

A photograph of a university campus. In the foreground, there are green trees and a paved walkway. In the background, a brick building with a large glass entrance is visible. The sky is blue. A white rectangular box is overlaid on the center of the image, containing text.

MISSISSIPPI STATE UNIVERSITY

DEPARTMENT OF
COMMUNICATION

ANNUAL REPORT

FALL 2020 & SPRING 2021

A LETTER FROM DR. LIKES

TO CO FACULTY, STUDENTS, ADMINISTRATORS, ALUMNI & FRIENDS,



It has been a remarkable year for faculty and students in the Department of Communication. During a pandemic, our faculty and students forged ahead to new heights in student achievement and faculty success.

With Covid-19, faculty faced challenges of converting classes to different teaching modalities with a mix of **face-to-face, hybrid and online**. The pandemic forced us to think of new ways for students to report the news, deliver speeches and perform plays. **I am proud of our faculty and students for facing these challenges head-on.**

THEATRE saw the hiring of two new faculty members this year as we welcomed Tonya Hays and Matt Webb. They quickly jumped in last fall to assist Melanie Harris in producing two fine productions. The children's show, a highlight of the year, was not performed in McComas due to the pandemic. **Instead, innovative thinking and community partnerships led the play to be performed outdoors in local parks.** The second fall play raised awareness to social issues: **Anne and Emmett**, an imaginary conversation between Anne Frank and Emmett Till, was performed in the McComas Theatre,

and streamed live, to rave reviews written in many regional publications. Theatre continues to excel with its additional offerings for students including The Scene, Lab Rats and Black Friars Drama Society.

Theatre hosted its first concentration advisory board Spring 2021 and is looking to hire a fourth faculty member with expertise in technical direction.

The **PUBLIC RELATIONS** faculty, fresh off the approval of its **new online degree program**, embarked on seeking the **Certification for Education in Public Relations**. Approval of CEPR means MSU would be only the third SEC university to achieve such status. The PR program **continues to win many awards** from the Southern PR Federation and the PR Association of Mississippi. The PR Integrated Student Media Agency (PRism), along with our capstone course, afford students opportunities to work with real-world clients. PR also maintains its monthly meetings of PRSSA by hosting various speakers this year both in person and virtually. PR held its first-ever concentration advisory board in November. **PR also hired an additional faculty member** who will start Fall 2021.

Faculty in the **COMMUNICATION STUDIES** concentration have worked diligently to revise and **update its curriculum and brand**. New course offerings are on the horizon along with a new name, **Communication and Media Studies**. CMST also held its first advisory board meeting in November with numerous commendations for the faculty and some recommendations for

the future as this concentration continues to grow.

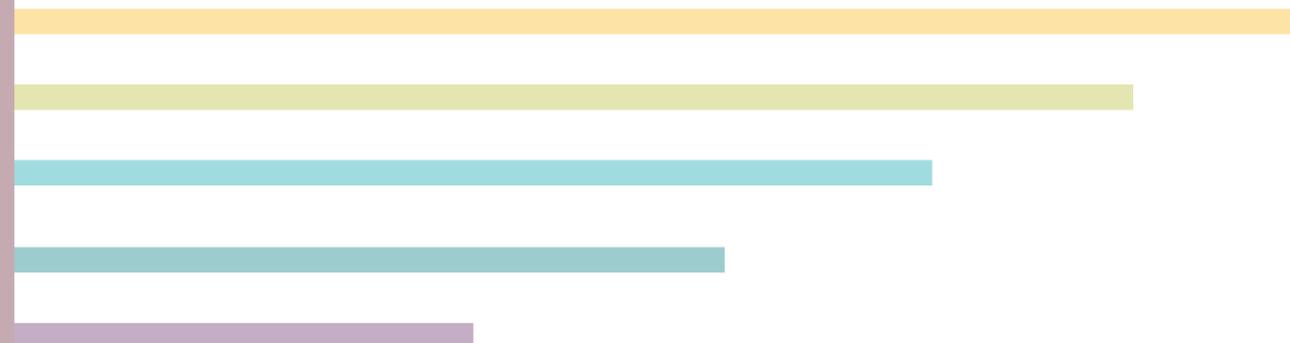
The **PRINT & DIGITAL JOURNALISM** and **BROADCAST & DIGITAL JOURNALISM** concentrations faced significant challenges in covering and presenting the news during a pandemic. P&DJ and B&DJ also continued the roll out of their new curriculum, including a new capstone experience in the Print & Digital side featuring the **Bulldog Online Newsroom**. This capstone experience mirrors the Broadcast side of the Take 30 newscast. Take 30 unveiled a new **all-day Friday format where students are put to the test simulating a real day-in-the-life of a newsroom, culminating in the airing of the live newscast at 4pm**. Faculty will host its first concentration advisory board spring 2021. These two concentrations saw a significant increase in student awards and honors including winning the most awards in the Southeast Journalism Conference in the last fifteen years. Broadcast looks to hire an additional faculty member for Fall 2021.

Despite the challenges brought by the pandemic, you will see in the pages to follow our students were honored at the national, regional and state levels, and our faculty were productive in their research and creative work, garnering many awards and accolades. **We greatly appreciate your support.**

**SINCERELY,
DR. TERRY LIKES
DEPT. HEAD & PROFESSOR**

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ENROLLMENT NUMBERS

FALL ENROLLMENT	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
BROADCASTING & DIGITAL JOURNALISM	0	0	0	0	0	0	0	0	0	47	85
BROADCASTING	141	169	180	154	136	146	142	147	157	94	44
COMMUNICATION STUDIES	9	21	16	10	24	23	23	27	35	43	63
JOURNALISM	64	72	73	67	67	78	77	61	55	36	20
PRINT & DIGITAL JOURNALISM	0	0	0	0	0	0	0	0	0	35	35
PUBLIC RELATIONS	210	236	270	277	296	283	270	277	290	288	263
THEATRE	20	16	21	21	22	12	17	13	15	24	24
TOTAL	51	32	14	23	20	17	20	19	10	10	3
GENDER	495	546	575	552	565	559	549	544	562	577	538
MALE	178	161	164	167	172	165	148	160	184	192	168
FEMALE	317	385	411	385	393	394	401	384	378	385	370
ETHNICITY											
AM INDIAN OR ALASKAN NATIVE	0	1	3	2	3	2	5	3	2	3	2
ASIAN	3	3	5	4	3	3	1	3	1	3	6
BLACK/AFRICAN AMERICAN	112	128	125	118	132	134	143	132	125	108	107
HISPANIC	4	9	7	6	11	9	5	8	11	16	16
MULTIRACIAL	5	9	9	11	12	8	8	12	18	16	8
NATIVE HAWAIIAN OR PACIFIC ISLANDER	0	0	0	1	1	0	0	0	1	1	0
UNKNOWN	11	18	9	7	11	6	5	2	0	1	4
WHITE	360	378	417	403	392	397	382	384	404	429	395

FIRST-TIME FRESHMEN

CONCENTRATIONS	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
BROADCASTING & DIGITAL JOURNALISM	0	0	0	0	0	0	0	0	0	22	19
BROADCASTING	17	32	23	26	14	21	20	15	19	0	0
COMMUNICATION STUDIES	0	5	0	1	4	0	2	1	4	5	8
JOURNALISM	11	10	12	11	9	19	10	11	10	0	0
PRINT & DIGITAL JOURNALISM	0	0	0	0	0	0	0	0	0	19	7
PUBLIC RELATIONS	8	22	26	30	22	24	20	17	23	32	22
THEATRE	3	2	0	4	2	2	3	4	0	2	3
TOTAL	20	5	6	7	7	9	9	10	7	6	2
PERCENTAGES	59	76	67	79	60	75	64	58	63	86	61
RETENTION	0	89.83	86.84	79.10	84.81	83.33	77.33	89.06	81.03	93.65	85.05
GRADUATION	66.10	65.79	64.18	74.68	0						
AVERAGE COMPOSITE ACT	24.47	23.66	23.72	24.35	24.68	24.59	23.90	25.13	25.59	25.36	23.93

10-YEAR SEMESTER DATA

DEGREES AWARDED

SEMESTERS:	BROADCASTING	COMMUNICATION STUDIES	JOURNALISM	PUBLIC RELATIONS	THEATRE
FALL 2010	11	0	2	32	1 1
SPRING 2011	17	3	10	41	3 0
SUMMER 2011	5	0	3	8	0 0
FALL 2011	9	0	2	12	2 0
SPRING 2012	16	4	15	46	3 0
SUMMER 2012	3	1	0	8	0 0
FALL 2012	12	2	6	31	2 0
SPRING 2013	18	7	9	61	3 0
SUMMER 2013	2	1	4	10	1 0
FALL 2013	10	0	6	34	1 0
SPRING 2014	21	3	11	35	4 0
SUMMER 2014	6	0	1	11	0 1
FALL 2014	19	2	6	22	1 0
SPRING 2015	16	4	10	60	3 0
SUMMER 2015	4	2	2	4	1 0
FALL 2015	15	3	5	30	1 0
SPRING 2016	21	5	12	55	3 0
SUMMER 2016	7	2	1	14	0 0
FALL 2016	12	0	6	25	0 0
SRING 2017	24	4	8	65	3 0
SUMMER 2017	3	2	1	10	0 0
FALL 2017	8	2	5	22	0 1
SPRING 2018	15	4	15	63	4 2
SUMMER 2018	7	1	2	6	0 0
FALL 2018	13	1	1	30	0 0
SPRING 2019	21	1	15	60	2 0
SUMMER 2019	3	2	1	1	1 0
FALL 2019	11	4	3	14	0 0
SPRING 2020	18	10	6	67	4 0
SUMMER 2020	5	2	4	12	1 1
FALL 2020	6	4	4	16	0 0

MASTER'S DEGREE PROGRAM IN COMMUNICATION APPROVED

The **Department of Communication** submitted a proposal to the university to implement a master's degree program, and the program has just received approval from the MS Institutions of Higher Learning. The multi-year effort involved many meetings among faculty, writing of course proposals, gathering of survey data and completing the required forms for approval. **Classes for the program will begin Spring 2022.**

The proposed Master of Arts degree in Communication is a 33-hour degree designed to provide students with a strong theoretical foundation in classic and contemporary communication theories; to offer training in contemporary communication research methods and their applications across contexts; to allow students to explore best practices across and using contemporary media, digital and mass media, and social media in different communication contexts; and to equip students with grounded examples, applied experiences, insights and research opportunities to make them ready contributors to their organizations and communities.

The program is designed to meet the needs of professionals seeking to advance their careers and develop their skills, those seeking to become teachers of Communication, and those seeking to ultimately complete a Ph.D. in Communication.

There are many job opportunities for students who earn a master's degree in communication. The U.S. Bureau of Labor Statistics reports between 2016 and 2026, 45,000 new communication jobs will be created in the United States. The career path for student's earning a master's degree in communication is broad. Graduates will be qualified for positions in **advertising or public relations, communication and media studies, emerging media, global communication, health communication, journalism, mass communication, political communication and strategic communication.**

As the proposed program would be the first graduate program in the Department of Communication, the faculty want to establish the program face-to-face before extending the program online. Online courses will be added once the effectiveness and viability of the program are established.

