

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

Contact Information

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Summary of Experience

- 9 Years academic administrative experience as Department Chair
- 25+ Years in higher education
- 103 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
 - 14 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, 22 years freelance
- 2 Number of broadcast journalism programs turned into award winners
- 313 Student awards to students from projects developed in my advanced journalism courses
- 1 Student broadcast journalism national championship

Administrative Positions

Head and Professor

2019-present

Full Professor with tenure

Department of Communication

Mississippi State University – Starkville

Head of the Department of Communication at Mississippi State University responsible for overseeing the concentrations of Journalism/Broadcasting, Public Relations, Communications Studies and Theatre. The Department of Communication currently has 16 tenured/tenure-track faculty members, 11 instructors and several staff members. The program has approximately 600 majors with an additional enrollment of 200 students in distance learning courses. With nearly 22,000 students at its main campus, it is the largest campus by enrollment in the state. It is listed as one of the state's flagship universities with an endowment of nearly \$500 million. It is classified in the category of "R1: Doctoral Universities – Very High Research Activity" by the Carnegie Foundation and has a total research and development budget of \$239.4 million, the largest in Mississippi. MSU features a student radio station, (WMSV), student newspaper, (The Reflector), and fall 2019 opened a new Digital Media Center (tv studio). The department is working toward a new graduate program. The department also houses the speech and debate team and PRISM, a student agency of Public Relations and Integrated Student Media.

*Manage the budget and identifying resources that will help maintain and further develop excellent programs

Significant experience leading, managing, and mentoring faculty and staff

- Oversee departmental operating budget
 - *\$1,750,365.00 was the budget for the current FY state account including salaries/contractual/commodities.
 - *There are other foundation accounts that rollover each year including revenue from distance courses that help pay for travel, expenditures. Lab fees generate \$40k/year.
 - *\$1,314,310 market value in endowments (scholarships)
- Oversee 30 full-time tenured/tenure track/non-tenured faculty, several staff and more than a dozen lecturers

*Copy of 2019-2020 Annual Report: The Department of Communication had a great year in 2019-2020. Dedicated faculty demonstrated excellence in teaching, research/creative work and service with outstanding student achievement in all five of our academic concentrations.
https://www.comm.msstate.edu/news/dept-newsletter/pdf/COANNUALREPORT_1920.pdf
To quote the Associate Dean from the College of Arts and Sciences, “That is an impressive report. You and your department have had an excellent year by any measurement.”

*Significant achievements (a small sample of achievements for the department, faculty and students):

- Graduate program: 2022
- Implemented new online degree in Public Relations
- Public Relations certification
- Secured three new faculty lines and one staff advisor line

Faculty

- National Communication Association Diamond Anniversary Book Award
- National Communication Association Top Paper Award in Public Relations
- Faculty Screenplay wins award from National Broadcasting Society
- MSU Early Career Undergraduate Teaching Award recipient
- MSU College of Arts and Sciences Research in the Humanities Award recipient

Student Achievement/awards – Increased quality of student media, new curriculum, experiences and outcomes

During 2019-2020, students won:

- 5 national finalists from the National Broadcasting Society
- 23 awards from the Mississippi Press Association
- 16 awards from the Southeast Journalism Conference (most since 2005)
- 10 awards from the Louisiana/Mississippi Associated Press

*Improved Facilities

- In partnership with the Library, opened in fall 2019 the new Digital Media Center, where student newscasts and other productions occur

*Faculty Support

- Faculty won major awards including MSU teaching award, BEA Best of Competition and more.
- Offered more than \$40,000 in annual support for faculty travel to conferences
- Implemented review system to help adjunct faculty become more effective teachers
- Coordinated roughly \$20,000 in startup funds for each new tenure track hire
- Supported faculty in creation of new courses

*Curriculum: Created new courses or implemented proposals in:

- Radio News Reporting & Podcasting
- Sports Announcing
- Certificate in Public Relations
- Creative Services Production
- All day tv newscast class to simulate a daily news schedule
- TV News Producing

*Academic Conference

- ”Story State” Conference – created revised version of this “Storytelling” conference with a series of “Ted” - type talks on campus

*Advisory Board

- Implemented new format where each concentration has its own board for more specific feedback and input

*Public Relations

- Host “Communication Connections” monthly tv program on MSU cable promoting students, faculty and alumni
- Created list of alumni
- Created new departmental website showcasing student and faculty successes, telling our story
- Started a faculty-hosted podcast utilizing students in production and faculty as hosts.

