

Curriculum Vita

Steven R. McClung, Ph.D.

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GENERAL INFORMATION

University address: Associate Dean and Director of Graduate Studies
Stetson School of Business and Economics
1501 University Ave.
Macon, GA 31207

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Professional Preparation

Sept. 1995 – Aug. 1999 Doctorate, University of Tennessee, Knoxville, TN.
Major: Broadcasting, Minor: Information Sciences.

Sept. 1984 – July 1986 Master of Arts, Marshall University, Huntington, WV. Major:
Broadcasting.

Sept. 1980 – Aug. 1984 Bachelor of Arts, Marshall University, Huntington, WV.
Major: Counseling.

Professional Experience – Administration 2010 - Present

July 2014 – Present: Associate Dean and Director of Graduate Studies – Macon

- Macon budget allocation
- Working with alumni and development on fundraising for Finance Club fund
- Helped increase graduate enrollment on Macon campus by more than 75%
- AACSB seminar on Aspiring Deans - Tampa
- Allotted additional computer lab
- Helped acquire Bloomberg Terminal
- Re-accreditation teams for SACS and AACSB
- Annual faculty/adjunct evaluation, scheduling, hiring and retention
- SACS/AACSB compliance evaluator
- Director of Macon Evening MBA, Warner Robins Air Force Base weekend MBA and Navicent Healthcare System MBA
- Media planning/buying for Macon MBA programs
- Travel Allocation

- University Distance Learning Committee, Graduate Curriculum Committee, Undergraduate Curriculum Committee, General Education Committee, University Research Committee, University Sports Committees and University Student Retention Committee
- 1/1 teaching load

Sept. 2013 – July 2014: Associate Dean of Faculty and Research – Atlanta/Macon

- AACSB accreditation CIR team – Standards 9-10 and assessment of learning
- University SACS re-accreditation team responsible for faculty credentials
- Macon budget allocation
- Established research quality standards for faculty
- MU online curriculum task force
- Faculty development, hiring, compliance, retention, annual faculty evaluations
- Faculty research and teaching development/standards for SACS/AACSB, adjunct teaching development
- Curriculum development, on-line curriculum development
- Travel allocation
- Budgeting for Macon campus
- 1/1 teaching load and research

Feb. 2012 – Sept. 2013: Associate Dean and Director of Graduate Studies – Macon

- Macon campus budget
- SACS/ AACSB compliance
- AACSB seminar on Assessment of Learning, Phoenix, AZ
- Annual faculty/adjunct evaluations faculty development
- Director of Macon Evening MBA, Warner Robins Air Force Base weekend MBA and Navicent Healthcare System MBA.
- 3/3 teaching load and research

Aug. 2010 – Sept. 2013: Director of Graduate Studies – Macon

- Director of Macon Evening MBA, Warner Robins Air Force Base weekend MBA and Central Georgia Healthcare System MBA
- Student recruiting and retention, curriculum development
- Staffing, hiring, scheduling and AACSB assessment compliance
- 3/3 teaching load and research.

Professional Experience – Faculty 1999 - Present

Aug. 2009 – Aug. 2010: Associate Professor of Marketing – Mercer University

- Director of Sports Business program
- Responsible for 3/3 teaching load, research and service

May 2008 – Aug 2009: Associate Professor College of Communication, Division of Integrated Marketing Communication, Florida State University

- Responsible for 2/2 teaching load, grant/funded research procurement and service
- Chair of Technology Committee responsible for \$400K budget.

Sept. 2001 – May 2008: Assistant Professor of IMC – Florida State University

- 2/2 teaching load, grant/funded research procurement and service

Sept. 2000 – May 2001: Visiting Professor – University of Tennessee – Knoxville
Department of Broadcasting, College of Communications

Sept. 1999 – May 2000: Assistant Professor – Georgia Southern University, Department of Broadcasting, College of Communication

SCHOLARLY ACTIVITIES

Intellectual Contributions

Refereed Journal Articles Published

McClung, S. and Rynarzewska, A. (2015). Purchase Intention Behind Mercer University's Inaugural Football Team. *International Review on Public and Nonprofit Marketing*. 26 March, 2015, 1-13.

McClung, S., Freeman, K. and Malone, D. (2015). Consumer Self-confidence in Wine Consumers: The Role of Knowledge-based Factors. *Journal of Promotion Management*, 21:5, 601-613.