"THE CO FACULTY, FOR MANY YEARS, HAVE HAD MEETINGS, DISCUSSED PROPOSALS AND TALKED ABOUT A DIRECTION FOR THE PROSPECT OF A GRADUATE PROGRAM. IN THE LAST TWO YEARS, AN INTENSIVE EFFORT TO FINALIZE THE MA PROPOSAL, PUSH COURSES THROUGH THE VARIOUS CURRICULUM COMMITTEES FOR APPROVAL AND MORE HAS OCCURRED. WE ARE EXCITED ABOUT THE POTENTIAL THE PROGRAM WILL OFFER PROSPECTIVE STUDENTS, THE NEW CHALLENGES IT AFFORDS FACULTY AND THE PRESTIGE IT CAN BRING TO THE DEPARTMENT AND MSU." **DR. TERRY LIKES, DEPARTMENT HEAD**

MA in Communication = 33 hours
(*18 Hours MUST be at the 8000 level)

REQUIRED COURSES:

- CO 8203 Communication Theory
- CO 8223 Seminar in Communication Research
- CO 8243 Communication Pedagogy
- CO 8333 Seminar in Media
- CO 8753 Special Project

OPTIONAL COURSES:

- CO 8013 Seminar in Communication & Leadership
- CO 8023 Health Communication
- CO 8063 International Communication
- CO 8233 Seminar in Rhetoric
- CO 8283 Seminar in Relational Communication
- CO 8353 Seminar in Digital Media Uses & Effects
- CO 8393 Media Law for Leaders & Organizations
- CO 8743 Political Communication
- CO 8823 Seminar in Crisis Communication
- CO 8873 Managing Messages & Media Relations
- CO 6203 Nonverbal Communication
- CO 6233 Gender and Media
- CO 6253 Elements of Persuasion
- CO 6263 Gender Communication
- CO 6273 Intercultural Communication
- CO 6313 Mass Media Law
- CO 6323 Mass Media and Society
- CO 6403 Journalism Ethics
- CO 6433 Television Criticism
- CO 6803 Research in Public Relations & Advertising
- CO 6813 Public Relations in Organizations

DEPARTMENT DEVELOPS NEW WEBSITE

During the summer of 2020, our website committee took on the challenge of working with an MSU ITS web designer to update the departmental website. **The new website was launched in late August 2020** with a more modern visual presentation.

Thank you to our website committee members who worked to bring our vision for the site to life. Website Committee members were **Kelli Anthony, Haylee Crouch, Dr. Melanie Loehwing, and Chris Misun.**

Each concentration within the department is represented by a color.

As you will see throughout the Annual Report, each concentration is color-coded to represent the colors developed on the website. This color scheme shows the originality of each concentration and makes the website interactive and visually pleasing. Pictured below is a page on the website that show the colors of each concentration. Visit the website: <https://www.comm.msstate.edu/>.



KELLI ANTHONY SERVES AS OUR DEPARTMENTAL WEB MANAGER AND UPDATES THE SITE REGULARLY.



DEPARTMENT SEEKS CERTIFICATION FOR EDUCATION IN PUBLIC RELATIONS

The **Public Relations** faculty seeks Certification of Education in Public Relations from PRSA. The faculty worked hard this fall producing a detailed self-study, followed by a site visit in the spring semester. This effort is being spearheaded by Dr. John Forde and PR Coordinator, Dr. Melody Fisher.

Established in 1989 as a voluntary program, Certification in Education for Public Relations offers academic programs the opportunity to have an outside evaluation team review and endorse undergraduate and master's level programs for meeting eight standards in curriculum, faculty, students, resources and facilities, assessment, professional affiliations,

relationships with the total unit and the university and diversity and global perspectives. **If our public relations program becomes certified, it will be one of three SEC schools with the certification** along with the University of Alabama and the University of Florida.

"CEPR PROVIDES US THE OPPORTUNITY TO CONDUCT MAJOR SELF-ASSESSMENT ON OUR PUBLIC RELATIONS PROGRAM AND TO HAVE OUTSIDE VERIFICATION AND ADVICE. IT IS ALSO ONE MORE WAY TO DIFFERENTIATE OUR PROGRAM FROM OTHER COMPETING SCHOOLS." **DR. JOHN FORDE**

CO SEEKS ACEJMC ACCREDITATION

CO concentration coordinators Philip Poe (Print & Digital Journalism), Melody Fisher (Public Relations) and Kevin Williams (Broadcast & Digital Journalism), along with department head, Terry Likes, are hard at work drafting a self-study for an accreditation pre-visit.

The Accrediting Council on Education in Journalism and Mass Communications (ACEJMC) is the agency responsible for the evaluation of professional journalism and mass communications programs in colleges and universities. ACEJMC currently accredits 117 professional programs in the United States and outside the country (or roughly 25% of the mass communication academic units), including the University of Mississippi and the University of Southern Mississippi.

For MSU's Department of Communication, accreditation would include its three concentrations of Print & Digital Journalism, Broadcast & Digital Journalism and Public Relations. Our newly approved graduate program could be added for consideration by ACEJMC.

With a pre-visit in fall 2021 or spring/fall 2022, depending on the results of the pre-visit, a full site team visit could occur between 2023 or 2024.

"THE ACEJMC ACCREDITATION WILL CEMENT THE DEPARTMENT'S LEGACY OF HIRING EXCEPTIONAL EDUCATORS AND GRADUATING PHENOMENAL STUDENTS. WE ARE EXCITED TO SHOWCASE THE MANY ACHIEVEMENTS WE HAVE ALREADY ACCOMPLISHED AND LOOK FORWARD TO THE OPPORTUNITIES ACCREDITATION WILL BRING THAT WILL ALLOW US TO DO EVEN MORE." **DR. MELODY FISHER**

DEPARTMENT RENOVATES FORMER ART GALLERY FOR OFFICES, WORK SPACE

For many years, part of the basement in McComas Hall was used by the Art Department as a gallery. In 2019 that space was re-allocated to the Department of Communication. Now, plans are underway for renovation.

The Department is now moving into a contract phase with the university. **Plans call for an additional four offices for faculty, a seminar room with a seating capacity of twenty and a room for teaching assistants.** The space may also be used for CO student organizational meetings, concentration meetings and more.

Funding for the renovation will come from the Department of Communication, the College of Arts and Sciences and MSU. A construction timeline and completion date have yet to be determined.

“WE ARE FORTUNATE THE DEPARTMENT HAS HAD STEADY GROWTH IN ENROLLMENT AND IN ADDING FACULTY OVER THE YEARS. IT IS A GOOD PROBLEM TO HAVE BUT WE ARE NOW OUT OF OFFICE SPACE IN MCCOMAS HALL. IN ADDITION, ONE OF OUR GOALS IS TO ADD A GRADUATE PROGRAM AND THE ADDITIONAL SPACE WILL ALLOW ROOM FOR ADDITIONAL FACULTY, SPACE FOR GRADUATE ASSISTANTS AND A GRADUATE SEMINAR ROOM.” **DR. TERRY LIKES**

SMITH, HERNANDEZ, HAYS & FOREMAN TO TEACH STUDY ABROAD PROGRAM IN EUROPE

Four faculty in the Department of Communication will teach in the British Studies program in London in the coming years. The program is part of MSU’s Study Abroad consortium, which includes collaboration with the University of Southern Mississippi and other schools.

Starting in the summer of 2022, **Dr. Pete Smith** will teach and guide students to various points of interest in London. **Dr. Terri Hernandez** will teach in 2024, **Professor Tonya Hays** in 2026 and **Instructor Josh Foreman** in 2028.

The Study Abroad program will start off in London and travel to Normandy Beach and Paris on a historical adventure.



SMITH



HERNANDEZ



HAYS



FOREMAN

‘STORY STATE’ SHINES SPOTLIGHT ON NEW ERA OF MISSISSIPPI STORYTELLERS

The Department of Communication hosted a statewide virtual event bringing together more than a dozen storytellers aimed to help the next generation find their place in the genealogy of Mississippi writers.

The event “Story State: Fostering Innovative Storytelling” gathered storytellers of different genres to share their experiences and offer advice.

Story State seeks to honor Mississippi’s artistic heritage as the birthplace of the blues and home to famous writers and artists, as well as demonstrate how new creators have transformed the face of storytelling.

Leading this year’s slate of storytellers is Anna Wolfe, a Mississippi Today reporter and top investigative journalist Wolfe has spent more than five years reporting on poverty and economic justice in the Magnolia State and has received national recognition for her work.

“Everyone knows about Faulkner, Welty, Elvis and Robert Johnson, but there are a whole lot of other great storytellers in Mississippi,” **JOSH FOREMAN, INSTRUCTOR & CHAIR OF 2021 STORY STATE PLANNING COMMITTEE**

The Department of Communication invited undergraduate students from universities and colleges around the state to submit original nonfiction writing, podcasts and short documentary films as part of a Story State Storytelling Competition.

Four students in Mississippi State’s Department of Communication earned awards for their nonfiction submissions in the Story State Storytelling Competition.

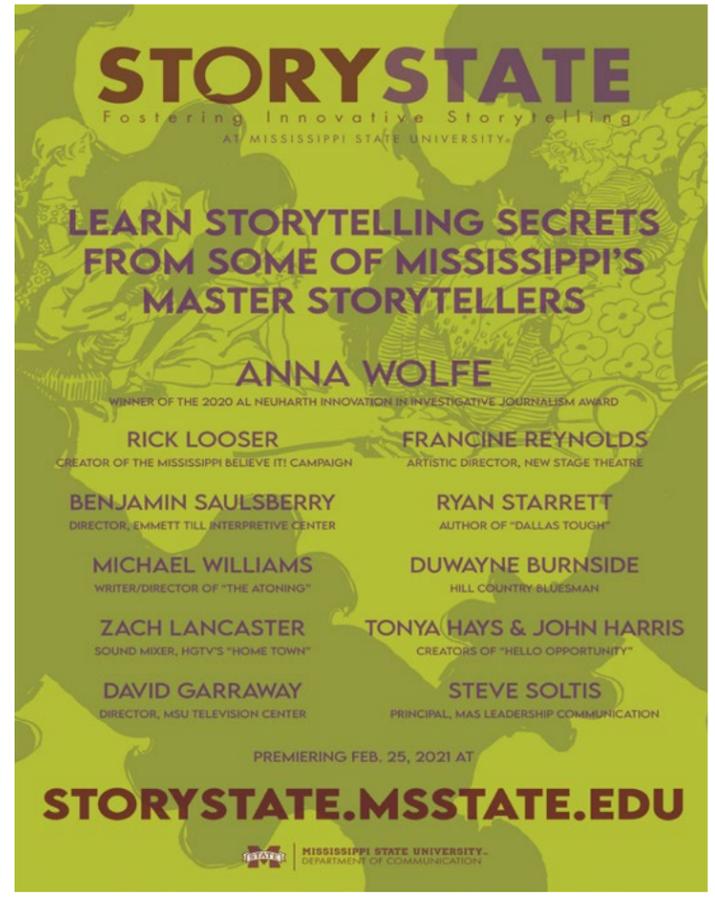
STORY STATE STORYTELLING COMPETITION WINNERS INCLUDE:

ASHLYNN MCCAIN, senior Communication and Psychology double-major from Starkville **2021 MASTER STORYTELLER AND \$250 PRIZE FOR SHORT STORY “5031”**

VICTORIA NEWTON, senior Communication major from Nesbit **SECOND PLACE FOR DRAMATIC PLAY “TRAPPED”**

VERNELL ALLEN, junior Communication and English double-major from Brookhaven **THIRD PLACE FOR MANUSCRIPT “THIS IS TO SAY”**

COLLIN CHRISTEIN, sophomore Communication major from Northampton, Pennsylvania **HONORABLE MENTION FOR SHORT FILM “NO NEED TO RUN”**



COMM. STUDIES FACULTY MEETS WITH ADVISORY BOARD

MEETING REPORT

The **Communication Studies (CMST)** Advisory Board met on November 17, 2020, to discuss the current state of the concentration and its future aims. The Board met with **CMST** faculty and current **CMST** students to hear their experiences and assess the strengths and weaknesses of the concentration. The following report summarizes the commendations and recommendations identified in the Board's closed session as a result of those conversations.

COMMENDATIONS:

1. Students report enthusiasm for the curriculum and for the engagement with **CMST** faculty.
2. The curriculum revision incorporates many new and promising courses, particularly the capstone, which the advisory board feels will offer a much-needed opportunity for students to get real-world experience and an opportunity to apply what they are learning to the types of projects and problems they will encounter in their professional work after graduation.
3. The Interpersonal Communication course (CO 2253) was highlighted by the students as a particularly excellent course and important preparation for their careers. The **CMST** students recommended that it be required for all CO majors.

RECOMMENDATIONS:

1. CMST should increase opportunities for students to intern or work with political communication organizations and campaigns. This includes working for campaigns during election season, elected officials once in office, advocacy groups, lobbying firms, and any other organization active in local, state, and federal politics.
2. An additional context course to consider offering is one that addresses social/political advocacy, issue awareness, opposition and issue research, policy argument, and a more expansive approach to political communication than just looking at campaigns. This could begin in the existing CO 4213 Political Communication course and expand into a second course later.
3. **CMST** courses should more systematically incorporate social media as both an area of study and a site for hands-on work and application. More generally, the curriculum needs more opportunities for applied, hands-on work that allows students to practice what they are learning.