**Chair and Professor
2008-2019**

**Department of Communications
Tennessee State University – Nashville**

2008-2016 Chair, 2017-present, Full Professor with tenure

Located in the nation's 27th media market, with more than 8,000 students, Tennessee State University is Nashville's only public university, and is a comprehensive, urban, co-educational, land-grant university offering 42 undergraduate, 24 graduate and seven doctoral programs. TSU has earned a top 20 ranking for Historically Black Colleges and Universities according to U.S. News and World Report. The Department of Communications features 31 faculty/staff, 22 adjuncts, approximately 500 majors studying within three concentrations of Mass Communication, Theatre and Communication Studies. The Department also houses the newly created Center for Media Arts and Production and the award-winning Forensics team.

*Managed the budget and identifying resources that will help maintain and further develop excellent programs

Significant experience leading, managing, and mentoring faculty and staff

- Oversee departmental operating budget of over \$1.3 million
- Oversee 31 full-time faculty/staff, 22 adjuncts

*Fundraising/development

- Grant (Title III), \$1.5 million, Tennessee State University, iAMM, interactive Art, Media and Music collaboration for five year grant for equipment, research, travel to create a new concentration of study, new courses include: Producing Digital Media, Social Practice in the Arts, iAMM Web Design, Transmedia Applications, iAMM Seminar Entertainment Marketing and Promotion; Entrepreneurship in the Arts, 2012-present
- Grant (Title III), \$54,000, Tennessee State University, audio/video equipment, 2011
- Grant (Title III), \$65,000, Tennessee State University, theatre lighting equipment, 2011
- Grant (Title III), \$34,000, Tennessee State University, classroom renovation, 2010

*Student Achievement/awards – Increased quality of student media, new curriculum, experiences and outcomes

- From 2010-2016, students from my classes have won 61 awards from the Tennessee Associated Press, Society of Professional Journalists, National Broadcasting Society and Southeast Journalism Conference.

*Improved Facilities

- Added the Center for Media Arts and Production – more than a \$1 million project
- Completed construction of a new black box theatre
- Used grant money for over \$60,000 in audio/video upgrades for the theatre.

*Collaborative partnerships

- Partnered with the Art and Music departments for a grant to develop a new concentration focusing on the integrated Art, Media and Music components the three areas share
- Collaborated with Middle Tennessee State University and the Tennessean newspaper to offer students an immersive journalism experience working full-time for the Tennessean covering the federal courts in Nashville

*Enhanced a collegial atmosphere

Mentor faculty, improve morale, collegial environment - advocate for the faculty

- Support and manage the personnel, including tenure track and non-tenure track faculty, staff, maintain productive and collegial environment
- Improved collegiality - From the accreditation report, *"I'm impressed by the commitment to improving the Mass Communication concentration through constructive collegiality. As I understand it, there have been challenges over time in personnel relations. I'm told much is owed Professor Likes for overcoming them and for engaging colleagues in reaching toward more ambitious goals."*
- Faculty mentoring program – annual meetings of tenure track faculty with senior faculty – the latter produce a detailed report to guide junior faculty

*Fostered an atmosphere of inclusion and enhancing diversity – increased the diversity of our faculty and staff

- Nine new tenure track faculty hired in the last eight years achieving a diverse group: 4 white, 4 african-american, 1 asian. 6 women, 3 men
- Hired 21 temporary faculty in 8 years to teach general ed courses: 13 white, 8 african-american; 7 female, 14 men

**Professor
2017 spring, fall**

**Department of Communications
Austin Peay State University - Clarksville**

Austin Peay State University, more than 10,000 students, is a four-year public university. The University is accredited by the Southern Association of Colleges and Schools (SACS) and is the fastest-growing university in Tennessee. The Department of Communication has more than 500 undergraduate Communication Arts majors enrolled in programs like Broadcast Media, Corporate Communication, Media Technology, Journalism, Public Relations, and Sports Broadcasting. The program offers a Master's degree in Communication Arts (Media Management).