Rynarzewska A. and McClung, S. (2012). Using affect as a tool for target market homogenization: Sportswear advertising among the community of sports participants. *Florida Communication Journal*, Vol. 40, No. 1, Spring 2012 1-15.

McClung, S., Eveland, V., Sweeney, D. and James, J. (2012). The role of the Internet site in the promotion management of sports teams and franchise brands. *Journal of Promotion Management*. Vol. 18 No. 2. 169-188.

Wang, X and McClung, S. (2012). The Immorality of Illegal Downloading: The Role of Anticipated Guilt and General Emotions. *Computers in Human Behavior* 28 (2012) 153–159.

Wang, X. and McClung, S. (2011). Toward a Detailed Understanding of Illegal Digital Downloading Intentions: An Extended Theory of Planned Behavior Approach. *New Media and Society*. June, 2011; vol 13: 663-677.

McClung, S. and Wright, B. (2011). Marketing strategies of NCAA, Football Bowl Subdivision sports websites: Does the BCS money trickle down? *Journal of Communication Studies* Special edition on Sports and Communication.

Kim, M. and McClung, S. (2010). Acceptability and Ethics of Product Placement in Sport Video Games. *Journal of Promotion Management*. Volume 16(4). 411-427.

McClung, S. and Johnson, K. (2010). Examining the Motives of Podcast Users. *Journal of Radio and Audio Media*, Vol. 17(1), 82-95.

Fitzgerald, M., Sapolsky, B. and McClung, S. (2009). Offensive language on morning radio show programs. *Journal of Radio and Audio Media*. Vol. 16 (2), 181 – 199.

Koo, G., Hardin, R., McClung, S., Jung, T., Cronin, J. and Vorhees, C. (2009). Effects of dimensions of service quality on spectators' cognitive and affective responses: Minor League Baseball. 2007. *International Journal of Sports Marketing and Sponsorship*. Vol. 11, 46 – 59.

Tomaszeski, M., Proffitt, J. and McClung, S. (2009). Who are the political bloggers? A baseline study of political bloggers and their views on their relationship to the news. *Atlantic Journal of Communication*. Vol. 17, No. 2, (16) 2009, 72-87.

Hong, M., McClung, S. and Park, Y. (2008). Assessing differences in interactivity features of newspaper Websites: A content analysis of online versions of Korean and U.S. newspapers. *CyberPsychology, Behavior and Social Networking*. 11(4): 505-509.

McClung, S. and Cleophat, C. (2008). Product placement in African-American targeted shows on the defunct UPN Network. *Journal of Promotion Management*, Vol. 14, No 1-2, 121-136.

O'Donnell, P. and McClung, S. (2008). MP3 music blogs: Their efficacy in selling music and marketing bands. *The Atlantic Journal of Communication*. Vol. 16 No. 2. 71-87.

Kinnally, W., Lacayo, A., McClung, S., and Sapolsky, B. (2008). Getting up on the download. The utility and satisfaction of acquiring music via the Web. *New Media and Society*. Vol. 10, No. 6, 893-913.

Desztich, R. and McClung, S. (2007). Indie to an extent? Why music gets added to college radio playlists. *Journal of Radio Studies* 14:2, 196 – 211.

Jung, T., Youn, H., and McClung, S. (2007). Motivations and self-presentation strategies on

Korean based 'Cyworld' Weblog format personal home pages. *CyberPsychology, Behavior and Social Networking*. 10(1), January. 24-31.

McClung, S., Pompper, D., and Kinnally, W. (2007). The functions of radio for teens: Where radio fits among youth media choices. *Atlantic Journal of Communication*. Vol. 15, No. 2. 103-119.

McClung, S., Mims, B., and Hong, C. (2003). College radio streaming and legal uncertainty. *Journal of Radio Studies*. 10:2 December, 2003, 156-169.

Hardin, R. and McClung, S. (2002). Collegiate sports information: A profile of the profession. *Public Relations Quarterly*. Vol. 47, No. 2. Summer 2002, 35-39.

McClung, S. (2001). College radio station web sites: Perception of value and use. *Journalism and Mass Communication Educator* Vol. 56/1, Spring, 2001, 62-73.

Wilkinson, J., Bates, B., Chambers, L.T., and McClung, S. (2000). What makes a good radio remote: Factors leading to perceived cost-effective and well received radio promotional sales events. *The Journal of Broadcasting and Electronic Media* Vol. 44, No. 4, Fall 2000, 716-730.

