

Academic Vitae

Benson P. Fraser  
Associate Professor  
School of Communication and the Arts  
Regent University, 1000 Regent University Drive  
Virginia Beach, VA 23464-5041  
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EDUCATION

- Ph.D.                    Doctor of Philosophy, International Communication,  
June 1987  
Department of Communication  
University of Washington  
Box 353740  
Seattle, WA 98195-3740
- M.A.                    Master of Arts, Communications  
May 1981  
Department of Communications  
California State University, Fullerton  
Fullerton, CA 92834
- M.A.                    Master of Arts, Psychology  
August 1977  
Graduate School of Education and Psychology  
Pepperdine University  
6100 Center Drive, 5<sup>th</sup> Floor  
Los Angeles, CA 90045
- M.Div.                 Master of Divinity  
June 1975  
School of Theology  
Fuller Theological Seminary  
135 N. Oakland Ave.  
Pasadena, CA 91182
- B.A.                    Bachelor of Arts, Biblical Studies & Psychology  
May 1970  
School of Religion and School of Psychology  
Vanguard University  
55 Fair Drive  
Costa Mesa, CA 92626

EXPERIENCE

August 1986  
to present

Associate Professor  
School of Communication and the Arts  
Regent University  
Virginia Beach, VA 23464

July 1984  
to July 1986

Assistant Professor  
Department of Communication  
College of the Pacific  
University of the Pacific

August 1980  
to June 1984

Teaching Assistant, Research Assistant & Student  
Department of Communication  
University of Washington

October 1979  
to July 1980

Interim Minister  
Plymouth Congregational Church  
Newport Beach, CA

October 1975  
to September 1979

Pastor  
Lake Forest Community Church  
Lake Forest, CA

August 1974  
to September 1975

Counselor  
Newport Beach Center for Counseling and Psychotherapy  
Newport Beach, CA

August 1972  
to August 1974

Associate Minister  
Plymouth Congregational Church  
Newport Beach, CA

June 1970  
to November 1971

Youth Minister  
La Crescenta Assemblies of God  
La Crescenta, CA

August 1969  
to May 1970

Interim Chaplin  
Fairview State Hospital  
Costa Mesa, CA

## PUBLICATIONS

### Referred Journals

Fraser, B. P., Brown, W. J., Wright, C., & Kiruswa, S. (In press). Facilitating dialog about development through digital photography: Seeing through the eyes of Maasai women. *Journal of international and intercultural communication*, 5(1).

Brown, W. J., Kiruswa, S. K., & Fraser, B. P. (2005). Promoting HIV/AIDS prevention through dramatic film: Responses from Eastern Africa. *Eastern Africa Journal of Humanities and Science*, 5(1), 59-78.

Brown, W. J., Kiruswa, S., & Fraser, B. P. (2003), Promoting HIV/AIDS prevention through soap operas: Tanzania's experience with *Maisha*. *Communicare*, 22(2), 90-111.

Fraser, B. P., & Brown, W. J. (2002). Media, celebrities, and social influence: Identification with Elvis Presley. *Mass Communication & Society*, 5, 185-208.

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.

### Book Chapters

Fraser, B. P., & Brown, W. J. (In press). Evangelical celebrity culture. In R. Woods (Ed.), *Evangelicals and popular culture*. New York, NY: Routledge.

Brown, W. J., & Fraser, B. P. (2008). Global identification with celebrity heroes. In S. Drucker & G. Gumpert (Eds.), *Heroes in a Global World*. Cresskill, NJ: Hampton Press, Inc..

Fraser, B. P., & Brown, W. J. (2006). PETA's "Got Beer?" campaign brews up an ethical controversy. In M. Land & B. Hornaday (Eds.), *Contemporary Media Ethics*. Spokane, WA: Marquette Books.

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.

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.

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.

Lindvall, T. R., & Fraser, B. P. (1998). Darker shades of animation: African-American images of the Warner Brothers cartoon. In K. Sandler (Ed.), *The Warner\_Brothers Project*. New Brunswick, NJ: Rutgers University Press.