- Graduate Faculty (Adjunct) teaching COMM 5350 Media Management – Spring 2017
- Graduate Faculty (Adjunct) teaching COMM 5650 Communication Law – Fall 2017

**Professor (Tenured) School of Journalism & Broadcasting
1988-2008 Western Kentucky University – Bowling Green**

Full Professor: 2006 Associate Professor: 2001 Assistant Professor: 1996 Instructor: 1988
 WKU has more than 20,000 students, more than 1,000 of those housed in the ACEJMC accredited School of Journalism and Broadcasting. The program, featuring tracks in Broadcast News, News Editorial, Ad/PR and Visual Communication/Photo Journalism, is a frequent winner of Hearst and other awards competitions. Taught upper-level radio/tv news courses. Student Advisor: TV Newscasts, live 30-minute show/3 nights/week, Radio daily/hourly newscasts, RTNDA student chapter advisor.

***Student Achievement/awards**

Implement best practices in student learning and be committed to innovation in teaching and academic programming.

- Pre 1998 WKU had few awards. During a ten-year span overseeing student newscasts at WKU, pupils from my classes won 254 awards including 35 national Hearst awards, 74 regional Society of Professional Journalists awards, 145 Kentucky Associated Press awards along with two mid-South regional Emmy nominations and six Radio-TV News Directors Foundation scholarships.

***Development/Fund-raising Activity**

- Meteorlogix/Weather Central, weather system—\$35,000 donation, 2003
- Hearst Foundation, \$10,000 matching grant for winning the Hearst Broadcast competition, 2001
- Avid/Inews newsroom software price cut \$30k to \$12,600 to give WKU a state-of-the-art newsroom system, 2001
- Kavouras, Donated Art Paint weather graphics computer. Value: over \$10,000 by WDRB-TV & Kavouras. 1997
- WFIE-TV, Donated news set. Value: \$14,000. 1996
- Acquired numerous additional in-kind gifts totaling more than \$15,000.

Industry 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

Fellowships

- National Association of Television Program Executives (NATPE) Faculty Fellowship recipient, 2013
- Scripps Howard/LSU Manship School Advanced Leadership Academy, 2009
- Scripps Howard/LSU Manship School Leadership Academy, 2008

- Radio-Television News Directors Educator in the Newsroom Fellowship: WTHR-TV Indianapolis, IN., 2001

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.

Awards/Honors

101 total professional awards and honors from 1987-present. This includes 1 World Journalism Education Congress Award, 14 national Broadcast Education Association awards, 4 BEA regional awards, 9 regional Edward R. Murrow awards, 42 Kentucky/Tennessee Associated Press awards, 22 National Broadcasting Society awards, 1 National Press Club, 1 Southeast Journalism Conference Educator award. Topics primarily pertain to media criticism, historical analysis, sports journalism, popular culture, higher education and the music industry.

*BEA Festival of Media - In an effort to model the acceptance rates of academic peer-reviewed journals, the Festival targets an acceptance rate of 20%. Overall acceptance rates for entries receiving our top awards (Best of Festival and Best of Competition) came in at 12%. http://www.beaweb.org/wp/?page_id=486

*Below is a summary of recent research and resulting awards in these subject areas. A full list is available upon request.