Refereed Book Chapters Published

Wilkinson, J., McClung, S. and Sherring, V. (2009). A cross-cultural comparison of the dynamics of convergent media. *Understanding Media Convergence*. pp. 64-83. Wilkinson, J. & Grant, A. (eds.). Oxford University Publishing, 2008. New York, NY.

Wilkinson, J. and McClung, S. (2007). Diverging media convergence: perceptual differences across cultures, genders and habits. *East-West Identities: Globalization, Localization and Hybridization*. pp. 371-388. Kwok-bun, C., Walls, J. & Hayward, D. (Eds.). Brill Academic Publishers. 2007. Leiden, the Netherlands.

McClung, S., Hardin, H. and Mondello, M. (2004). Marketing on the Web: Collegiate athletic sites. *Sharing Best Practices in Sport Marketing: The Sport Marketing Association's Inaugural Book of Papers*. pp. 35-45. Pitts, B. (Ed.). Fitness Information Technology: Morgantown, WV.

Books

Lloyd, J. and McClung, S. (2008). What's the news? A study of senior citizens' television news Uses and Gratifications. VDM Publishing, 2008. Saarbrucken, Germany.

Conference Proceedings

McClung, S., Herrmann, S. and Anderson, T. (2012). The product placement of the Gulfstream brand in the HBO show *Entourage*. *The Association of Marketing Theory and*

Practice conference in Myrtle Beach, SC, March 2012.

Koo, G., Hardin, R., McClung, S., Jung, T., Cronin, J. and Vorhees, C. (2007). Effects of dimensions of service quality on spectator cognitive and affective responses: Minor League Baseball. Proceedings of the Academy of Marketing Science Annual Conference, 99-102.

McClung, S. and Holdorf, R. (2006). The role of teen oriented fashion magazine content on clothing purchasing behaviors. Child and Teen Consumption 2006. Copenhagen Business School, Department of Marketing Center for Marketing Communication. Copenhagen, Denmark. April, 2006. 68-69.

Editor Reviewed

Jung, T. and McClung, S. (2007). Losing weight on the Web? A content analysis of dieting-related websites. Health Information on the Internet. Vol. 58, Number 1. Autumn 2007.

Smiley, R. and McClung, S. (2006). Advertising avoidance and digital video recorders. Feedback Vol. 47 Number 5. 38 - 47.

McClung, S. and Lloyd, J. (2003). Tell it like it is! A qualitative analysis of how college radio station managers view pending Internet streaming legislation. Feedback. Vol. 44 Number 3. 27-34.

Harmon, M., McClung, S. and Vareka, A. (2003). Accuracy in television news - revisited: Are things any different 25 years later? Feedback. Vol. 44. Number 2. 46 - 52.

McClung, S. (1999). Who uses college radio station Web sites? Feedback. Fall, 1999, Vol. 40, No. 4. 27-34.

McClung, S. and Wilkinson, J. (1997). Record companies and college radio: Investing and learning. Feedback. Vol. 38 No. 4, 5-8.

Contracts, Grants and Funded Research

Sapolsky, B., Heald, G., Rayburn, J., and McClung, S. Maternal Health Statewide Needs Assessment. Funded by State of Florida Department of Health, Tallahassee, FL. (December 2004 – May, 2005). Total Dollar Award \$53,000.

McClung, S. First Year Assistant Professor Award, Florida State University. Total Dollar Award \$10,000.

McClung, S. and Harmon, M. University of Tennessee College of Communications Research Center SARIF grant. Local television news accuracy. (Awarded 2001). Total Dollar Award \$2,700.00.

University of Tennessee College of Communication grants to complete research projects with graduate students. 2001, Amy Varecka. Total Dollar Award \$1,000.00.

Wilkinson, J., Bates, B., Chambers, L.T., and McClung, S. What makes a good radio remote: Factors leading to perceived cost-effective and well received radio promotional sales events. Funded by the National Association of Broadcasters. Total Dollar Award \$5,000.00.

Refereed Papers Presented at Conferences and Symposia

McClung, S., Herrmann, S. and Anderson, T. (2012). The product placement of the Gulfstream brand in the HBO show Entourage. The Association of Marketing Theory and Practice conference in Myrtle Beach, SC, March 2012.

