTING AND MARKET ANALYSIS

American Bible Society
Ark Multimedia Publishing
Christian Broadcasting Network
Crossroads Community Church, Newport News
American Center for Law and Justice
Shirokiya, Inc.
The Christian Film and Television Commission
First Baptist Church of Norfolk
Founders Village
Episcopal Renewal Ministries
Project Light
University of the Nations
Regent University
Operation Blessing humanitarian relief organization
The Founders Inn and Conference Center
United States Department of Defense – HIV/AIDS projects

ACADEMIC JOURNAL REVIEWER

Communication Management Quarterly
Communication Monographs
Communication Research
Communication Theory
Journal of Broadcasting and Electronic Media

COMMUNITY SERVICE

Board Member, The Man Called Jesus International, 1999-present
Board Member, Heartbridge International, 2001-present
Board Member, New Life Ministries International, 2003-present
Board Member, Earth Conservancy, 2003-present
President, Vice-President, Secretary, Plantation Lakes Home Owners Association, 1994-2000

Guest Speaker, The Gathering Place, Mechanicsburg, Pennsylvania, 1996-present
Seminar Speaker, Vanguard Ministries Conference, Democratic Republic of Congo, July 2003
Seminar Speaker, Vanguard Ministries Conference, South Africa, July 2002
Seminar Speaker, Amsterdam 2000 Conference, September 2001
Seminar Speaker, AD2000 Consultation, Virginia Beach, VA, October 1996
Keynote Speaker, Bangkok University, April 1995
Keynote Speaker, Breakthrough International, Hong Kong, April 1995
Educational Program Consultant, Oxford Centre for Mission Studies, Feb. 1995
Seminar Speaker, AIMS International Conference, Virginia Beach, VA, 1993
Research Consultant, University of the Nations, October 1991
Communication Consultant, Grace Bible Church Honolulu, October 1991
Guest Speaker, Department of Education, HIV/AIDS Update Meeting January 1990
Guest Speaker, Hawaii Quarterly AIDS Educator's Meeting, October 1989
Guest Speaker, Student Educators Against AIDS, July 1989

PROFESSIONAL ORGANIZATIONS AND AFFILIATIONS

Asian Mass Communication Research and Information Centre
International Communication Association
National Communication Association
Western States Communication Association
World Association for Christian Communication
World Communication Association