4. **CMST** students recommend that they would like to have more opportunities for advanced study on the core subjects, rather than a single course on a particular subfield with no opportunity to study it further.

5. **CMST** students also report dissatisfaction with the infrequency of course offerings, which affects their ability to take required courses on a timely schedule and meet their original graduation plans. The **CMST** concentration needs more faculty to be able to offer more sections and more courses on a more regular basis. The advisory board further recommends using graduate students as instructors in the basic courses to free up faculty to teach the more advanced courses on a more regular basis.

6. The **CMST** faculty should discuss their approach to teaching and designing courses to clarify whether they are teaching students specific tools (which may quickly become outdated) or teaching them problem-solving approaches. The curriculum could benefit from revising existing courses and designing new ones to clarify their orientation and to ensure that students are getting both, with perhaps a greater emphasis on problem-solving.

7. The advisory board recommends that the **CMST** faculty build on the strong relationships they have with students to cultivate a network connecting students and alumni. This might entail publicizing the accomplishments and contact information of graduates to help current students connect with potential mentors and career opportunities, and building a system for keeping in touch with **CMST** students after graduation.

8. The advisory board recommends that **CMST** rethink how it teaches diversity, inclusion, and life experience to give students a broader context for thinking about these issues. Students need a much wider frame of reference for conceptualizing diversity and inclusion, and **CMST** courses should cultivate a world view that encompasses state, national, and global contexts.

9. **CMST** needs to provide more research opportunities for undergraduates who are interested in developing their research skills.

10. **CMST** needs to supplement its discussion of curriculum expansion with a consideration of which courses ought to be phased out of the curriculum. The advisory board reminds the faculty that each new course puts a further strain on the limited resources of the concentration, so the next phase of curriculum discussion should take up the issue of how to cut back on courses that are no longer needed.

PUBLIC RELATIONS FACULTY MEETS WITH ADVISORY BOARD

MEETING REPORT

The **Public Relations (PR)** Advisory Board met on November 13, 2020, to discuss the current state of the concentration and its future aims. The Board met with public relations faculty and then broke out into an advisory board only meeting before rejoining the faculty. The following report summarizes the commendations and recommendations identified in the board's closed session as a result of those conversations.

COMMENDATIONS:

1. The board was impressed with the new online degree program for **PR** as well as the major initiative to seek (CEPR), the Certification for Education in Public Relations.

RECOMMENDATIONS:

1. **Student Professional Development**
Interaction with Alumni or contacts in other states to connect and network and expand our reach
2. **Course Recommendations**
Courses that integrate more writing and narrative development
Class dedicated to the art of storytelling, could be a natural extension/complement to the evolving Story State Conference
Class(es) that includes fundraising, event planning, grant writing
Classes that focus on social media

THEATRE FACULTY MEETS WITH INVALUABLE THEATRE TEACHERS

MEETING REPORT

The **Theatre** Advisory Board meeting met virtually on March 10, 2021 with a goal of gaining perspective on what type of theatre program Mississippi high school and community college theater students are looking for as well as what theater teachers think their students need.

WHAT TYPE OF PROGRAM DO POTENTIAL THEATRE STUDENTS NEED?

1. Well-rounded program that helps students feel welcome to participate and applauds efforts of diversity and inclusion.
2. Program open to and encouraging non-majors participating in Theatre MSU productions and theatre classes.

COMMENDATIONS:

1. Productions of *Anne and Emmett* and *Pipeline* addressing diversity, racism, and injustice.
2. Theatre MSU offers a comprehensive generalist approach that is great for potential students.
3. Live music in productions.
4. Annual dramafest as a recruiting tool.

RECOMMENDATIONS:

1. Make it clear that all are welcome in theatre regardless of major or concentration.
2. Emphasize to students that they can become involved with productions very quickly at MSU.
3. Faculty portfolio presentations, virtual student visits to tour Theatre MSU for recruitment, recruitment videos and shareable content to introduce the program, and involve current student in recruitment process.
4. Sharing recorded plays and virtual teacher packets, including lesson plans.
5. Connection Day: Theatre MSU invites prospective students to campus for the day and current students showcase work.

SEITZ INTERVIEWED ON COVID-19 PANDEMIC



SEITZ

The article was entitled “Masks can stop coronavirus, so how can governors get people to wear them?” The article was written by Daniel C. Vosk and published in Issue 6.

Listed below are a few key concepts Dr. Holli Seitz highlighted in her interview:

1. Public officials should be as specific and concrete as they can when talking to the public.
2. Instead of telling people to “maintain social distancing” officials should use phrases like “stay six feet away” or “stay two arms length away.”
3. Covid-19 is scary for some people, but others don’t feel at risk. You want to make sure people feel susceptible to the health threat and know it’s serious. But you can’t stop there.
4. To build an individual’s belief that they can do what’s being asked of them.
5. Officials can stress how quick or cheap or easy the behavior is, and show that there aren’t a lot of barriers.
6. At press conferences, public officials should show the behavior they want others to follow – that means talking with masks on and keeping at least six feet from each other.

SEITZ & TEAM WIN AWARD

“THIS AWARD WAS ANNOUNCED THROUGH MISSISSIPPI STATE EXTENSION SERVICES AND WAS PRESENTED THIS PAST FALL 2020 AT THE NATIONAL ESP RECOGNITION BANQUET. GARY B. JACKON, PH.D, DIRECTOR OF MISSISSIPPI STATE EXTENSION SERVICES SAID, “MSU IS VERY APPRECIATIVE FOR THE WORK AND ACCOMPLISHMENTS OF DR. HOLLI SEITZ. WE LOOK FORWARD TO SEEING THE FUTURE IMPACTS OF PROMISE. **DR. GARY B. JACKSON, DIRECTOR OF MISSISSIPPI STATE EXTENSION SERVICES**

“WORKING ON THE PROMISE INITIATIVE (PREVENTING OPIOID MISUSE IN THE SOUTHEAST) IS A TREMENDOUS JOY AND HAS PROVIDED AN OPPORTUNITY TO USE MY SKILLS AS AN APPLIED HEALTH COMMUNICATION AND MESSAGE EFFECTS SCHOLAR TO SERVE MISSISSIPPIANS. HAVING THE OPPORTUNITY TO COME TOGETHER WITH A TALENTED, DEDICATED TEAM OF PROFESSIONALS FROM ACROSS FIELDS TO TACKLE AN IMPORTANT PROBLEM IS ONE OF THE GREATEST PRIVILEGES OF MY CAREER. I’M HONORED THAT OUR WORK WAS RECOGNIZED NATIONALLY AND AM GRATEFUL TO MY COLLEAGUES FOR THEIR LEADERSHIP AND VISION.” **DR. HOLLI SEITZ**

CONGRATULATIONS DR. SEITZ, HEALTH COMMUNICATION EXPERT

The PReventing Opioid Misuse In the SouthEast (PROMISE) project has been funded for another two years.

“I AM PLEASED TO SHARE THAT THE PREVENTING OPIOID MISUSE IN THE SOUTHEAST (PROMISE) PROJECT, LED BY DR. DAVID BUYS, HAS BEEN FUNDED FOR ANOTHER TWO YEARS. I WILL CONTINUE SERVING AS A HEALTH COMMUNICATION SUBJECT MATTER EXPERT FOR THIS PROJECT AND AM EXCITED TO BE A PART OF THIS VALUABLE WORK. I WANT TO OFFER TREMENDOUS THANKS TO YOU AND GISELLE’S TEAM FOR HELPING US GET THIS PROPOSAL SUBMITTED QUICKLY (IN THE MIDDLE OF A GLOBAL PANDEMIC, NO LESS).” **DR. HOLLI SEITZ**

CHAMBERS ARTICLE PUBLISHED AND REPOSTED BY CNN

A Cheryl Chambers article entitled, “3 ways to get your point across while wearing a mask – tips from an award-winning speech coach” discusses three ways to have better two-way communication while wearing a mask. She emphasized facial expressions, body language and voice.

During a challenging time with our country adjusting to the Covid-19 pandemic, **Chambers shed light onto ways to have an effective conversation while wearing a mask.** This article was originally published in The Conversation, a nonprofit independent news organization, in October 2020. The article started trending online and eventually gained a plethora of national attention. The article caught the eye of a major news organization and was reposted by CNN in November early 2020.

You may view Chambers’ article at: <https://www.cnn.com/2020/11/05/health/communicate-with-mask-wellness-partner/index.html>

“BEFORE YOUR NEXT INTERACTION WITH A FRIEND, THINK OF WAYS TO IMPROVE YOUR CONNECTION. PULL YOUR HAIR BACK SO THEY CAN SEE YOUR EYES CLEARLY AND FIND A QUIET PLACE TO TALK. USE YOUR BODY AND VOICE TO CONVEY THE EMOTIONS YOU FEAR YOUR MASK MIGHT HIDE. MAYBE MOST IMPORTANTLY, DON’T EXPECT IT TO GO PERFECTLY. JUST LIKE ANY CONVERSATION, MISTAKES WILL BE MADE.” **CHERYL CHAMBERS, INSTRUCTOR & HEAD COACH, MSU SPEECH & DEBATE TEAM**



CHAMBERS

DR. HEESOOK CHOI SELECTED FOR 2020 KOPENHAVER CENTER FELLOW



CHOI

Sponsored by the AEJMC (Association for Education in Journalism and Mass Communication) Commission on the Status of Women, the Lillian Lodge Kopenhaver Center for the Advancement of Women in Communication at Florida International University and the AEJMC Council of Affiliates, this annual workshop is designed to help junior women faculty members move forward in their careers through mentoring, networking and preparing for tenure and promotion and administration or other leadership positions.

The workshop is designed for tenure-track women, but some exceptions may be made. Speakers, panelists and round table leaders include senior scholars and administrators and women colleagues who have achieved significant leadership positions in their careers.

KOPENHAVER CENTER FELLOWS WERE A PART OF THE PRE-CONVENTION WORKSHOP, WOMEN FACULTY MOVING FORWARD: 100 YEARS FROM SUFFRAGE TO ACADEMIC LEADERSHIP, ON AUGUST 5, 2020 AS PART OF THE ANNUAL VIRTUAL CONVENTION OF THE ASSOCIATION FOR EDUCATION IN JOURNALISM AND MASS COMMUNICATION.

COMMUNICATION PEDAGOGY ROUNDTABLE

FALL 2020 MEETINGS

The Communication Pedagogy Roundtable (CPR) aims to provide a friendly, informal environment in which faculty in the Department of Communication can share teaching resources, gain support, and learn about best practices for teaching.

In Fall 2020, the CPR met to discuss online teaching in communication. They shared tips for increasing immediacy, engagement, and participation. They also met to discuss online synchronous, online asynchronous, and hybrid communication courses to find out what worked and what will change.

SPRING 2021 MEETINGS

The Roundtable met in January, February, and March 2021 for a three-part series on diversity, equity, and inclusion in pedagogy. The January session featured a presentation on inclusive pedagogy best practices from Delaney Vampran-Foster, Associate Director of the MSU Office of Institutional Diversity and Inclusion. The February session focused on thinking about how to apply these best practices in communication classrooms, and the March session focused on choosing course content that offers multiple perspectives from diverse sources.

LOEWING APPOINTED TO NCA IDEA STRATEGIC PLAN TASK FORCE

Dr. Melanie Loewing has been appointed to the **National Communication Association's IDEA Strategic Plan Task Force**, a 10-member committee charged with producing a strategic plan for inclusion, diversity, equity, and access for the organization.



LOEWING

The NCA IDEA Strategic Plan Task Force will conduct its work through virtual meetings, a discussion forum held at the 107th NCA Convention in Seattle in November 2021, and a presentation of the strategic plan to the NCA Legislative Assembly in 2022. The task force's goal is to "address how our association can be responsive and transformative in this historical juncture when questions of justice and representation dominate both our national conversations as well as our professional and institutional inquires and actions."