Rynarzewska, A. and McClung, S. (2011). Using affect as a tool for target market homogenization: Sportswear advertising among the community of sports participants. Florida Communication Association Conference. Oct. 13-15, 2011. Orlando, FL.

Wang, X. and McClung, S. (2011). Toward a Detailed Understanding of Illegal Digital Downloading Intentions: An Extended Theory of Planned Behavior Approach. International Communication Association Conference. Boston, MA. May, 2011.

McClung, S. (2010). Student Booster Programs: Marketing Communication for the Non-Believers. Sport Marketing Association 8th Annual Conference of the Sport Marketing Association, October 26-29, 2010 in New Orleans, Louisiana.

McClung, S. and Wright, B. (2010). Marketing strategies of NCAA, Football Bowl Subdivision sports websites: Does the BCS money trickle down? Presented at the Fourth Summit on Communication and Sport co-sponsored by Kent State University and Youngstown State University. *Manuscript selected for the panel on distinguished research at the Summit.* March 2010, Cleveland, OH.

McClung, S. and Johnson, K. (2009). Examining the motives of podcast users. Presented to the Open Division of the Radio & Audio Media paper competition 2009 BEA conference, April 22, 2009, Las Vegas, NV.

Kim, M. and McClung, S. (2009). Acceptability and Ethics of Product Placement in Sport Video Games. Presented the 2009 North American Society of Sport Management conference, May, 2009 in Columbia, South Carolina.

Harmon, M. Hubbard, G., Bates, B., Chambers, T. and McClung, S. (2008). Public opinion about broadcasting's public interest obligations: Diversity, localism and ownership. Presented at the American Association for Public Opinion Research, May 16, 2008, New Orleans, Louisiana.

Fitzgerald, M., Sapolsky, B. and McClung, S. (2008). Offensive language on morning radio show programs. Second Place in Open Division of the Radio & Audio Media paper competition. Presented at the 2008 BEA conference, April, 2008, Las Vegas, NV.

Koo, G., Hardin, R., McClung, S., Jung, T., Cronin, J. and Vorhees, C. (2007). Spectator satisfaction of service quality at minor league baseball games. Paper presented at the Sports Marketing Quarterly Conference, Pittsburgh, PA.

Koo, G., Hardin, R., McClung, S., Jung, T., Cronin, J. and Vorhees, C. (2007). Effects of dimensions of service quality on spectators' cognitive and affective responses: minor league baseball. Paper presented at the 2007 Academy of Marketing Science Annual Conference. Coral Gables, FL.

Park, Y., Wongrujira, M. and McClung, S. (2007). Online news source readership motives and interactivity engagement on newspaper and news related websites. Paper presented at the Association for Education in Journalism and Mass Communication, Southeast Regional Colloquium, New Orleans, LA.

Holdorf, R. and McClung, S. (2006). The role of teen oriented fashion magazine content on clothing purchasing behaviors. Paper presented at the Child and Teen Consumption 2006, Copenhagen, Denmark.

Desztich, R. and McClung, S. (2006). What influences college radio programmers to add artists to their play lists? Paper presented at the Popular Culture/American Culture Association (PCA/ACA) Joint Radio Interest Group. Atlanta, GA.

Hong, M., Park, Y., and McClung, S. (2005). Assessing differences in interactivity levels of newspaper websites: A content analysis of online versions of Korean and U.S. newspapers. Paper presented at the Association for Education in Journalism and Mass Communication, Conference, San Antonio, TX.

McClung, S., Pompper, D., and Kinnally, W. (2005). Appealing to abandoning adolescents: Radio use motivation factors and time spent listening. Paper presented at the International Communication Association Convention, New York.

Tuzunkan, F., McClung, S. and Hardin, R. (2004). The efficacy of marketing on college bowl web sites: How far do the bowls have to go? Paper presented at the Sport Marketing Association Conference, Memphis, Tennessee.

McClung, S. (2004). What women want: An analysis of Adult Contemporary radio websites. Paper presented at the Broadcast Education Association Conference, Las Vegas, NV. *First Place Paper in Internet and Radio Open Division.*

McClung, S., and Hardin, R. (2003). Marketing on the web: Collegiate athletic sites. Paper presented at the Sports Marketing Research Conference, Gainesville, FL.

Wilkinson, J. and McClung, S. (2003). Sender-receivers, new media use, and the implications for the converged audience. Paper presented at the Dynamics of Convergent Media Conference, Columbia, SC.

