

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

Contact Information

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Summary of Experience

- 113 Awards/Honors from media and academic work during 1987-present including:
 - 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
 - 17 National awards from the Broadcast Education Association Festival of Media Arts, 2 Best of Festival
 - 10 Regional Edward R. Murrow awards from the Radio/TV Digital News Association
 - 44 Associated Press awards (Louisiana/Mississippi, Kentucky, Tennessee)
- 39 Conference presentations
- 11 Academic journal articles/essays
- 16 Professional Publications
- 4 Fellowships
- 3 Years full-time media experience, 25 years freelance
- 3 Number of broadcast journalism programs turned into award-winners
- 377 Student awards to students from projects developed in my advanced journalism courses
- 1 Student broadcast journalism national championship (Hearst, 2001)
- 12 Years academic administrative experience as Department Chair
- 25+ Years in higher education

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.

Academic Positions

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

Media Positions

Contributing Editor	<i>WMSV-FM</i>	2019-present	Starkville, MS
TV Host	MSTV Communication Connection	2019-present	Starkville, MS
Freelance Reporter	<i>Tennessee Radio Network,</i> <i>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

Sample of Recent Awards/Honors

- Edward R. Murrow regional award (Radio-TV Digital News Association), (Excellence in Sound), (2023). “Hello, I’m Johnny Cash: His concert and arrest in Starkville impact the legacy for both the singer and the community.” Aired on WMSV-FM. <https://youtu.be/Cp27lqzIezU>
- 1st Place, Mississippi Association of Broadcasters. Category: Documentary. (2023). “Where politicians and media laugh: a retrospective of the White House Correspondents’ Dinner.” <https://www.youtube.com/watch?v=GhobVw1Ju8Q>
- Best of Competition, Broadcast Education Association. (2022). “Newsroom Need: How Demand Now Far Outweighs Supply For Hiring Young Tv Journalists.” Audio documentary. Aired: WMSV-FM 12/3/2021. <https://youtu.be/g4rY04TcHOI>
- 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.
- Award of Excellence, Broadcast Education Association. (2021). “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=RgjQz6p57f0>

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. (2022). "Recruitment and retention of students in the Covid era and beyond." Broadcast Education Association conference, Las Vegas, NV.

- Likes, Terry. (2021). "Tenure: Building and Evaluating Dossiers in Professional and/or Creative Fields." Broadcast Education Association conference, Las Vegas, NV. (virtual).
- 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 Announcing
 Electronic Media Writing
 Mass Media History
 Media Law and Ethics

Graduate

Mass Media Management

Communication Law