Educator awards

- 2017 Library of American Broadcasting Foundation’s Broadcast Historian Award/Broadcast Education Association
- 2017 Pioneer Award. TSU - In "recognition for dedicated service to the TSU Dep't of Communication."
- 2013 Journalism Educator of the Year, Southeast Journalism Conference
- Selected as Top Professors at Affordable Colleges, (2013).
http://tnstatenewsroom.com/archives/13293?utm_source=feedburner&utm_medium=feed&utm_campaign=Feed%3A+TennesseeStateUniversityNewsroom+%28Tennessee+State+University+Newsroom%29

Media Criticism

- 3rd Place, LA/MS Associated Press. (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>
- 3rd Place, LA/MS Associated Press. (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>
- 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 Public Affairs; “*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>
- Edward R. Murrow regional award (Radio-TV Digital News Association), (Audio News Documentary), “Truth, t abloids and trust: Declining confidence in the news media.” Audio documentary. Aired by: Tennessee Radio Network. <http://youtu.be/Kw7YZEqzxv8>

- Honorable Mention, Tennessee Associated Press, Best Sports Feature, “On-air or on life support: The Demise of local tv sports. Audio documentary. (2013). Aired by: Tennessee Radio Network. http://youtu.be/EBv7TWmu_c4
- 1st place, Broadcast Education Association, Award of Excellence and Edward R. Murrow regional award -Radio Documentary, “Violence, vulgarity and the v-chip: Whether violent television content should have the same standards as language and sexual content.” (2012). Aired by: Tennessee Radio Network Tennessee Radio Network and Sirius/XM Ch. 142 HBCU Network. http://www.youtube.com/watch?v=E_5ZVZ3HAH0

Journalism Historical Analysis

- Award of Excellence. (2019). World Journalism Education Congress. “Fake News Blues: A Credibility Crisis for Journalism.” The impact of fake news allegations on media organizations and audience trust.
- Edward R. Murrow regional award (Radio-TV Digital News Association), (Audio News Documentary), “In Our Memory, the Soundtrack to News: How News Events Shape Music.” (2014). Aired by: Tennessee Radio Network. <http://youtu.be/i3qhZj8H3O8>
- 1st place, Tennessee Associated Press, Radio Documentary, Best Long Light Feature, “Walter Cronkite: History, Wisdom and Guidance for the Future of Journalism.” (2012). Aired by: Tennessee Radio Network. <http://www.youtube.com/watch?v=xLWEpLmK1LY>
- 2nd place, Tennessee Associated Press, Best Public Affairs, radio documentary, “Future of TV News: Is Technology Outpacing Journalistic Standards?” (2011). Aired by: Tennessee Radio Network. <http://www.youtube.com/watch?v=DywbEHDBqj8>

Sports Journalism

- Award of Excellence, Broadcast Education Association. (2017). “Spiraling out of control: When sports becomes the lead. Audio documentary. Aired by: Tennessee Radio Network. <https://www.youtube.com/watch?v=G5AlhZoEOzA>
- 1st Place, Best Sports Feature, Tennessee Associated Press. (2016). “Pay for play: Unionization and Paying College Athletes.” Audio documentary. Aired by: Tennessee Radio Network. http://youtu.be/YLsFINS-1_Q
- 1st Place, Best Sports Feature, Radio, “\$ports + Money = Recession Proof.” Tennessee Associated Press (2015). Audio documentary. Aired by: Tennessee Radio Network. <http://youtu.be/82AgW0R7Ihk>
- Edward R. Murrow regional award (RTDNA), (Audio Sports Reporting), and 1st place. Audio News. National Broadcasting Society (2014). “We Will Rock You: The Branding of Sports Music.” (2014). Aired by: Tennessee Radio Network. <http://youtu.be/C9bhHAnsVZE>
- 1st place, Broadcast Education Association, Faculty Sports Competition: Sports Radio Award of Excellence, “Headache to Heartache.” A radio documentary about the call to action to reduce the estimated four million sports concussions each year. (2013). Aired by: Tennessee Radio Network. <http://youtu.be/UbL2sg6pE1g> Tennessee Radio Network and Sirius/XM Ch. 142 HBCU Network

Popular Culture

- Award of Excellence. (2016). Broadcast Education Association. “TV Catch Phrases: Popular culture to mainstream America.” Audio documentary. Aired by: Tennessee Radio Network. <http://youtu.be/oLYugN5Nkpw>
- Best of Competition, Broadcast Education Association, Radio Documentary. “The Alarm Clock For Your Favorite TV Show: TV Theme Songs.” Audio documentary. (2014). Aired by: Tennessee Radio Network. http://youtu.be/1PPZN1_SteE