#### Dissertation

Fraser, B. P. (1987). The diffusion of innovations: A comparison of a Sense-Making and traditional approach in a study of channel use and homophily. Doctoral dissertation, University of Washington. Advisor, Brenda Dervin.

#### Thesis

Fraser, B. P. (1981). *The broadcast coverage of the Korean War*. Master's thesis, California State University, Fullerton. Advisor, Ted Smythe.

#### Academic Conference Papers Presented

Brown, W. J. & Fraser, B. P. (2010). *Operation Blessings Response to the Earthquake in Haiti*. Paper presented at the Religious Communication Association at the National Communication Association's 96<sup>th</sup> Annual Conference, November, 14-17, San Francisco, CA.

Crawford, K., & Fraser, B. P. (2010). *"My daughter is an alcoholic, but her father is a mess!" Stigma and Sobriety beyond the Parsonage: An Exercise in Critical Autoethnography*. Paper presented at the Religious Communication Association at the National Communication Association's 96<sup>th</sup> Annual Conference, November, 14-17, San Francisco, CA.

Fraser, B. P., Wright, C., & Kiruswa, S. (2009). *The Use of Digital Media in Tanzania to Assess the Maasai Women's Views and Understanding of Development*. Paper presented at the Ethnography Division of the National Communication Association's 95<sup>th</sup> Annual Conference, November, 12-15, Chicago, IL.

- Fraser, B. P. (2008). *Fragments of Bonhoeffer's Indirect Communication Found in Flannery O'Connor's Works of Grace in a Fallen World*. Paper presented at the Religious Communication Association at the National Communication Association's 94<sup>th</sup> Annual Conference, November, 20-23, San Diego.
- Buck, M. L., & Fraser, B.P. (2008). *The Red Hat: A Visual Ethnographic Study of Women, Self-determination, and Symbolic Interactionism*. Paper presented at the Ethnographic Division of the National Communication Association's 94<sup>th</sup> Annual Conference, November 20-23, San Diego
- Keeler, J. K. & Fraser, B. P. (2008). *Patterns of Religious Faith Development in a Mediated Environment*. Paper presented at Point Loma University's Pre-conference meeting of the Religious Communication Association's Annual Meeting, November 19, San Diego.
- Riddell, W., & Fraser, B. (2007). *Homeless, Hungry! Me and Dog Need help! An Ethnographic Study of Identity Formation in Chronic Homelessness*. Paper presented at the Ethnographic Division of the National Communication Association's 93<sup>rd</sup> Annual Conference, November 15-18, Chicago.
- Legg, K., Bacon, C., Fraser, B. P., Brown, W.J. & Kiruswa, S.L. (2007). *Visual Study of the Maasai through Digital Photography*. Paper submitted to the Visual Studies Division of the International Communication Association for Presentation at the Annual Conference, San Francisco, May 24-28, 2007.
- Brown, W. J., Fraser, B. P. (2006). *Utilitarian and Communitarian Ethical Approaches to HIV/AIDS: Prevention in Sub-Saharan Africa*. Paper presented to the Annual Conference of the African Studies Association, on November 15-18, 2006, San Francisco, California,
- Brown, W. J., Kiruswa, S. L., & Fraser B. P. (2005). *Promoting HIV/AIDS Prevention among the Military in Kenya*. Paper presented to the Annual Meeting of the International Communication Association, May 26-30, New York, N.Y.
- 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 89<sup>th</sup> 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 89<sup>th</sup> Annual Meeting in Miami, Nov. 19-23, 2003
- Brown, W. J., Fraser, B. P., & Kiruswa, S. L. (2003). *Promoting HIV/AIDS Prevention through Entertainment-Education: Film Intervention in the Tanzanian Military*. Paper presented for presentation to the Mass Communication Division of the National Communication Association's Annual Conference, November 19-23, Miami.
- 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 presented to the World Communication Association's biennial Conference, July 1-14, Stockholm, Sweden.
- Wood, N., Fraser, B. P., & Lindvall, T. R. (2002). *Postmodern tongues of fire: Heteroglossolalia and the Pentecostal tradition*. Paper presented at the annual meeting of the National Communication Association, November 21-24, Atlanta, GA.
- 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. (2001). Transnational celebrity Identification. Paper presented at the 16<sup>th</sup> biennial conference of the World Communication Association, July 1-5, Santander, Spain.
- 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.
- Brown, W. J., & Fraser, B. P. (2001). *Star light star bright: The role of celebrities in entertainment-education*. Paper presented to the Entertainment-Education for Social Change Conference, Arnhem, The Netherlands.