FISHER ELECTED TO LEADERSHIP POSITION IN AEJMC

Dr. Melody T. Fisher, an associate professor in Mississippi State University's Department of Communication, now **leads the Minorities and Communication Division (MACD) of the Association for Education in Journalism and Mass Communication (AEJMC)**. Fisher's one-year term will include oversight of all initiatives, operations and policies for the 200+ member group.

AEJMC is a nonprofit, educational association of journalism and mass communication educators, students and media professionals whose mission is to advance education, foster scholarly research, cultivate better professional practice and promote the free flow of communication.

Fisher has been a faculty member at MSU since 2014 and teaches public relations courses. Her research interests include image repair, diversity-related crises and minority portrayals in media. Fisher earned her Ph.D. in communication from the University of Southern Mississippi in 2012, her master's degree in public relations in 2003, also from USM, and her bachelor's degree in English from Tougaloo College in 2000.

"DR. FISHER'S LEADERSHIP IS EVIDENT WITHIN THE DEPARTMENT, AS COORDINATOR OF THE PUBLIC RELATIONS CONCENTRATION AND IS NOW VISIBLE ON THE NATIONAL LEVEL WITH AEJMC. SHE IS UNIQUELY QUALIFIED TO ADVANCE THE MINORITIES AND COMMUNICATION DIVISION. WE ARE PROUD TO HAVE DR. FISHER REPRESENT THE DEPARTMENT IN SUCH A VITAL AND IMPORTANT ROLE."

DR. TERRY LIKES



"I'm thrilled to continue the outstanding legacy of my predecessors' work of promoting scholarship on the status of minorities in employment, education, and media representation. This year marks the 50th anniversary of MACD and my goal is to recruit undergraduate and graduate students in communication programs so that the continuum of our efforts will never cease."

DR. MELODY FISHER

SMITH PUBLISHES IN MISSISSIPPI QUARTERLY: THE JOURNAL OF SOUTHERN CULTURES



SMITH

Dr. Pete Smith's article, "To Be Up and Doing": Journalist Kate Markham Power's Crusade Journalism and Case Against Woman Suffrage in Post-Civil War Mississippi, will be **published in a 2021 issue of Mississippi Quarterly: The Journal of Southern Cultures**.

This paper examines Power's brand of what Christopher Daly calls "**crusade journalism**" and discusses the implications of that work against the backdrop of post-Civil War southern white hegemony, gender roles, and other issues of class and privilege.

Dr. Smith is an Associate Professor in the Department of Communication, and has taught in the department since 2003.

HERNANDEZ CONTRIBUTES TO BOOK CHAPTER FOR RESEARCH IN SOCIAL MEDIA



HERNANDEZ

Research Perspectives on Social Media Influencers and Brand Communication examines the myriad ways in which social media and the unique characteristics of the internet have changed brand communication for both brands and consumers, focusing on the social media influencer as a brand communicator.

Each chapter of this book represents a unique theoretical and methodological approach to examining the emergence and growing legitimacy of the social media influencer as a brand communicator from a variety of perspectives and contexts, discussing challenges and opportunities afforded to brands by social media influencers and providing an overview of the current research on the use of these branding approaches. **Congratulations Dr. Hernandez on your contribution!**

"Recently, influencer marketing has increased significantly due to its proven effective influence over sales and brand perceptions. Yet, even though influencer marketing is a proven tool in strategic communication campaigns, before deciding to create a partnership between a brand and a social media influencer, brands must critically explore all cost-benefit factors related to this partnership. As such, the primary purpose of this chapter is to offer a research-based exploration of the difficulties

that can occur when managing social media influencer-brand relationships and deciding if influencer marketing is an appropriate tool to use for an organization. DR. TERRI HERNANDEZ, ASSISTANT PROFESSOR & PRSSA ADVISOR

POE HEADS STATEWIDE COMMUNICATION ASSOCIATION



POE

Associate Professor and coordinator for print and digital journalism, Dr. Philip S. Poe, is the new **president of the Mississippi Communication Association**, an organization with members representing every institution of higher learning in the state.

Poe said his role as MCA president includes coordinating communication between the executive board and the membership, serving as a spokesperson and presiding at the organization's 2021 spring convention, currently slated for early next year at Mississippi College in Jackson.

"MCA SEEKS TO BRING TOGETHER COMMUNICATION FACULTY AND STUDENTS FROM ALL OF THE UNIVERSITIES, COLLEGES AND COMMUNITY COLLEGES ACROSS THE STATE BY FOCUSING ON SCHOLARSHIP AND TEACHING THAT APPLIES TO US ALL. WE ARE AN INCLUSIVE COMMUNITY OF TEACHERS, SCHOLARS AND STUDENTS INTERESTED IN PERSONAL AND PROFESSIONAL GROWTH WHILE EMPHASIZING THE RICH HISTORY OF THE COMMUNICATION DISCIPLINE IN MISSISSIPPI."

DR. PHILIP POE

SEITZ ORGANIZES INAUGURAL MISSISSIPPI SCIENCE COMMUNICATION SUMMIT

In September 2020, **MSU brought together scientists, staff, and graduate students from five Mississippi Universities** for the inaugural Mississippi Science Communication Summit, an interactive science communication workshop organized by Dr. Holli Seitz.

The virtual workshop was facilitated by the Alan Alda Center for Communicating Science at Stony Brook University and funded by a grant Seitz received from the Oak Ridge Associated Universities Events Sponsorship Program.

"THE MISSISSIPPI SCIENCE COMMUNICATION SUMMIT GREW OUT OF MY COMMITMENT TO SHARING SCIENCE WITH THE PUBLIC AND MY DESIRE TO DO IT WELL. THANKS TO FUNDING FROM THE OAK RIDGE ASSOCIATED UNIVERSITIES EVENT SPONSORSHIP PROGRAM, WE WERE ABLE TO OFFER TRAINING FROM THE ALAN ALDA CENTER FOR COMMUNICATING SCIENCE TO RESEARCHERS AND STUDENTS THROUGHOUT THE STATE." **DR. HOLLI SEITZ**

NBS SELECTS RADIO DOCUMENTARY PRODUCED BY LIKES FOR EXHIBITION



LIKES

A radio documentary, produced by Terry Likes, was **selected for exhibition by the National Broadcasting Society**.

When the former president called many media outlets "fake news," it became important to have an historical context of the relationship between the President and the media. **The role of the media involves holding the powerful accountable and being a watchdog for the people.** This report provides a history from

FDR's fireside chats to Trump's tweets, offering context and analysis of the love-hate relationship of the President and the media. "The President and the Media: From Fireside Chats to Twitter, the Love-Hate Relationship Between the Media and the Commander-in-Chief" has been selected for presentation by the National Broadcasting Society. Likes produced this report during the past year. The program aired on WMSV-FM October 25, 2020.

Likes' audio documentary is available on our departmental YouTube channel: <https://www.youtube.com/watch?v=RgjQz6p57f0>

MISUN WINS MULTIPLE AWARDS IN ANNUAL CPRAM CONFERENCE



MISUN

The College Public Relations Association of Mississippi (CPRAM), is a consortium of public relations professionals employed at Mississippi's public and private colleges and universities, as well as affiliated education agencies. Each year they host an awards competition to highlight the work of CPRAM members.

CHRIS MISUN, INSTRUCTOR collaborated with the Office of Public Affairs and University Television Center to produce the video, "**Student Testimonial: Urita Agana.**" This video received the **Grand Award** in the senior division's electronic media category during CPRAM's recent recognition program held virtually due to the coronavirus pandemic. Also taking home a **first-place award in the new media/social media category**, the video was created by Checky Herrington, OPA brand manager; UTC senior producers **Chris Misun** and James Parker; and Bethany Shipp, OPA marketing and communication coordinator.

Misun also won a second place award for the television program "**Ragtime 2018 Episode 1,**" Steve Carver; UTC student workers Terry Johnson and Nick Erebia; James Parker; Chris Misun; Navin Solomon; Mike Godwin; Barry Hughes, UTC broadcast maintenance engineer; and David Garraway.

FORDE WINS OLDHAM FACULTY MENTOR AWARD

MSU's College of Arts & Sciences recently honored "exceptionally meritorious faculty who have achieved national recognition and enhanced the quality and stature of academic programs."

John E. Forde, professor of communication, received the **Phil and Kari Oldham Faculty Mentor Award**.



FORDE

"FORDE IS AN EXCELLENT TEACHER, MENTOR AND ADVISOR WHO HAS HAD A LONG-LASTING EFFECT ON STUDENTS AND ALUMNI. AS A TEACHER-MENTOR, FORDE BELIEVES IN NURTURING STUDENT SUCCESS. ONCE STUDENTS GRADUATE, HE CONTINUES TO MENTOR HIS FORMER STUDENTS AS THEY ENTER GRADUATE SCHOOL OR THE WORKFORCE. HE EXEMPLIFIES WHAT A SENIOR FACULTY MEMBER SHOULD BE IN GIVING BACK TO COUNTLESS STUDENTS, FACULTY AND ALUMNI VIA HIS MENTORING." **DR. TERRY LIKES**

BROWN & LINDLEY RECOGNIZED FOR EXCELLENCE IN TEACHING AWARDS



BROWN



LINDLEY

The Mississippi State University College of Arts and Sciences Ambassadors created a new award to honor excellence in teaching for faculty who "eased the burden" of COVID-19 restrictions placed on students in 2020.

Twenty-five professors out of the college were awarded for their "Excellence in Teaching." **Communication Instructor, Karyn Brown, and Lecturer, Giles Lindley, were both selected for this honorable award.**

CROUCH SELECTED FOR ACADEMIC ADVISING AWARD

The Department of Communication's Academic Advising Coordinator, **Haylee Crouch**, is one of five recipients of the **2020 Outstanding BSIS Sponsor award**. BSIS is short for the Bachelor of Science in Interdisciplinary Studies. Crouch, in her second year with the department, is joined by Jonathan Black, Academic Coordinator for Psychology, Suzanne McClain, Academic Records Assistant for Kinesiology, Dr. Kevin Rogers, Associate Dean for College of Business, and Dr. George Ford, Director of Building Construction Science.

In earning this honor, the recipients each received a galvanized pail engraved with "Outstanding BSIS Sponsor." The pail contains a variety of goodies. Kasondra Harris, Academic Coordinator in the College of Arts & Sciences said, "we decided to give this honor this year because 2020 has been very challenging and led us all to explore creative ways to help our students. The extra mile that these sponsors have gone to fulfill the needs of our students could not go unrecognized. They have a long list of tasks in their individual departments. Nonetheless, they've fostered to the growth of our students. **They are beyond deserving of this token of appreciation and it is something that we hope to continue for years to come,"** said Harris.



CROUCH

SEITZ ASSISTS WITH NSF AWARD TO RESEARCH BRAIN DEVELOPMENT

Holli Seitz, an assistant professor within Mississippi State University's Department of Communication, and Principal Investigator Andrew Lawton, an assistant professor in MSU's Department of Biological Sciences, recently received over **\$870,000 to fund research on brain development**.

This prestigious award is from the Faculty Early Career Development (CAREER) Program, which is a part of the National Science Foundation. Seitz and Lawton plan to use these funds to begin researching how the brain folds during its development, as little research exists on this topic.

Currently, **Seitz serves as the science communication specialist for the project**. In this role, she said that she is excited to continue researching this subject.

"It is an honor to play a supporting role in Dr. Lawton's CAREER award," Seitz said. "I am thrilled about the opportunity to team-teach a new course with him. His project will prepare a new generation of scientists to become excellent science communicators, and it will also allow me to advance my research on innovative communication pedagogy and experiential learning."

Beginning in the spring of 2022, **Seitz and Lawton will collaborate in teaching a course based on the research that they are completing**. In the course, titled Fundamentals of Science Design and Communication, Seitz will focus on teaching how to communicate scientific data, information and publications to individuals without a scientific background.

"We are so proud of Dr. Seitz for her part in the collaborative work in earning the prestigious Faculty Early Career Development award from the NSF. Dr. Seitz has made significant contributions early in her research career in science communication. She is quickly building a national reputation as a leader in this discipline," said Terry Likes, Professor and Head of the Department of Communication

Seitz currently serves as director of The Message Laboratory in MSU's Social Science Research Center, where her primary focus is science and health communication. Some of her other research interests include media effects and message effects.