- Selected for Exhibition: National Broadcasting Society. “The Alarm Clock For Your Favorite TV Show: TV Theme Songs.” Audio documentary. (2014). Aired by: Tennessee Radio Network.
http://youtu.be/1PPZN1_SteE
- Edward R. Murrow regional award (RTNDA) for documentary, “The Politics of Comedy: No Laughing Matter.” (2009). Aired by: WKYU-FM, NPR affiliate and Sirius/XM Ch. 142 HBCU Network.
<http://www.youtube.com/watch?v=2ociLRQJxNw>
- “Best of Festival” award Broadcast Education Association and Edward R. Murrow regional award for documentary, “The Music of War: How music shapes public opinion about war.” (2008). Aired by: WKYU-FM, NPR affiliate. <http://www.youtube.com/watch?v=LoM0394Tbrk>

Music Industry

- 1st place, Broadcast Education Association, Faculty Audio Competition: Best of Competition. (2014). “It Was 50 Years Ago...The Beatles: Legacy. Audio documentary. Aired by: Tennessee Radio Network.
<http://youtu.be/bjBVGSKBFeY>
- 1st place, Tennessee Associated Press, Best Light Feature, (2013). “Musical Memories: The soundtrack to your life.” Audio documentary. Aired by: Tennessee Radio Network and Sirius/XM Ch. 142 HBCU Network.
<http://youtu.be/W7QqYK5ser4>

Higher Education

- 1st Place, Best Enterprise, Radio, “Copy and Paste: The Perils of Plagiarism in Higher Education.” Tennessee Associated Press (2015). Audio documentary. Aired by: Tennessee Radio Network.
http://youtu.be/U_8mWb244yg
- 1st place, Broadcast Education Association, Faculty Audio Competition regional award. “Copy and Paste: The Perils of Plagiarism in Higher Education.” Audio documentary. (2014). Aired by: Tennessee Radio Network.
http://youtu.be/U_8mWb244yg

Creative Scholarship Under Review

- Likes, Terry. (2019). “Fake News Blues: A Credibility Crisis for Journalism.” The impact of fake news allegations on media organizations and audience trust. Audio documentary. To Air: Tennessee Radio Network.

Creative Scholarship In Progress

- Likes, Terry. (2019). “The President and the Media. From Fireside Chats to Twitter, the Love-Hate Relationship Between the Media and the Commander-in-Chief.” Audio documentary. To Air: Tennessee Radio Network.

Research, Publications, Presentations

My research and creative scholarship centers on the media industry, the effects and impacts of journalistic coverage pertaining to specific areas of media criticism, media history, sports journalism and popular culture. Authored 11 research publications, 15 professional media publications, 2 book/text citations and delivered over 35 academic conference presentations. *A full list is available upon request.

*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>
- Likes, Terry. (2014, October). "We Will Rock You: Music Branding in Sports." Journal of Media Education, BEA, Volume 5, Issue 4, 20-24. <http://en.calameo.com/read/00009178955ccdbd7354d>
- Likes, Terry. (2014, March). "Does Anyone Care? The State Of International News Coverage Among U. S. Media." Electronic News, Sage Publications, Volume 8 Issue 1, 64-67.
- Likes, Terry. (2013, September). "We Will Rock You: Music Branding in Sports. Essay and documentary on how sonic branding within sports programming has become big business." Electronic News, Sage Publications, Volume 7, Issue 3, 160-164.
- Likes, Terry. (2012, September). "On-Air Or On Life Support: The Demise Of Local TV Sports. Essay and documentary on whether local television sports can survive." Electronic News, Sage Publications, Volume 6 Issue 3, 171-174.
- Likes, Terry. (2011, September). "Violence, Vulgarity and the V-chip: Essay and Documentary on whether violent television content should have the same standards as language and sexual content," Electronic News, Sage Publications, Volume 5 Issue 3, 180-183.