- Bocarnea, M. C., Brown, W. J., & Fraser, B. F. (2000). *Communist mythopoeia: Romania doctrinal documents on edifying the new man*. Paper presented to Rochester Intercultural Conference, Rochester, N.Y., July 20-22, 2000.
- Lindvall, T. R., Brown, W. J., & Fraser, B. P. (1999). A Holy Critique: Examining Visual Translations of the Bible. Paper to be presented to the 85<sup>th</sup> National Conference of the National Communication Association, Chicago, November 4-7, 1999.
- Fraser, B. P., & Macchi, A. (1999). *Images of fatherhood among the urban poor*. Paper presented at the annual meeting of the National Communication Association, November 21-24, Chicago, IL.
- Fraser, B. P., & Brown, W. J. (1998). *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). *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). *The diffusion of "Superbook": One of the world's most popular entertainment-education series*. Paper presented to the 47<sup>th</sup> annual conference of the International Communication Association, Montreal, May 23-27.
- Fraser, B.P., & Brown, W.J. (1997). *Identifications with celebrities and role modeling values. A case study of Elvis Presley Impersonators*. Paper presented at World Communication Association, San Jose, Costa Rica.
- Bocarnea, M. C., Fraser, B. P., & Brown, W. J. (1996). Portrayals of post-communist Romania in United States' newspapers and magazine. Paper presented at the World Communication Association's 13<sup>th</sup> biennial conference, July 23-27, Vancouver, B. C.
- Fraser, b. P. (1996). *Case study of Project light*. Paper presented to the AD 2000 and beyond Media Track Conference sponsored by the Christian Broadcasting Company.
- Fraser, b. P. (1996). *Research for Christian Media Producers*. Paper presented to the AD 2000 and beyond Media Track Conference sponsored by the Christian Broadcasting Company.

- Vankevich, N. & Fraser, B. P. (1996). Islands of Modernity: An ethnographic analysis of Elvis impersonators, and Poachers. Paper presented at the International communications Association convention, Chicago, IL.
- Brown, William J., & Fraser, B. P. (1995). *Public perceptions of negative political campaigns: Responses to the 1994 Virginia senate race*. Competitive 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*. Competitive 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*. Competitive paper to be presented to the Communication Law and Policy Group of the International Communication Association, Albuquerque, May 27-31.
- Brown, W. J., Fraser, B. P., & Bocarnea, M. C. (1994). *The agenda-setting effects of Media coverage of the O.J. Simpson trial*. Competitive paper presented to the Western States Communication Association, Portland, February 11-14.
- Fraser, B. P., & Robles, P. C. (1994). *The role of mass media in Christian conversion: An ethnographic study of personal transformation*. A paper presented at the meeting of the Speech communication Association convention, New Orleans, LA.
- Brown, W. J., & Fraser, B. P. (1993). *A comparative analysis of the uses and impact of daytime television talk shows on religious television viewers*. Competitive 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*. Competitive paper presented to the Annual Meeting of the Religious Research Association, October 28-31, 1993, Raleigh, NC.
- Brown, W. J., & Fraser, B. P. (1993). *A comparative analysis of audience involvement with "The 700 Club" and other daytime television talk shows*. Competitive paper presented to the 3rd Christianity and Communication Conference, June 2-4, Virginia Beach, VA.
- Fraser, B. P. & Whitehurst, J. (1990). *Conversion as reconstruction: Religious conversion as psychological reconstruction*. A paper presented at the meeting of the Society for the Scientific study of Religion, Virginia Beach, VA.