McClung, S. and Lloyd, J. (2003). Tell it like it is! Student media advisors give their opinions on Internet streaming during times of legal ambiguity. Paper presented at the Broadcast Education Association Conference, Las Vegas, NV. *Third Place Paper in Student Media Advisors Open Division.*

McClung, S., Mims, B., and Hong, C. (2003). The last bastion of Internet streaming: College radio websites. Paper presented at the National Broadcasting Society Conference, St. Louis, MO. *First Place Paper in the Juried Paper Competition.*

McClung, S. and Wilkinson, J. (2002). A cross-cultural comparison of the dynamics of convergent media. Paper presented at the Dynamics of Convergent Media Newsplex Week Academic Conference. College of Mass Communications & Information Studies, University of South Carolina, Columbia, SC.

Hardin, R., and McClung, S. (2002). Skills assessment for the converging environment: A survey of collegiate Sports Information Directors. Paper presented at the Association for Education in Journalism and Mass Communication, Southeast Colloquium, Gulfport, MS.

Harmon, M., McClung, S. and Vareka, A. (2002). Accuracy in television news: 25 years later. Paper presented at the University of Tennessee, College of Communications Research Symposium. Knoxville, TN.

McClung, S. (2001). College radio station Web sites: What people value in them and why they use them. Paper presented at the Broadcast Education Association Conference, Las Vegas Nevada. *1st Place paper in Student Media Advisors Division open category.*

Creative Work - Web Site Design. (1998). Web Design Contest co-sponsored by the divisions of Communication Technology & Policy and Visual Communications of Association for Education in Journalism and Mass Communication, for WWW Page: UT College of Communications Graduate Studies. Presentation conducted at AEJMC convention, Baltimore MD. *First Place Winner.*

Chambers, T. and McClung, S., (1998). The telecommunications act of 1996: Radio market share stability and competition. Paper presented at the Broadcast Education Association Conference, Las Vegas, NV

Doctoral Dissertations Masters and Undergraduate Theses

Served as director or committee member of seven doctoral dissertations, directed nine masters theses and seven undergraduate honors theses. Served as committee member on numerous master's theses and undergraduate honors theses from 2001-2012.

Honors and Awards

Paper of distinguished research. Marketing strategies of NCAA, Football Bowl Subdivision sports websites: Does the BCS money trickle down? The Fourth Summit on Sport and Communication, 2010. Cleveland, OH. (2010).

Florida State University. Inaugural Honors Thesis Mentor Award. (2006).
First Place Paper in Open Division - "What women want: an analysis of AC radio Websites." Broadcast Education Association Convention. April, 2004. Broadcast and Internet Radio Division.

Third Place Paper in Open Division. "Tell it like it is! Student media advisors give their opinions on Internet streaming during times of legal ambiguity." Broadcast Education Association Convention. April, 2003. Student Media Advisors Division.

First Place Paper in the Juried Paper Competition. The last bastion of Internet streaming: College radio websites. NBS Conference, St. Louis, MO., March 5-8, 2003.

SERVICE

The Profession

Editorial Board Memberships

Editorial Board Member - Journal of Promotion Management (2010 – Present)
Editorial Board Member - Journal of Broadcasting & Electronic Media (2007- 2012)
Editorial Board Member - Journal of Radio and Audio Media (2002 – Present)
Editorial Board Member - Journal of Sports and Media (2013 - Present)

Guest Reviewer for Refereed Journals

New Media and Society (2013)
Atlantic Journal of Communication (2011, 2012)
Sport Management Review (2010, 2012)
Journal of Cyberpsychology, Behavior and Social Media (2009-2014)
Journal of Broadcasting and Electronic Media (2004)

Service to Professional Organizations

Conference Reviewer - Sports Interest Group, Association for Education in Journalism and Mass Communication (2010, 2011, 2012).
Conference Reviewer - Broadcast Education Association (2003- Present).
Conference Reviewer - Association for Education in Journalism and Mass Communication (2007, 2009, 2010).

Service to the University

Mercer University Undergraduate Education Curriculum Committee
Mercer University Distance Learning Committee
Mercer University Graduate Curriculum Committee
Mercer University Undergraduate General Education Committee
Mercer University Student Retention Committee

Mercer University Athletics Council
SSBE Social Media Committee
Faculty Member – Delta Sigma Pi Business Fraternity