*Representative Professional Media Publications

- Likes, Terry. (2017, April). "Police shootings, new tech challenge journalists." The Peace Journalist magazine, Center for Global Peace Journalism, Park University, Kansas City, MO. pp. 18-21. http://issuu.com/peacejournalism/docs/apr_2017_web.
- Likes, Terry. (1997, November). "Anchor Chemistry That Works." RTNDA Communicator. pp. 63-64.
- Likes, Terry. (1996, March). "Affiliate Switching Now and Then." RTNDA Communicator. pp. 19-21.
- Likes, Terry. (1995, February). "Trend-setting stand-ups." RTNDA Communicator. pp. 27-28.
- Likes, Terry. (1994, October). "Help Wanted: Producer." RTNDA Communicator. pp. 77-78.
- Likes, Terry. (1994, March 14). "The pluses, minuses of job hunting." Electronic Media. p. 12.

*Representative Refereed Conference Presentations

- Likes, Terry. (2020). "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.
- Likes, Terry. (2017). "Best of Both Worlds: Reporter and Professor. How freelancing can elevate your teaching while enhance opportunities for tenure/promotion." Broadcast Education Association conference, Las Vegas, NV.
- Likes, Terry. (2017). "Wagging The Dog: Is Social Media Dramatically Changing Mainstream News Content. And Is That All Bad?" Broadcast Education Association conference, Las Vegas, NV.
- Likes, Terry. (2016). Lessons Learned: Tips on Creating a Sports Communications Program. Broadcast Education Association conference, Las Vegas, NV.
- Likes, Terry. (2016). (Moderator/Panelist) Don't Bury the Lead(ership): Preparing Today's Students to Become Tomorrow's Producers, Directors and Editors. Broadcast Education Association conference, Las Vegas, NV.
- Likes, Terry. (2016). Best Practices for Faculty Audio Production. Broadcast Education Association conference, Las Vegas, NV.
- Likes, Terry. (2015). "Making your case: Technology and Media in tenure materials." Broadcast Education Association conference, Las Vegas, NV.
- Likes, Terry. (2015). "Best Practices in Audio Production." Broadcast Education Association conference, Las Vegas, NV.
- Likes, Terry. (2015). "Shun the academic 'silo': Interdisciplinary collaboration--pedagogical revolutions toward an integrated media curriculum." Broadcast Education Association conference, Las Vegas, NV.
- Likes, Terry. (2014). "A tenure roundtable: I wish I knew then what I know now." Broadcast Education Association conference, Las Vegas, NV.
- Likes, Terry. (2013). "An Outgrown Paradigm: Are the Core News Values of Yesterday Still Applicable in our Digital Age?" Broadcast Education Association conference, Las Vegas, NV.
- Likes, Terry. (2012). "Developing New Courses in Sports." Broadcast Education Association conference, Las Vegas, NV.

Courses taught - Teaching Effectiveness/Student Awards:

Thirty years teaching experience where quality has been recognized at the state, region and national level.

Evidence of success via teaching via student awards that resulted primarily from work in my Intermediate and Advanced News courses including:

- 35 national Hearst awards
- 2 national student SPJ newscast awards
- More than 100 regional student awards
- Dozens of student state Associated Press awards

Excellence in the classroom: Student evaluation of instruction recent scores (mean score based on a 5.0 scale):

Fall 2018: 4.43	Spring 2018: 4.40	Fall 2017: 4.495	Spring 2017: 4.41	Fall 2016: 4.58
Spring 2016: 4.59	Fall 2015: 4.15	Spring 2015 4.91	Fall 2014 4.72	Spring 2014: 4.91

Courses Taught

Undergraduate

TV News Reporting

Radio News Reporting

Advanced Radio/TV News
Media Programming
Media Performance
Public Speaking

Sports Journalism & Play-by-play
Electronic Media Writing
Mass Media History
Media Law and Ethics

Graduate

Mass Media Management
Communication Law

Service

Advisory Boards

Invited member from several organizations offering an opportunity to partner and learn best practices