MISUN WINS AWARDS FROM NATIONAL BROADCASTING SOCIETY



Chris Misun has had two of his creative entries selected for presentation for the 2020-2021 NBS (National Broadcasting Society) AERho Professional and Alumni Production Competition

during the 2021 NBS-AERho National Convention.

His submissions include: Local Mississippi country music artist, Emily White, released her album, "Child of Mississippi," in November 2020. Chris Misun produced the music video from the title track off of the album in Meridian, MS over the course of two days in 5 different locations. The

video has been well received and continues to grow with over 1K views on YouTube.

In collaboration with the Air Force ROTC on Mississippi State

University's campus, Misun also produced a new **recruitment video for the AFROTC's website as well as a 30-second commercial** that aired in a Fall 2019 Mississippi State home

football game. The national AFROTC has also promoted the video through their social media outlets.



FACULTY MEMBERS RECEIVE 2021 DEPARTMENTAL EXCELLENCE AWARDS



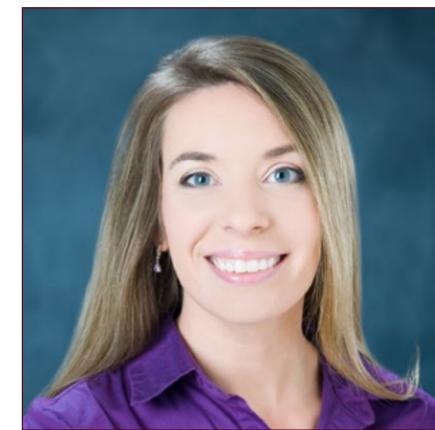
EXCELLENCE IN RESEARCH

"Despite the pandemic, **Dr. Holli Seitz** is one of the leaders in the department in manuscripts, grant proposals and conference presentations. As part of her research on prescription opioid misuse prevention messages, Seitz delivered a virtual presentation at the National Communication Association. She was involved in four funded research grant proposals submitted during 2020 and was asked to join the USDA-funded "Growing Strong Schools, Families, and Communities" project as a health communication specialist."
DR. TERRY LIKES



EXCELLENCE IN TEACHING

"**Amy Knight** has been exceptional in the classroom for many years. In student evaluations of classes, Amy features exceptional scores, often 4.8, 4.9 or 5.0 (on a 5.0 scale). Knight brings best practices and enthusiasm to each class. I echo one student's comments, "She dealt with having to teach during the pandemic very well." Another said, "I really enjoyed having her as a teacher. She was so genuine and you could tell she truly wanted the best for her students, especially during this time!" **DR. TERRY LIKES**



EXCELLENCE IN SERVICE

"**Cheryl Chambers** excels in her work with Speech and Debate. Her service includes coaching and extensive travel. Her students excel in state, regional and national events. With Covid-19, many adjustments had to be made with the team as it pertains to travel and competition. She adapted to these changes and the team continued its success. Chambers has been a leader in spearheading efforts for a new Speaking Center on campus, one that would mirror the efforts of the Writing Center."
DR. TERRY LIKES

CHOI, HEESOOK. Satire type matters: Differential effects of Juvenalian and Horatian satire viewing on political participation. Paper presented at the International Communication Association Annual Conference (Converted from Australia to virtual due to COVID-19).

CHOI, HEESOOK. Fox News vs. political satire: Discrete partisan pathways to participation. Paper presented at the International Communication Association Annual Conference (Converted from Australia to virtual due to COVID-19).

HARRIS, MELANIE. Performance dates 11/10/20 - 11/13/20, KCACTF Region IV Festival, Nomination: Faculty Costume Design.

HAYS, TONYA. 'Bend in the River' original play presented at South Mississippi Drama Festival, University of Southern Mississippi, 11/07/20, Winner of Best Historical Play. Director of "Anne and Emmett" at Mississippi State University, Starkville, MS, Performance dates 11/10/20 - 11/13/20, KCACTF Region IV Festival Nomination: Faculty Direction.

HAYS, TONYA. Mississippi Theatre Association Teacher's Conference Workshop - Devised Theatre Work - 10/14/20.

HAYS, TONYA. National Endowment for the Arts, Panelist for Theatre, Appointed 9/22/20.

HERNANDEZ, T., & RANTA, J. (2020, August). Student-run Integrated Media Agencies: Perspectives and Best Practices. Panel proposed and presented at the 2020 annual conference of the Association for Education in Journalism and Mass Communication, San Francisco, CA (Virtual). Public Relations and Advertising Division.

HERNANDEZ, T., & FISHER, M. (2020, March). Student-led PR firms: Students' reported learning outcomes in newly launched agency as compared to industry entry level job preferences.

LOEHWING, MELANIE. "Presidential Disgust and Policymaking: Reframing the Housing Crisis as the Contamination of Public Space," Paper presented at the 2020 annual conference of the International Public Relations Research Conference, Orlando, FL.

LOEHWING, MELANIE. "Picturesque Poverty: Visual Rhetorical Strategies to Promote Tiny House Settlements for the Homeless," paper accepted for presentation at the 2020 Rhetoric Society of America Conference in Minneapolis, M [conference canceled because of COVID-19 pandemic]. (refereed)

LOEHWING, MELANIE. "Presidential Disgust and Policymaking: Reframing the Housing Crisis as the Contamination of Public Space," paper presented at the 2020 National Communication Association Conference held online. (refereed)

LOEHWING, MELANIE. "Women's Lives at an Economic Crossroads: Rhetoricians Engage Recent Bestsellers on Poverty," paper presented at the 2020 National Communication Association Conference held online. (refereed)

LIKES, TERRY. "Tenure: Building and Evaluating creative dossiers," Presented at the Broadcast Education Association annual conference.

SEITZ, HOLLI. Development and pretesting of prescription opioid misuse prevention messages: Results and implications for practice. Paper presented at the National Communication Association 106th Annual Convention. Paper presented at the National Communication Association 106th Annual Convention.

SEITZ, HOLLI. Perceived costs associated with protective actions across multiple threats. Poster presented at the American Meteorological Society 100th Annual Meeting, Boston, MA (Presented by K. Sherman-Morris).

SEITZ, HOLLI. As part of her work with the PROMISE Initiative (*Preventing Opioid Misuse in the Southeast*), Dr. Holli Seitz of the Message Laboratory presented a training on Youth Mental Health First

Aid for SSRC and university personnel on March 24.

SMITH, PETE. "To Be Up and Doing": Journalist Kate Markham Power's Crusade Journalism and Case Against Women's Suffrage in the Post Civil War South. Paper presented at the annual convention of the American Journalism Historians Association (AJHA), (conference held virtually).

SMITH, PETE. The Unfortunately Dilemma": The Broadcast Industry Blacklist, the American Dream, and the Case of Philip Loeb. Research-in-progress presented at the annual convention of the American Journalism Historians Association (AJHA), (conference held virtually).

WEBB, MATT. Design of the lighting of An Act of God at Palo Alto Players (Palo Alto, CA.) Performance dates: 9/5/20-9/20/20.

WEBB, MATT. Design of the scenery and lighting of Anne & Emmett at Mississippi State University (Starkville, MS) Performance dates: 11/10/20-11/13/20. KCACTF Region IV Festival Nomination: Faculty Scenic Design.

FACULTY PUBLICATIONS

CHAMBERS, CHERYL. "3 ways to improve communication while wearing a mask, from a top speech coach." Published by The Conversation and later by CNN.com.

FOREMAN, JOSH AND STARRETT, RYAN. *Hidden History of New Orleans* (Charleston: The History Press, 2020).

CRAWFORD II, J., BOYLES, J., HERNANDEZ, T., LOU, C., CHENG, H., & PERLMUTTER, D. (2020). *Opportunities and challenges: Professional development programming in media & communication education.* Journalism and Mass Communication Educator. <https://doi.org/10.1177/1077695820926835>.

HERNANDEZ, T., & SARGE, M. A. (2020). *Plenty of (similar) fish in the sea: The role of social identity and self-categorization in niche dating.* Computers & Human Behavior, 110. <https://doi.org/10.1016/j.chb.2020.106384>.

LIKES, TERRY. *Fake News Blues: A credibility crisis for Journalism: Award of Excellence for Radio Documentary from the Broadcast Education Association.* Aired on WMSV-FM.

LIKES, TERRY. "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 on WMSV-FM.

MISUN, CHRIS. *Grand Award – CPRAM – Electronic Media Senior Division, 1st Place CPRAM New Media/Social Media, 2nd Place – CPRAM – "Ragtime 2018 Episode I."*

SHERMAN-MORRIS, K., POE, P., NUNLEY, C., & MORRIS, J. A. (2020). *Perceived risk, protective actions, and the parasocial relationship with the local weathercaster: A case study of Hurricane Irma.* Southeastern Geographer, 60(1), 23-47.

SEITZ, HOLLI. *A mixed methods analysis of parental perspectives on diagnosis and prognosis of NICU graduates with cerebral palsy.* Journal of Child Neurology, 35, 336-343.

SMITH, PETE. "To Be Up And Doing": Kate Markham Power's Crusade Journalism and Case Against Woman Suffrage in the Post-Antebellum South," Mississippi Quarterly: The Journal of Southern Culture (volume and page numbers TBD).

SEITZ, H. H., Parker, J., Hanna, H., & Hooge, G. (2021). Evaluation of a health education intervention for rural preschool and kindergarten children in the southeastern United States: A cluster randomized trial. Journal of Human Sciences and Extension, 9, 46-65. <https://www.jhseonline.com/article/view/931>.

THEATRE MSU ADAPTS FALL SEASON TO INCLUDE COVID-19 SAFETY MEASURES

COMMEDIA ROBIN HOOD

With an audience spread out upon the grass of the outdoor Amphitheater in the foreground, four MSU Theatre actors play the masked characters of Commedia Robin Hood.

Theatre MSU debuted its Fall 2020 season [Sept. 17] performance of "The Commedia Robin Hood" at the MSU Amphitheater. The student-produced show also was performed at JL King Park and at McKee Park in Starkville. The outside venues incorporate safety regulations mandated by the university's response to COVID-19.

Presented in the commedia dell'arte form of improvisational theater that began in Italy in the 16th century, the play's characters are portrayed as poor travelers who invent props from objects they discover as they fumble their way through the tale of Robin Hood.

"COMMEDIA IS A HISTORICAL THEATER STYLE THAT WAS ALWAYS PERFORMED IN MASKS. WE TOOK THAT A STEP FURTHER AND BUILT COVID-19 MASKS INTO THE INSIDE OF THE TRADITIONAL COMMEDIA MASKS. ALL ATTENDEES WERE REQUIRED TO WEAR MASKS AND WE EVEN WORKED IN JOKES ABOUT SOCIAL DISTANCING AND HAND SANITIZER." **MELANIE HARRIS, THEATRE INSTRUCTOR & COSTUME DIRECTOR**

The program was completely student-produced. The students wanted to have a season even with Covid-19 restrictions. They came up with the idea to perform in an outdoor venue, and the event turned was a success for the theatre department.



THEATRE MSU ADDRESSES RACIAL INTOLERANCE IN PRODUCTION OF 'ANNE AND EMMETT'



Last fall, Theatre MSU debuted the play "Anne and Emmett," featuring an imaginary conversation between Holocaust martyr Anne Frank and 1950s murder victim Emmett Till.

The Janet Langhart Cohen drama highlighted Frank, a 13-year-old Jewish girl whose diary provided insight into the Holocaust, and Till, a 14-year-old African American youth whose murder in Mississippi sparked the American Civil Rights Movement.

For this production, Theatre MSU collaborated with the Starkville Community Theatre, whose actors were unable to perform during the season in their venue because of COVID limitations. Two cast members in "Anne and Emmett" are Paul Ruff and Brittany Page of SCT.