- Fraser, B. P. (1989). Constructivism: A valid alternative for studying religious communication behavior. A paper presented at the meeting of the Speech Communication Association, San Francisco, CA.
- Virts, P., & Fraser, B. P. (1988). *International Christian media commission constituents' use of media in evangelism*. A paper presented at the meeting of the Consultation of the Role of media in Evangelism, Wetzler, West Germany.
- Dworkin, M., & Dervin, B., with Fraser, B., & Shim, A. (1985). Perspective on the convergence of two paradigms of media effects: British cultural studies and uses and gratification's. A paper presented at the meeting of the Philosophy of Communication division of the International communication Association, Honolulu, HI.

#### Academic Research Reports

- Brown, W., Strong, D. & Fraser, B. (2009) *Kushi Ko Sansar* Focus Group Research Report. A study of a popular children's television program in Nepal. The report was generated and shared with CBN and as a result the program producers in Nepal received additional support to continue and enhance the program.
- Dervin, B., & Fraser, B. P. (1985). *How libraries help*. A publication of the Department of Communication, University of the Pacific, Stockton, CA. for the California State Library, Sacramento, CA
- Dervin, B., & Nilan, M., with Wittet, S., Krenz, C., Baker, S., Nickinovich, D., Kwan, C., House, E., Fraser, B., & McBride T. (1982, October). *Safeco image study: The situational roots of Safeco images*. Report presented to the Vice President for Public Relations, Safeco Insurance Companies, Seattle, WA.
- Dervin, B., Nilan, M., Krenz, C., Wittet, S., with Fraser, B., House, E., Nockinovich, D., Hagan, L., Baker, S., Shrewsbury, D., Coulston, P., Shneider, E., Sullivan, A., Mustafa, H., Ovritsch, L., Goepple, S., Rome, S., Sarre, S., Preuhs, S., Yuksel, S., & Solfson, A., (1982, June). *When cancer strikes: How cancer patients make sense out of their health situations*. Report presented to the office of Cancer Communications, National Cancer Institution, Procurement order #263-mo-102094-3.

#### Non-Academic Publications

- Lindvall, T. R., Brown, W. J., & Fraser, B. P. (2008). *Local News in Hampton Roads*. In James Koch (Ed.), Hampton Roads Economic Study.
- Brown, W. J., & Fraser, B. P. (2001, January). Hip-hop culture and the church. *Christianity Today*, 45, 48-54.

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.

Henrich, D., Brown, W. J., & Fraser, B. P. (1997, February-March). AD 2000. *Religious Broadcasting*, p. 92.

### RESEARCH AND PRODUCTION GRANTS

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. I was part of a team of scholars who worked on this project and was granted this award.

2002: Awarded \$14,850 from the Department of Defense to produce a Swahili version of "On the Edge," an HIV/AIDS prevention film for the Tanzanian Military. I was part of a team of scholars who worked on this project and was granted this award.

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

2001: Awarded \$109,940 from the Department of Defense to produce and study the effects of an HIV/AIDS prevention film for the Tanzanian Military. I was part of a team of scholars who worked on this project and was granted this award.

1986: Awarded a \$25,000 grant from the U. S. Department of Education to study how California libraries help people.

### ACADEMIC PRESENTATIONS AND ACTIVITIES

Fraser, B. P. (2007). *Mediated vs. Traditional ministry, methods of the evangelical ministry: Tony Campolo, C. S. Lewis, Francis Schaeffer and Billy Sunday*. Chaired a panel sponsored by Religious Communication Association at the National Communication Association's 93<sup>rd</sup> Annual Conference, November 15-18, Chicago.

Fraser, B. P. (2007). *Cross Cultural Communication: Lessons from the Field: Explorations in visual ethnography – grayhounds, maasai and rock and roll*. Chaired a panel at the Virginia Association of Communication Arts and Sciences (VACAS) Annual Conference, October, 19 & 20, Virginia Beach, VA.

Guest lectured on *Action Research* at the doctoral residency for the School of Global Leadership and Entrepreneurship at Regent University, Virginia Beach, VA June, 2007.

Theory Division Chair, Religious Communication Association (RCA) 2003.

*The Media's Role in Diffusing Values and Beliefs through Celebrities and Role Models.*  
Presentation at the Finding Your Angle Journalism Conference. Regent University,  
VA., February 1997.