- Editorial Board member, creative scholarship category, Journal of Media Education, 2016-present
- Member, Lipscomb University, Department of Communication Advisory Board, 2013-present
- Member, Middle Tennessee State University, School of Journalism Advisory Board, 2012-2014
- Member, Media Publications Board, Tennessee State University, 2008-2011
- Member, WWHR-FM Advisory Board Western Kentucky University, 1988-2008
- Member, Kentucky High School Media Institute Advisory Committee, Western Kentucky University, 2004-2008

Search Committees

Important leadership collaborations in the hiring process

- Member, TSU, Departmental Search Committee (journalism), 2018
- Member, TSU Dean, College of Business, Search Committee, 2013
- Member, TSU Presidential Search Committee, 2012
- Member, TSU College of Liberal Arts Dean's Search Committee, 2011 & 2012
- Member, Departmental Search Committee (news), Western Kentucky University, 2006
- Member, Departmental Search Committee (production), Western Kentucky University, 2003
- Member, Departmental Search Committee (director), Western Kentucky University, 2002
- Member, Departmental Search Committee (news), Western Kentucky University, 1999

Consultant/Reviewer

Invited service opportunities to network with other universities offering expertise

- Reviewer, requested by San Francisco State University Graduate Coordinator, Dr. Sami Reitz, to review the promotion portfolio of a faculty member, 2017
- Consultant: Chair, Graduate program review committee, Jackson State University, 2014
- Reviewer, requested by the University of Mississippi Meek School of Journalism Dean, Will Norton, to review the promotion portfolio of Dr. Brad Schultz, considered for full professor, 2013

Book Reviews

- Likes, Terry. (2016). Husni, Samir; Wenger, Debora Halpern; Price, Hank. *Managing Today's News Media: Audience First*. Sage.
- Likes, Terry. (2008) Schroeder, Alan. Broadcast News Writing: From newsroom to screen. Oxford University Press.

Budget Committee

Work involves important organizational teamwork via difficult budget decisions

- Member, College of Liberal Arts Dean's Council, Tennessee State University, 2008-current
- Member, Vice-President's Budget Committee, Tennessee State University, 2008-2009
- Member, WKU College of Arts & Letters Travel Budget Allocation Committee, 2008

Tenure & Promotion

Work collaboratively across the School in making important tenure and promotion decisions

- Member, Departmental Tenure and Promotion Committee, Western Kentucky University, 2001-2006

Alumni/University/Scholarships

Student-centered approach to honor the best and brightest students and alumni

- Member, University (Centennial) Sub Committee Media Relations, Tennessee State University, 2011
- Member, Julian Goodman Scholarship committee, Western Kentucky University, 1992-2008
- Member, Departmental Alumni Committee, Western Kentucky University, 1992-2006
- Member, Departmental Equipment Committee, Western Kentucky University, 1994-2006

Audio/Video Service

Opportunity to offer professional expertise to the benefit of others at the University, increasing the awareness of what we can offer in our program

- Master of Ceremonies, TSU Employee Recognition Luncheon, 2013
- Voice over :30 spot for TSU – “New Century, New Direction for Excellence,” 2012
- "Internships: Opening the door for your first broadcast job." Produced/distributed (Bonus Books), 22-minute video.
<http://youtu.be/4IcW XFON-Tw>
- Producer, Department Video: Western Kentucky University, 1989, 1995

Professional Service

Opportunities to work with professionals to gain insight for best practices for our students

- Member, Southeast Journalism Conference, Journalism Educator of the Year selection committee, 2013-present
- Host, Broadcast Education Association regional conference, 2012
- Member, Broadcast Education Association Curriculum, Courses and Administration Division; News Division 2011-present
- Member, RTNDA State Coordinator 1998-2006
- Member, Associated Press (KY) Broadcast Board 1996-1999
- Member, RTNDA Conference Committee 1998

Media Interviews

Opportunity to share faculty media expertise with those around the country, increasing exposure for our unit

- Expert interview for Philadelphia Inquirer about the impact comedians may have on voters (basis of my 2008 documentary).
- Expert interview for Q95-FM in Detroit, MI for my documentary on the state of the news business.
- Expert interview for WKYU-FM/TV for a panel discussion on "The new television ratings system."

Misc. Member – 1983 SMU Cotton Bowl team