"The play was an opportunity to promote healing and understanding. Theatre MSU students wanted to have voice in the social unrest of our time. 'Anne and Emmett' provided an opportunity for social discourse and discussion of racism. It engaged us in the complicated history of Mississippi and challenged us to 'tikkun olam,' Hebrew for 'repair the world,'" **TONYA HAYS, PLAY DIRECTOR & ASSISTANT PROFESSOR OF THEATRE PERFORMANCE**

THEATRE STUDENTS PRODUCE, DIRECT PRODUCTION OF 'PIPELINE'



"Pipeline," a Dominique Morisseau play addressing the school-to-prison pipeline, **spotlighted a mother's fight to give her son a future** without turning her back on the community that made him who he is.

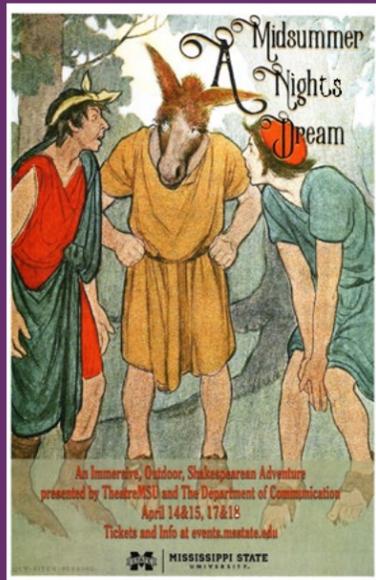
Co-produced by Theatre MSU and the Blackfriars Drama Society, "Pipeline" is **student produced and directed by senior communication and kinesiology major Donovan Andrade**, a Florida resident and native of Manama, Bahrain.

Following Covid-19 guidelines, 100 people were able to attend this event in person.

"THE NUMBER OF SUSPENSIONS AND EXPULSIONS OF STUDENTS FROM SCHOOLS HAS NEARLY DOUBLED SINCE THE '70S BECAUSE OF THE ADOPTION OF ZERO-TOLERANCE POLICIES, AND THE PLAY ITSELF RESONATED WITH THE STRUGGLES CERTAIN SCHOOL SYSTEMS ARE FACING TO THIS DAY." **DONOVAN ANDRADE, SENIOR COMMUNICATION & KINESIOLOGY MAJOR, PLAY PRODUCER**

THEATRE MSU CLOSSES SEASON WITH 'A MIDSUMMER NIGHTS DREAM'

Matthew Webb, assistant clinical professor and designer for the theatre concentration said a few words about the Shakespearean play.



"THEATRE MSU'S FINAL PRODUCTION OF THE 20-21 SEASON WAS AN OUTDOOR, IMMERSIVE, ENTERTAINING (AND ONLY ONE HOUR!) VERSION

OF SHAKESPEARE'S COMEDIC MASTERPIECE, A MIDSUMMER NIGHT'S DREAM. ADAPTED AND DIRECTED BY ASSISTANT PROFESSOR TONYA HAYS AND FEATURING OVER 20 MSU STUDENTS, THEATRE MSU'S MIDSUMMER TOOK SHAKESPEARE'S FOREST OF FAIRIES TO AN ACTUAL FOREST OVERLOOKING NORTH FARM, WHERE AUDIENCES WERE ABLE TO MOVE AROUND WITH THE PRODUCTION AND EXPERIENCE THE MAGIC FIRSTHAND."

MATTHEW WEBB, ASSISTANT CLINICAL PROFESSOR & DESIGNER

THEATRE MSU PRESENTS 'RED' PRODUCTION IN MCCOMAS HALL



Mississippi State's Theatre MSU and Blackfriars Drama Society (a student theatre organization) presented "Red" by American writer John Logan at McComas Hall's Mainstage Theater.

The play followed the story of Mark Rothko as he's commissioned to paint a series of prominent New York murals and works with his young assistant, who ultimately challenges the artist. Rothko ultimately struggles with both ambition and vulnerability.

Described by the New York Times as "intense and exciting," Logan's "Red" received six awards— including Best Play—at the 64th annual Tony Awards in 2010 at Radio City Music Hall.

CO GRADUATE NAMED 2020 PRAM STUDENT OF THE YEAR



LAUDADIO

The Public Relations Association of Mississippi named 2020 graduate, **Marisa Laudadio, its Student of the Year**. The PRAM Student of the Year Award, presented by CSpire, honors Laudadio's dedication to the field of public relations and came with a \$1,000 scholarship.

PRAM's naming Marisa Laudadio as its Student of the Year is a tremendous honor. During her time at MSU, many professors praised Marisa's academic abilities, her pleasant demeanor, and her award-winning performance. Marisa was a member of the 1st place team that competed in the on-site public relations campaigns competition at the Southeast Journalism Conference in February 2020.

Marisa graduated in May 2020 with a double major in Political Science and Communication and double minors in Spanish and International Studies. Marisa served as president for the College of Arts & Sciences Ambassadors, Secretary General for MSU's Model United Nations program, an executive board member for PRSSA, and was part of the programming staff for New Maroon Camp. She was also involved in the Shackouls Honors College, the Latino Student Association, and Undergraduate Women in Business. Additionally, Marisa participated in undergraduate research and presented her findings at conferences across the country. Overall, **Marisa represented MSU well in every aspect during her four**

years here as a student. Congratulations, Marisa!

"MSU'S PR PROGRAM NOW HAS A LONG HISTORY OF THOSE WINNING THE PRAM STUDENT OF THE YEAR HONORS. MARISA CERTAINLY EXEMPLIFIES ALL THAT WE STRIVE FOR AS SHE EXCELLED IN EVERYTHING SHE DID. IT WAS A FITTING HONOR FOR HER TO LEARN OF THIS AWARD AT ABOUT THE SAME TIME SHE GRADUATED. WE ARE VERY PROUD." **DR. TERRY LIKES**

COMMUNICATION STUDENTS & PROFESSOR EARN LOCAL PR AWARDS

During the virtual Bulldog PRism Awards Ceremony, the Starkville-MSU Public Relations Association of Mississippi Chapter honored the MSU Department of Communication, its students and faculty, with six awards.

PRISM AWARDS:

1. AWARD OF MERIT: Carly Pippin, Lauren Lucas, Charlotte Corr, John Nix Arledge and Terri Hernandez for the Center for Community-Engaged Learning: Annual Publication & Social Media Management.

2. AWARD OF EXCELLENCE: Marisa Laudadio, Madeline Burdine, Anna Owens, Amelia Henson and Terri Hernandez for the John C. Stennis Center for Public Service Website Renewal.

3. AWARD OF EXCELLENCE: Mckinsy Harris, Bailey Sennett, Majesty Henry and Terri Hernandez for Mercedes-Benz of Tuscaloosa: "The MBT Experience" Social Media Campaign.

4. AWARD OF MERIT: Leah Williams for Churn & Spoon Crisis Avoidance Campaign.

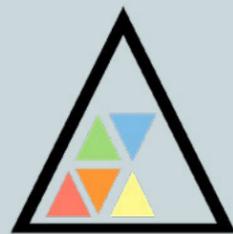
5. AWARD OF MERIT: Karie Pinnix for Crisis Communication Plan for Mercari, Inc.

6. 2020 STUDENT TOP DAWG: Karie Pinnix

PRAM is a statewide network of professionals and students who come together for networking opportunities, as well as to advance their knowledge of public relations by connecting with others in the field. The Starkville-MSU chapter of PRAM has been providing expertise, inspiration and professional development opportunities to public relations practitioners and students for more than 25 years.



PRAM HONORS MSU STUDENTS, FACULTY WITH TOP STATE PR AWARDS



MISSISSIPPI STATE
PRISM
PUBLIC RELATIONS AND INTEGRATED STUDENT MEDIA
IDEAS WERE NEVER MEANT FOR A BOX.



The PRAM awards, judged by professionals outside the geographical boundaries of the Southern Public Relations Federation—Mississippi, Alabama, Florida, and Louisiana—recognize outstanding work by Mississippians in the field of public relations and celebrate select individuals for their contributions to the profession in both the public and private sectors. PRISM Awards represent top honors. Award-winning entries demonstrate process, results and creativity beyond tactical excellence. **MSU Communication students and faculty were honored with awards.**

PROFESSIONAL PRISM WINNERS

ORGANIZATION IDENTITY CAMPAIGN: Terri Hernandez, Lauren Lucas, Madeline Burdine and Peyton Neal, MSU Public Relations and Integrated Student Media Agency (PRISM)/Department of Communication.

SOCIAL MEDIA MANAGEMENT & BEST OF TIER 3, TACTICAL MATERIALS/PROJECTS: Terri Hernandez, Blake Williams and Angela Reives, MSU PRISM/Department of Communication, “Mercedes-Benz of Tuscaloosa Social Media Campaign: ‘Who is MBT?’”

STUDENT PRISM WINNERS

WRITING: Annie Price, NSPARC, “Creating the Portal to Kindergarten Readiness.”

WRITING: Tori Boatner, NSPARC, “Job Scout: Career Exploration App Article.”

PROFESSIONAL AWARDS OF EXCELLENCE

ADVERTISING AND PUBLICATIONS: Terri Hernandez, Carly Pippin, Charlotte Corr, MSU PRISM/Department of Communication, “Center for Community-Engagement: 2019 Annual Publication.”

DIGITAL: Terri Hernandez, Marisa Laudadio, Amelia Henson, Leah Worley and Camille Stevenson, MSU PRISM/Department of Communication, “Gender Impacts Lab Website Creation.”

GRAPHICS: Tate Smith and Terri Hernandez, MSU PRISM/Department of Communication, “PRISM Logo Creation.”

SOCIAL MEDIA MANAGEMENT: Terri Hernandez, Bailey Sennett, Emily Stone and KaLeigh Walker, MSU PRISM/Department of Communication, “Center for Community-Engaged Learning Social Media Campaign.”

SOCIAL MEDIA MANAGEMENT: Terri Hernandez, McKinsy Harris and Avery DeVaughn, MSU PRISM/Department of Communication, “Mercedes-Benz of Tuscaloosa ‘Community Involvement’ Social Media Campaign.”

AUDIO AND VIDEO. Femi Sobayo, NSPARC, “Data Summit 2019 Promotional Video.”

DIGITAL: Nathan Ansel and Femi Sobayo, NSPARC, “Data Summit 2019 Mobile App.”

WRITING: Sasha Steinberg, Office of Public Affairs, “The Concert King.”

STUDENT AWARDS OF EXCELLENCE

STUDENT CAMPAIGNS: Annie Price, Mariah Stevens and Tori Boatner, NSPARC, “#DS2019 Social Media Campaign.”

COLLATERAL MATERIALS: Tate Smith, Department of Communication, “Poppy Boutique.”

WRITING: Mariah Stevens, NSPARC, “Data Summit: Expanding Data-Driven Conversations Across Multiple Industries.”

CERTIFICATES OF MERIT

ADVERTISING AND PUBLICATIONS: Emile Creel, Social Science Research Center, “SSRC 2019 Annual Report.”

ADVERTISING AND PUBLICATIONS: Laura McPhail, Dominique Lewis, Femi Sobayo, Tori Boatner, Annie Price and Mariah Stevens, NSPARC, “Nexus Fall 2019.”

DIGITAL: Terri Hernandez and Madeline Burdine, MSU PRISM/Department of Communication, “Children’s Foundation of Mississippi’s Website Creation.”

CO STUDENTS AND FACULTY WIN REGIONAL SPRF AWARDS

The Department of Communication is now displaying eight awards from the Southern Public Relations Federation for **outstanding work in the public relations field, earning three Lantern Awards and five Awards of Excellence** during the organization’s fall conference. Held virtually, the recent meeting featured Natalie Allen, a CNN anchor, and Len Aparcar, a former online editor of The New York Times.

“WE ARE SO PROUD OF OUR STUDENTS AND FACULTY FOR EARNING SPRF HONORS. THESE ARE PRESTIGIOUS AWARDS AS SPRF IS WELL-KNOWN IN THE WORLD OF PUBLIC RELATIONS. MANY OF THESE WINNERS GRADUATED THIS SPRING AND ALREADY ARE WORKING IN PUBLIC RELATIONS OR ARE IN GRADUATE SCHOOL” **DR. TERRY LIKES**

LANTERN AWARDS

CHARLOTTE D. CORR, DR. TERRI HERNANDEZ & CARLY L. PIPPIN: the Center for Community Engagement: 2019 Annual Publication. Corr is a spring 2020 communication graduate from Franklin, Tennessee; Pippin, a spring 2020 communication graduate from Carthage.

