

ALAN BUCK
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Curriculum Vitæ

Education

Elon University, *School of Communication, Elon, North Carolina*
Master of Arts; Interactive Media; 2013

The University of North Carolina at Greensboro, *Greensboro, North Carolina*
Bachelor of Arts; Media Studies, Concentration Media Management; 2010

Leadership

Meredith College, *Director of Post-Bac Certificate Program in Digital Communication, 2019- present*
Primary responsibilities involve oversight of all aspects of the post-baccalaureate program including recruitment and admissions, curriculum development, student assessment, and program evaluation. Responsible for expanding the scope of this program to enroll students seeking careers in any profession where digital skills are required. Involved in teaching activities including course instruction, student assessment, and advising and mentoring students within the program. Also in charge of social media platforms for the program.

Teaching

Meredith College, *Assistant Professor, 2016-present*

COMM 290 Introduction to Mass Communication

An introduction to the field of mass communication that deals with the examination of radio, newspapers, magazines, film, television and the internet. The course includes historical backgrounds of each division, career opportunities, current trends, and predictions. It is designed to enhance student appreciation of the various components of mass media.

COMM 365 Digital Media Convergence

Convergence is the blending of text, sounds, still and motion images in the media environment to create integrated media. This course features units on visual literacy, photo editing, audio processing, video editing and web publishing. Students learn theories of audio and visual aesthetics and produce content for the web.

COMM 380 Social & Interactive Media

This course focuses on developing Social Media content for information sharing, branding, and marketing. Along with readings and discussion of research regarding interactive and social media, students will develop their own social media presence and writing.

COMM 415 PR Cases and Campaigns

As a capstone experience, students engage in service learning to create a campaign client-based project in a nonprofit setting.

COMM 949 Meredith College Media Association

Meredith College Media (MCM) aims to foster an environment where students can express themselves creatively while implementing the skills they are learning in class. MCM is under the Communication Department, but allows students from other departments to participate. MCM is comprised of three media outlets which include: Avenging Productions: A YouTube channel that will serve as the platform for all video content created by MCM. Hark: A podcast that is completely recorded, edited, and produced by students. Onyx & Oak: A lifestyle journal that is completely compiled, designed, edited, and produced by students.

The University of North Carolina at Chapel Hill, Adjunct, 2016-present

MEJO 121 Introduction to Digital Storytelling

Introduces students to the tools and skills needed to engage in quality news-oriented storytelling with audio, video and multimedia. Students will learn to deliver news stories using multiple platforms, taking advantage of the strengths of each.

Campbell University, Instructor, 2015-2016

COMM 207 Introduction to Broadcasting and Electronic Media

Survey of radio and television, including the history of the industries, programming, sales, management, and regulation.

COMM 217 Writing for Broadcasting and Electronic Media

Process of broadcast writing: concept development, script/storyboard preparation and message propagation.

COMM 257 Campbell Now TV

Students gain practical skills and work experience through the production of Campbell NOW! TV, a campus cable television program. Students serve in pre-production, writing, reporting, editing, studio production, and/or post-production positions.

COMM 327 Television Studio Production

Basic elements of studio television production: the principles of videography, camera operation, lighting, audio, and production management. Students also learn how television shows are taken from concept to completion. This course is taught as a combination of lecture and lab.

COMM 347 Digital Video Production

Scripting, producing, directing, and editing of longer form, non-news television programs using the tools of digital electronic field production (EFP). Lectures and arranged labs teach the fundamentals of EFP camera operation, lighting, audio, digital editing, and other post-production tools. Each student will participate in origination of two portfolio-worthy video productions.

COMM 233 Introduction to Photography

Basics of digital photography; shooting; lighting; production; use of Adobe Photoshop; prerequisite for all other photography courses.

Meredith College, Adjunct, 2015

COM 400 Digital Media Convergence

Convergence is the blending of text, sounds, still and motion images in the media environment to create integrated media. This course features units on visual literacy, photo editing, audio processing, video editing and web publishing. Students learn theories of audio and visual aesthetics and produce individual content for the web. This course is taught as a combination of lecture and lab.

William Peace University, Adjunct, 2013-2015

COM 106-406 Newspaper

Developing print reporting skills through practice. Students report, copyedit and layout the William Peace University newspaper, The Peace Times. Oversee assignment meetings, editing, ad sales, publication and distribution.

St. Augustine's University, Adjunct, 2013-2014

COM 331 Broadcast and Film Editing

Provides an introduction to the theory and practices of film and video post-production. Students study representative works of television and film in the context of aesthetic values, evolving genres, and technical innovations.

Central Carolina Community College, Adjunct, 2011-2012

BPT 250 Institutional Video

This course covers development and production of non-broadcast video productions for clients. Emphasis is placed on satisfying client objectives, interviewing, research, site surveying, script review, photography and postproduction.

BPT 210 Broadcast Management

This course introduces students to management duties within the fields of broadcasting and other electronic media. Emphasis is placed on the management of broadcast stations and cable systems, including financial, personnel, news, sales, and promotion management.

Speaking

Associated College Press/College Media Association's Annual Fall Conference 2019. Co-Hosted a session titled: "You're On In Three: Managing and Staffing a College Media Platform."

Awards

Elon University Interactive Media Scholarship recipient (2012-2013)

UNCG, Class of 1948 Scholarship recipient (2008)

Associated Press Award, Best Feature Video-Honorable Mention (2002)

Broadcasting and Cinema's Undergraduate Student of the Year, UNCG (2007-2008)

Professional Service

Town of Apex, Parks, Recreation, and Cultural Resources Advisory Commission, (2017-2020, 2020-2023), Vice-Chair

Board of Directors, Designed For Joy, Raleigh, NC (2019-2020)

Board of Directors, UNCG Alumni Association (2010-2012)
Executive Committee
Chairman, Communications Committee

Relevant Work Experience

Freelance *Apex, NC (2004-Present)*

- Coordinate the production of training videos, video tutorials and promotional videos for multiple companies.
- Responsibly manage entire process from concept to completion.

General Manager *Spartan Television, UNCG, Greensboro, NC (2006-2010)*

- Oversaw the entire operation and execution of campus television student group.
- Hosted and produced the only televised political debate for the NC candidates running for US Senate.

Director of Special Events *Westover Church, Greensboro, NC (2006-2010)*

- In charge of execution of services, including special events.
- Production liaison for the Greensboro Symphony POPS concerts held at Westover.
- Handled budget and invoicing for the Symphony and coordination of volunteers and staff.

Director of Promotions *WTWB, Greensboro, NC (2005-2006)*

- Effectively operated, managed and promoted the television station through promotional spots, the website and station events throughout the community.
- Managed a budget of over \$400,000.
- Website hits were increased from 9,500 to 65,000 a month.

Producer/Videographer *Zoom Culture Productions, Chapel Hill, NC (2002-2003)*

- Supervised and coordinated the production of television pilots for networks.
- Trained a network of videographers in writing, shooting, editing, and lighting.

News Videographer *WLFL-TV, WHNS-TV, WRDW-TV (1997-2002)*

- Shot, edited and produced special projects, promotional stories and daily news.
- Interviewed and covered major political figures and celebrities.
- Worked with and without a reporter shooting daily news stories. Operated live truck and traveled for satellite shots.