

Terry Likes, Ph.D.
Department Head, Professor
Department of Communication
Mississippi State University

*Abbreviated vita

Contact Information

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Summary of Experience

- 11 Years academic administrative experience as Department Chair
- 107 Awards/Honors from media and academic work during 1987-present including:
 - 2021 Broadcast Education Association “Award of Excellence” and MS Association of Broadcasters 1st place
 - 2019 World Journalism Education Congress “Award of Excellence”
 - 2017 Library of American Broadcasting Foundation’s Broadcast Historian Award
 - 2013 Journalism Educator of the Year award – Southeast Journalism Conference
 - 16 National awards from the Broadcast Education Association Festival of Media Arts, 2 Best of Festival
 - 9 Regional Edward R. Murrow awards from the Radio/TV Digital News Association
 - 44 Associated Press awards (Louisiana/Mississippi, Kentucky, Tennessee)
- 37 Conference presentations
- 11 Academic journal articles/essays
- 16 Professional Publications
- 4 Fellowships
- 3 Years full-time media experience, 23 years freelance
- 3 Number of broadcast journalism programs turned into award winners
- 334 Student awards to students from projects developed in my advanced journalism courses
- 1 Student broadcast journalism national championship
- 25+ Years in higher education

Administrative & Faculty Positions

Head and Professor 2019-present	Department of Communication Mississippi State University – Starkville
Chair and Professor 2008-2019 2008-2016 Chair, 2017-2019	Department of Communications Tennessee State University – Nashville
Professor 1988-2008	School of Journalism & Broadcasting Western Kentucky University – Bowling Green

Media Experience

Freelance Reporter	<i>WMSV-FM</i>	2019-present	Starkville, MS
TV Host	MSTV Communication Connection 2019-present Starkville, MS		
Freelance Reporter	<i>Tennessee Radio Network, Various NPR/state network and tv affiliates</i>	1998-2019	Nashville, TN
Sports Announcer	<i>WKYU-TV</i>	1995-1996	Bowling Green, KY
TV Commentator	<i>WSMV-TV (NBC)</i>	1992-1993	Nashville, TN

Sports Announcer	<i>Insight Cable</i>	1990-2001	Bowling Green, KY
News Consultant	<i>WBLG/WBGN</i>	1988-1990	Bowling Green, KY
TV News Reporter	<i>WFIE-TV (NBC)</i>	1987-1988	Evansville, IN
Radio/TV News/Sports Reporter	WVJS-TV, WVJS-AM, WSTO-FM	1985-1987	Owensboro, KY

Education

- Ph.D.** University of Kentucky Mass Communication, 1996.
- M.A.** Western Kentucky University Organizational Communication, 1988.
- B.A.** Maryville University – St. Louis Mass Communication, 1983-1985.
Southern Methodist University – Dallas 1981-1983.

Sample of Recent Awards/Honors

- 1st Place, Mississippi Association of Broadcasters. (2021). Category: Use of Sound. “The President and the Media: From Fireside Chats to Twitter, the Love-Hate Relationship Between the Media and the Commander-in-Chief.” Audio documentary. Aired by: WMSV-FM.
<https://www.youtube.com/watch?v=RgiQz6p57f0>
- Award of Excellence, Broadcast Education Association. (2020). “Fake News Blues: A Credibility Crisis for Journalism.” The impact of fake news allegations on media organizations and audience trust. Audio documentary. Aired by: WMSV-FM.
<https://www.youtube.com/watch?v=JO9tkPNM5QE&feature=youtu.be>
- Best of Competition, (2018). Broadcast Education Association; “*Cameras, cops and concerns: The impact of media coverage on police shootings involving minorities.*” <https://youtu.be/GYoSqR5K8KA>
- 1st Place. (2018). Tennessee Associated Press; Long Serious News Feature; “News vs. Advertisers.” Audio documentary. Aired by: Tennessee Radio Network. <https://youtu.be/0CWMv666v9Q>
- 2nd Place. (2018). Tennessee Associated Press; “Television, truth and trust: A look at declining confidence in news media.” Audio documentary. Aired by: Tennessee Radio Network <https://youtu.be/TQexi4ZhTow>

Sample of Recent Research, Publications, Presentations

***Representative Research Publications**

- Likes, Terry. (2017, October). “Cameras, cops and concerns: The impact of media coverage on police shootings involving minorities.” Journal of Media Education, BEA, <http://en.calameo.com/read/00009178949cd81c6ab14>, Volume 8, Issue 4, 25-28.
- Likes, Terry. (2017, January). “News vs. Advertiser: When advertisers pressure news managers about content.” Journal of Media Education, BEA. <http://en.calameo.com/read/000091789c2632cb36061> Volume 8, Issue 1, 24-27.
- Likes, Terry. (2016, April). “Changing of the Guard: The effect of turnover among late-night television talk show hosts.” Journal of Media Education, BEA. Volume 7, Issue 2, 41-46.
<http://en.calameo.com/read/000091789f4503b6749d5>
- Likes, Terry. (2016, January). “Truth, tabloids and trust: Declining confidence in the news media.” Journal of Media Education, BEA, Volume 7, Issue 1, 51-55.
<http://en.calameo.com/read/00009178915b8f5b352ba>

*Representative Refereed Conference Presentations

- Likes, Terry. (2021). "Tenure: Building and Evaluating Dossiers in Professional and /or Creative Fields." Broadcast Education Association conference, Las Vegas, NV. (Conference canceled).
- Likes, Terry. (2018). "Innovative Solutions for Department Budget Dilemmas." Broadcast Education Association conference, Las Vegas, NV.
- Likes, Terry. (2018). "Using Mobile and Social Media to Promote to and Engage Broadcast Audiences." Broadcast Education Association conference, Las Vegas, NV.
- Likes, Terry. (2018). "When Coaches Say, 'Academics is our priority' – What Really Happens." Broadcast Education Association conference, Las Vegas, NV.
- Likes, Terry. (2017). "15 Best Practices for Internships." Broadcast Education Association super-regional conference, Pittsburgh, PA.

Courses Taught

Undergraduate

TV News Reporting
Advanced Radio/TV News
Media Programming
Media Performance
Public Speaking

Radio News Reporting & Podcasting
Sports Journalism & Play-by-play
Electronic Media Writing
Mass Media History
Media Law and Ethics

Graduate

Mass Media Management
Communication Law