AMELIA R. HENSON, DR. TERRI HERNANDEZ, MARISA G. LAUDADIO, CAMILLE C. STEVENSON & LEAH D. WORLEY: Gender Impacts Lab Website Creation. Henson is a spring 2020 communication graduate from Philadelphia; Laudadio, a spring 2020 communication and political science graduate from Walnut; Stevenson, a spring 2020 communication graduate from Colleyville, Texas; and Worley, a senior communication major from Deridder, Louisiana.

DR. TERRI HERNANDEZ, BLAKE M. WILLIAMS & ANGELA J. REIVES: Mercedes-Benz of Tuscaloosa Social Media Campaign: “Who is MBT?” Williams is a senior communication major from Toney, Alabama; Reives, a spring 2019 communication graduate from West Point.

AWARDS OF EXCELLENCE

MADELINE N. BURDINE & DR. TERRI HERNANDEZ: Children’s Foundation of Mississippi Website Creation. Burdine is a spring 2020 communication graduate from Houston.

DR. TERRI HERNANDEZ & TATE O. SMITH: PRISM Logo Creation. Smith, a spring communication graduate from Purvis, also received an Award of Excellence for the “Poppy Boutique” campaign.

MADELINE N. BURDINE, DR. TERRI HERNANDEZ, LAUREN T. LUCAS & PEYTON R. NEAL: PRISM Organization Identity Campaign. Burdine is a spring 2020 communication graduate from Houston; Lucas, a spring 2020 communication graduate from Louisville; and Neal, a spring 2020 communication graduate from New Albany.

AVERY M. DEVAUGHN, MCKINSY C. HARRIS & DR. TERRI HERNANDEZ: Mercedes-Benz of Tuscaloosa “Community Involvement” Social Media Campaign. DeVaughn is a fall 2019 communication graduate from Gulfport; Harris, a senior communication major from Poplarville.

TERRI HERNANDEZ, BAILEY A. SENNETT, EMILY L. PSCHIGODA STONE & KATHERINE L. “KALEIGH” WALKER: Center for Community-Engaged Learning Social Media Campaign. Sennett is a spring 2020 communication graduate from Acworth, Georgia; Stone, a fall 2019 communication graduate from Wheaton, Illinois; and Walker, a spring 2020 communication graduate from Florence.

MISCELLANEOUS AWARDS

MARIAH STEVENS, TORI BOATNER & ANNIE PRICE: Certificate of Merit, #DS2019 Social Media Campaign. Stevens is a spring 2020 communication graduate from Fulton; Boatner, a spring 2020 communication graduate from West Point; and Price, a fall 2019 communication graduate from Saltillo.

ANNIE PRICE: Award of Excellence, “Creating a Portal to Kindergarten Readiness,” writing. Price is a fall 2019 communication graduate from Saltillo.

MARIAH STEVENS: Award of Excellence, “Data Summit: Expanding Data-Driven Conversations Across Multiple Industries,” writing. Stevens is a spring 2020 communication graduate from Fulton.

LAURA MCPHAIL, DOMINIQUE LEWIS, FEMI SOBAYO, MARIAH STEVENS, ANNIE PRICE & TORI BOATNER: Award of Excellence, Nexus Magazine Fall 2019. McPhail is NSPARC communications manager; Lewis, NSPARC technical writer; Sobayo, NSPARC graphic designer; Stevens is a spring 2020 communication graduate from Fulton; Price is a fall 2019 communication graduate from Saltillo; and Boatner, a spring 2020 communication graduate from West Point.

TWO STUDENTS WIN 2ND PLACE IN NATIONAL BROADCASTING CONTEST

Two MSU students were winners in the 2020 College Broadcasters Electronic Media 19th annual National Student Production Awards. The students are Communication majors in the Broadcast and Digital Journalism concentration.



Bronson Woodruff, Corinth native, won 2nd place for Best Audio Feature News Reporting for his three-minute story, "Handicapped Pet." Woodruff graduated in May and is now a full-

time reporter for WTVA-TV in Tupelo, MS.

In the category of Best Audio



Documentary, senior **Hannah Vanderberg**, from Maben, MS, also won 2nd place for her three-minute report on "Bullying."

"I'm thrilled that my audio report made second place! I just hope to spread the word about bullying so that it's more socially accepted in our society. My goal has always been to be a voice for the unspoken," said

Vanderberg.

College Broadcasters, Inc., is a national organization representing students involved in radio, television, webcasting and other related media ventures. This year, more than 1,000 entries were judged for the CBI National Student Production Awards.

"THIS WAS OUR FIRST TIME COMPETING IN THIS COMPETITION. IT ALSO MARKED THE FIRST TIME CO OFFERED A COURSE IN RADIO NEWS REPORTING & PODCASTING. HANNAH AND BRONSON EXCELLED IN THE CLASS AND THEIR WORK LED TO BEING RECOGNIZED AT A NATIONAL LEVEL. WE ARE PROUD OF BOTH." **DR. TERRY LIKES**

MSU STUDENT PROJECT WINS NATIONAL AWARD IN BEA FILM CHALLENGE

MSU's BEA Student Media Club—recognized on campus as the 2019-2020 New Student Organization of the Year by the university's Division of Student Affairs—**claimed the first-place honor for the student-produced film "Five Minutes."**

The film revolved around an awkward gamer who is about to meet his internet girlfriend for the first time. When she announces her arrival an hour earlier than planned, chaos ensues.

BEA is the premier international academic media organization, providing opportunities for "juried production competition and presentation of current and scholarly research related to aspects of the electronic media."

The organization's 168-Hour Film Challenge was a competition between student media clubs across the U.S. that requires specific elements for the short-length films. Teams had 168 hours, or one week, to develop their finished product.

Because of the COVID-19 pandemic, BEA this year expanded time for students to complete their film projects for the competition previously known as the 48-Hour Film Challenge. **Required elements included genre, character names, a line of dialogue and a prop.**

CO STUDENTS WHO PARTICIPATED:

-Christopher D. LoNigro, a junior communication/broadcasting major from Katy, Texas; assistant

producer and actor playing "guy at the door." -Jon M. Tackett, a senior communication/theatre major from Hernando; project script writer, director and actor playing "Russel Sprout."

-Hannah M. Vandie, a senior communication/broadcasting major from Starkville; producer, editor, and president of MSU's BEA Student Media Club

Vandie emphasized that utilizing individual skills from across disciplines helped form a strong team.

"THE TEAM WAS NOT JUST BROADCAST MAJORS," SHE SAID. "FOR EXAMPLE, I STRATEGICALLY REACHED OUT TO AN ART PHOTOGRAPHY PROFESSOR AND WAS ABLE TO CONNECT WITH JOSWICK. HE HAD A STRONG FILM, CAMERA AND ART BACKGROUND TO PULL IT ALL TOGETHER." **HANNAH M. VANDIE, SENIOR BROADCASTING MAJOR**

To see a full list of winners or to view the film, visit the **2020 BEA Film Challenge Awards page**.



COMMUNICATION STUDENTS WIN NATIONAL HONORS IN NBS COMPETITION

MSU Communication students won **eight grand prize awards, six honorable mentions, and two special recognition/honorable mentions** in the National Broadcasting Society annual competition.

More than two dozen MSU students were national finalists in 16 categories. **The Department of Communication launched a major initiative to increase its student excellence in national competitions.** The 16 categories with nearly 30 students represent a significant improvement over last year's five categories. The students placed in a wide variety of categories from radio, TV or web news, website to commercial, comedy segments and script, music video to short film.

"The categories represent student work across a variety of disciplines including Journalism, Public Relations, Broadcasting, Theatre and more including our academic partners at WMSV-FM, the Reflector and the interdisciplinary Film Minor. The faculty are working hard to provide students wonderful opportunities to showcase their work. We are proud that the output of faculty and students is recognized at a national level." **DR. TERRY LIKES**

THE LIST OF MSU WINNERS INCLUDES:

The winners, released at the March 27 NBS annual conference, are broken down by Grand Prize, Honorable Mention and Special Recognition/Honorable Mention. MSU's breakdown totals are below.

GRAND PRIZE = 8
HONORABLE MENTION = 6
SR-HM SPECIAL RECOGNITION/HONORABLE MENTION = 2

GRAND PRIZE WINNERS:

HANNAH VANDERBERG, Audio News Package, COVID Effects on Livestock
BRONSON WOODRUFF, Audio Feature Package, COVID Effects on Church
BRONSON WOODRUFF, Audio Feature Segment, Handicapped Pet
KAMIEN BELL, Video News Promo, Take 30 News Promo
AMARI COLLINS, KELSEY DUNCAN, & JEREMY HINDS, Video Commercial, Hotworx
JEREMY HINDS, Music Video, Doughboi Pacino - Pray for the City
JEREMIAH JOSWICK, JON TACKETT, HANNAH VANDIE, CHRIS LONIGRO, & CARRA FAITH SPENCER, Short Film, Five Minutes
BRANDON GRISHAM & REFLECTOR STAFF, Website, The Reflector

HONORABLE MENTIONS:

HANNAH VANDERBERG, Audio News Segment, Bullying
KELSEY DUNCAN, Audio News Segment, COVID Job Fears
HANNAH VANDERBERG, Video News Package, Horse Therapy
RILEY STEPHENS, DYLAN BUFKIN, ROSALIND HUTTON, DEVIN BYRD, & BRANDON GRISHAM, Web News Article, The Reflector "How to make"
ERYK YUNK, Video Comedy Segment, Eryk's Final Project
TAYLOR BARR, CAMERON LADNER, KEEGAN LINDSEY, & BRANDON GRISHAM, Video Comedy Program, Lab Rats "The Sitcom"

SPECIAL RECOGNITION/HONORABLE MENTIONS:

SARAH MORGAN JOHNSON, Video Studio or Live Performance Segment, Singer, Songwriter, Rapper & Poet Wesley Thomas performs for The Reflector
TAYLOR BARR, CAMERON LADNER & KEEGAN LINDSEY, Comedy Program Script, Lab Rats "Chris has a gun"

The purpose of the National Broadcasting Society is to enhance the development of college and university students and entry-level professionals involved in electronic media by promoting excellence, providing exposure to the electronic media industries and assistance in career preparation.

To see a full list of winners, visit the **2020-2021 NBS Student Competition Results page**.