Panel Moderator: *Ecumenical Jihad (Ecumenism and the Culture War)* by Peter  
Kreeft, Faculty Forum, Fall Faculty Retreat, October, 1996.

Site Coordinator for the *Christianity and Communication Conference: Faith Story and  
Community*. Regent University, Virginia Beach, VA June, 1993.

Participant: *Christianity and Communications*. Summer Workshop sponsored by The  
Christian College Coalition, Anderson University, Anderson, IN, June, 1989.

### FACULTY SERVICE

- Director of the Center for the Study of Faith and Culture: In this position I have brought in several guest speakers and panels--including putting on three major conferences for Regent University: 1. Hip Hop Nation and the Church, 2. Truth, Beauty and Faith, 3. Image.
- Chair of Department of Communication Studies from 2000-2002
- Served on the following university committees:
  - University Institutional Review Board (IRB) 2007 - present
  - Curriculum and Institutional Review Committee (CIRC) 2005-2007
  - Faith and Learning Conference Committee (FLIC), 2001-2003
  - Spiritual Life Committee
  - Missions Committee
  - Institutional Effectiveness Committee
  - Communication Studies Committee
- Served on the following school committees:
  - Doctoral Committee
  - Communication Studies
  - Admissions Committee
  - CIRC
  - Admissions and Recruitment Committee
  - Search Committee
  - Chair of the School IRB 2007

### COMMUNITY SERVICE

- Board Member, Friends of Saint John's University (FSJU) 2006-present
- Board Member, Friends for African Development (FAD) 2007-present

- Board Member, Earth Conservancy 2003 - 2007.
- Board Member, Broken Chains (an inner-city ministry located in Chesapeake, VA) from 1989 - 2003
- Board Member, Youth Entertainment Studios, (an international ministry with headquarters in Virginia Beach) 2000 - 2003
- During 2005-2007 have taken three groups of people from my church to do development work in Tanzania.

### BUSINESS AND CONSULTING EXPERIENCE

Brown, Fraser, & Associates, Communications Research Consultants, Int'l, Chesapeake, VA, 1993-present

Research Consultant, Marketing Division, Christian Broadcasting Network (Victor King Video). Direct marketing research projects and consult on marketing strategies for the 700 Club and other clients. 1989-1993.

Research Director: *How Libraries Help*. A University of Pacific study conducted in Stockton, California. Study was supported in part by a 25 thousand dollar grant from the U.S. Department of Education, 1986.

Research Assistant: University of Washington faculty. Assisted in primary research on two studies: (1) *When Cancer Strikes* and (2) *Safeco Image Study*. (1981-1982).

### RESEARCH CONSULTING, TRAINING, & MARKET ANALYSIS

American Bible Society  
 American Center for Law and Justice  
 Ark Multimedia Publishing Company  
 Billy Graham Conference: Amsterdam 2000  
 California State Library Association  
 Charles Stanley Ministry  
 Christian Broadcasting Network  
 Episcopal Renewal Movement  
 First Baptist Church of Norfolk  
 Founders Inn & Conference Center  
 In Touch Ministries  
 International Family Entertainment/Family Channel  
 Newington-Cropsey Foundation  
 Operation Blessing (Humanitarian Relief Organization)  
 Regent University  
 United Way of Hampton Roads  
 U.S. Department of Education  
 The U.S. Army Corps of Engineers  
 The U.S. Department of Defense – HIV/AIDS projects  
 WorldReach

### PROFESSIONAL MEMBERSHIPS

International Communication Association  
National Communication Association  
Religious Communication Association  
Society for the Scientific Study of Religion  
World Communication Association

#### HONORS AND ACHIEVEMENTS

Regent University: Twenty-Year Distinguished Service Award – 2007  
National Association of Congregational Churches (Ordained Minister in 1976)  
Who's Who in American Colleges and Universities – 1970  
Student Body President at Southern California College – 1969-1970  
Delta Kappa – 1969-1970  
Missions President at Southern California College – 1968-1969  
Chaplain in the Army Reserves from 1972 – 1988.