MSU SPEECH & DEBATE COUNCIL

FALL 2020 AWARDS AND HONORS:

DR. FRANK THOMPSON, JR. TOURNAMENT (HOSTED BY THE UNIVERSITY OF ALABAMA)

Mia Robertson 2nd place final round of persuasive speaking
Matteo Mauro 3rd place final round of persuasive speaking
Luke Youngblood Champion in prose interpretation
MSU Speech & Debate Council 3rd place team sweepstakes award

WESTERN KENTUCKY UNIVERSITY FALL TOURNAMENT

Mia Robertson 3rd place persuasive speaking
Matteo Mauro 5th place persuasive speaking

VIRGINIA IS FOR LOVERS TOURNAMENT (HOSTED BY JAMES MADISON UNIVERSITY)

Luke Youngblood Finalist in prose interpretation

MENDOZA DEBATES (HOSTED BY LEE COLLEGE)

Mia Robertson Octofinalist in varsity division & 2nd place speaker award
Nirmal Bhatt 3rd place speaker award in varsity division
Baylee Seeman (novice) & **Spryo Spanos** (JV) Quarterfinalists;
Spryo Spanos 5th place speaker award
Tyler Melvin (varsity) & **Mayukh Datta** (novice) Semifinalists
Datta 2nd place speaker award
Amanda Kronenberger Finalist & 5th place speaker in novice division.
MSU Speech & Debate Council 1st place team award (over 20 teams represented)

WEEVIL WARS (HOSTED BY THE UNIVERSITY OF ARKANSAS AT MONTICELLO)

Heather Harrison and **Mayukh Datta** finished as octofinalists in the novice division
Baylee Seeman (novice), **Anne Elizabeth Harrington** (novice), and **Nirmal Bhatt** (varsity) Quarterfinalists
Tyler Melvin Semifinalist & **Mia Robertson** Finalist in varsity division
MSU Speech & Debate Council 1st place team award

2020 STEVE HUNT CLASSIC (HOSTED BY LEWIS & CLARK COLLEGE AND WHITMAN COLLEGE)

(Over 70 schools represented with divisions in individual speaking events & multiple forms of debate)

Dawn Jackson 1st place in Senior Persuasive Speaking division
Matteo Mauro 1st place in Novice Persuasive Speaking division.
Spryo Spanos Double Octofinalist in varsity IPDA division
Collin Staten Double Octofinalist in novice division
Heather Harrison (novice), **Amanda Kronenberger** (novice) & **Baylee Seeman** (novice) Advanced to Octofinals
Patrick McKenzie (JV) & **Tyler Melvin** (varsity) Advanced to Octofinal round
Mia Robertson Quarterfinalist in varsity division & 8th place speaker award
Anne Elizabeth Harrington Semifinalist in novice division
Nirmal Bhatt 10th place speaker award in varsity division
Staten 1st place speaker award in novice division
Mayukh Datta 6th place speaker award in novice division

MSU SPEECH & DEBATE COUNCIL



The MSU Speech and Debate Team had its best season to date with some notable accolades. The students were met with extraordinary challenges this season with virtual tournaments, yet as individuals and as a team, they rose to the occasion and beyond. The team had 5 students qualify for AFA Speech Nationals and had 4 students advance at IPDA Debate Nationals, with Mia Robertson winning her division. Along with multiple season-long awards, the Debate Team was named 3rd in the nation for IPDA Debate. **CHERYL CHAMBERS, INSTRUCTOR & HEAD COACH, MSU SPEECH & DEBATE TEAM**

SPRING 2021 AWARDS & HONORS:

13TH ANNUAL EDDY SHELL INVITATIONAL TOURNAMENT (HOSTED BY BOSSIER PARISH COMMUNITY COLLEGE)

(Schools from 13 states across the nation)

Mia Robertson & Tyler Melvin Quarterfinalists in Team IPDA debate in novice debate division
Heather Harrison Octofinalist in JV division
Patrick McKenzie Advanced to semifinal round
Nirmal Bhatt & Tyler Melvin Octofinalists in varsity division
Mia Robertson Advanced to Quarterfinal round & 3rd place speaker award in her division

VIRTUAL VALENTINE (HOSTED BY SOONER SPEECH ALUMNI)

Eric Humphries 4th in Informative Speaking
Dawn Jackson 4th in Persuasive Speaking
Matteo Mauro 3rd in Persuasive Speaking
Mia Robertson 2nd place in Persuasive Speaking

ANNUAL SOUTHERN FORENSICS CHAMPIONSHIP TOURNAMENT

(29 colleges and universities from nine states participated in regional championship event)

MSU Speech & Debate Council 1st place Overall Sweeps Award, marking the first regional championship for the team; 14 students competed in Debate and Individual Speaking Events earning over 30 awards.
Eric Humphries 3rd place & top novice in Informative Speaking
Matteo Mauro 4th place in Persuasive Speaking
Mia Robertson 3rd place in Persuasive Speaking, qualified to compete in prestigious Interstate Oratorical Association Tournament
Dawn Jackson 1st place in Persuasive Speaking, qualified to compete in prestigious Interstate Oratorical Association Tournament
Mia Robertson & Tyler Melvin 1st place in Team IPDA Debate
Mia Robertson 1st place Individual Overall Sweeps Award
Collin Staten 5th place speaker in novice debate division
Ryan Jarratt 1st place speaker & Octofinalist in novice debate division
Anne Elizabeth Harrington 4th place speaker & advanced to semi-final round in novice debate division
Patrick McKenzie Octofinalist in JV division
Baylee Seeman advanced to Quarterfinal round in JV division
Nirmal Bhatt Octofinalist in varsity division
Tyler Melvin Quarterfinalist in varsity division & undefeated in preliminary rounds earning 2nd place speaker award in his division
Mia Robertson Advanced to semifinal round & selected to represent Mississippi students on tournament's governing board for upcoming year

THE REFLECTOR TAKES TOP HONOR AT MPA'S BETTER NEWSPAPERS CONTEST

The Reflector took the top honor at the Mississippi Press Association's 2021 Better Newspaper Contest, winning **first place in General Excellence**. The newspaper earned the top award and placed 22 times in other categories. Four Reflector staff members placed first in their individual categories.

The Mississippi Press Association usually announces winners live at their conference in Jackson, Miss. But because of the Covid-19 pandemic, the conference was canceled and winners were notified virtually.

2021 marked the first year that the Reflector competed against the University of Mississippi's Daily Mississippian in the contest. The Daily Mississippian won second place in General Excellence in 2021.

"THESE STUDENT JOURNALISTS PUT IN LONG HOURS WEEK AFTER WEEK DURING THE SCHOOL YEAR. AWARDS LIKE THESE SHOW THEM THEIR EFFORTS ARE WORTH IT, AND PEOPLE ARE PAYING ATTENTION. WHEN I REALIZED THAT THE REFLECTOR WAS COMPETING AGAINST THE DAILY MISSISSIPPIAN FOR THE FIRST TIME, I GOT WORRIED — OLE MISS HAS A GREAT NEWSPAPER AND JOURNALISM PROGRAM." BUT WHEN I SAW WE WON FIRST PLACE IN GENERAL EXCELLENCE, I WAS THRILLED.

JOSH FOREMAN, REFLECTOR ADVISER

*Hannah Blankenship, Hunter Cloud, Jordan Smith, and Gracie Bell are Communication majors.

THE REFLECTOR WINS:

- GENERAL EXCELLENCE:** 1st Place
- BEST USE OF SOCIAL MEDIA:** 1st & 2nd Place
- BEST EDITORIALS:** 2nd Place
- BEST FRONT PAGE:** 2nd Place
- BEST USE OF VIDEOS:** 2nd Place
- BEST SERIES OR INVESTIGATIVE NEWS PKG:** 3rd Place
- BEST LAYOUT & DESIGN:** 3rd Place
- BEST GRAPHIC:** 3rd Place

FIRST PLACE INDIVIDUAL WINS:

- BEST SPORTS COLUMN:** *Hunter Cloud
- BEST GENERAL INTEREST COLUMN:** John Haynes
- BEST SPORTS & FEATURE PHOTO:** Georgia Hamilton
- BEST USE OF SOCIAL MEDIA:** Brandon Grisham & staff

SECOND PLACE INDIVIDUAL WINS:

- BEST GENERAL NEWS STORY:** *Hannah Blankenship
- BEST GENERAL INTEREST COLUMN:** Michael Bourgeois
- BEST FEATURE PHOTO:** *Gracie Bell

THIRD PLACE INDIVIDUAL WINS:

- BEST GENERAL NEWS STORY:** *Hannah Blankenship
- BEST SPORTS FEATURE:** *Hunter Cloud
- BEST GENERAL INTEREST COLUMN:** Riley Stephens
- BEST FEATURE STORY:** Daniel Dye
- BEST CARTOON:** Savannah Bonds
- BEST GENERAL NEWS PHOTO:** Georgia Hamilton
- BEST SPORTS PHOTO:** *Jordan Smith
- BEST GRAPHIC:** Savannah Bonds

PRSSA WINS 'CHAPTER WEBSITE' AWARD FROM ALABAMA PRSA

Public Relations Student Society of America won the 'Chapter Website' award from the Alabama PRSA PR Student Annual Awards Program. PRSSA Executive Board members Abbie Kate Hancock (president), Gracie Weatherly (communication director), Leah Worley Williams (website committee member) and PRSSA Advisor, Dr. Terri Hernandez, worked diligently to write a case study on PRSSA's website. The team followed the RPIE process while writing including research, planning, implementation, and evaluation.

According to Alabama PRSA website, the "criteria for the website should have focused on creativity, design, content and overall appearance."

The PRSSA team disseminated a survey to all PRSSA members in order to receive feedback for their research. From there, they honed in on the planning, design, and external uses of the site. The website was developed on the online platform Wix and offers a variety of resources from how to get involved and stay in contact with PRSSA Nationals.

"I AM BEYOND PROUD OF THE MSU PRSSA TEAM FOR THE TIME, DEDICATION, AND EFFORT THEY PUT INTO REVAMPING THE DESIGN OF OUR CHAPTER'S WEBSITE." **DR. TERRI HERNANDEZ**

You can view the website here: <https://www.prssamsstate.com/>



SENIOR PR STUDENTS NOMINATED FOR 2021 PRAM STUDENT OF THE YEAR AWARD

PR faculty members worked together to identify **five exemplary graduating PR students to nominate to compete for the annual Student of the Year Award** presented by the Public Relations Association of Mississippi (PRAM).

These five students were identified based on their **dedication to the field of public relations and exemplary leadership – on and off-campus**. Each PR faculty member thought highly of each nominee's accomplishments, academic abilities, drive, and potential future contribution to the public relations field. To be nominated to compete against graduating PR students at other Mississippi universities or colleges for this award is a tremendous honor.

The Student of the Year award is bestowed to one student annually who exemplifies the professionalism, goals, and ideals of the public relations profession. Nominees are judged by selected PRAM members, primarily members with their APR (accreditation in public relations), throughout Mississippi with no affiliation to any Mississippi higher-education institution. The judging criterion is based on academic excellence and academic honors, public relations activities and experience, campus involvement plus community activities, articulation of future goals, and a letter of recommendation from the student's nominating professor/instructor.

The Student of the Year winner will be announced at the annual PRAM Conference, to be held virtually on May 13, 2021.

For each of the nominees, PRAM submits a press release to the newspaper of the nominee's choice, and a letter of gratitude is sent to each school's president in appreciation of the professor's contributions to the field. Additionally, the Student of the Year award winner and their résumés are listed on PRAM's website, and the PRAM President writes a professional letter of reference on behalf of each Student of the Year nominee. The winner also receives a \$1,000 scholarship from PRAM.



ABBIE KATE HANCOCK



AVA RICHARDSON



KARIE PINNIX



SARAH HELEN SKELTON



LANY WALLACE

CONGRATULATIONS TO THESE SENIORS ON BEING NOMINATED FOR THIS PRESTIGIOUS AWARD!

MSU STUDENTS WIN NUMEROUS AWARDS AT REGIONAL JOURNALISM CONFERENCE

The 2021 awards presentation for the best in broadcast, print and online journalism was held virtually by the Southeast Journalism Conference, Friday March 26, 2021.

MSU students won 13 total awards, matching last year's 13 in the annual "Best of the South" competition. Due to the pandemic, SEJC's "on-site" competition did not occur (where MSU won an additional three awards last year). SEJC's contest features student work from throughout the past year.

"THESE PHENOMENAL STUDENTS HAVE HAD A STELLAR YEAR, ESPECIALLY DURING THE PANDEMIC. IT IS NICE TO SEE THEIR HARD WORK PAYING OFF WITH THIS KIND OF RECOGNITION. I'D ALSO LIKE TO COMMEND THE FACULTY, AND THOSE THAT OVERSEE CAMPUS MEDIA (REFLECTOR, WMSV, TAKE 30 NEWS) FOR THEIR HARD WORK FOR PREPARING OUR STUDENTS FOR EXCELLENCE." **DR. TERRY LIKES**

INDIVIDUAL AWARDS:

BRONSON WOODRUFF - Best Radio Feature Reporter or Best TV Hard News Reporter – 1st place

HANNAH BLANKENSHIP - Best News Writer – 3rd place

HANNAH VANDERBERG - Best Radio Journalist – 3rd place

HANNAH BLANKENSHIP - Best Journalism Research Paper – 3rd place

HANNAH VANDERBERG - Best Radio Hard News Reporter – 3rd place

KAMIEN BELL - Best Tv Journalist – 3rd place

SARAH MORGAN JOHNSON - Best Multimedia Journalist – 3rd place

HANNAH BLANKENSHIP - College Journalist of the Year – 6th place

DYLAN BUFKIN - Best Special Event Reporter/Editor – 7th place

MARY CAITLYN WRIGHT - Best Arts and Entertainment Writer – 7th place

GROUP AWARDS:

BEST COLLEGE VIDEO NEWS PROGRAM (Take 30) 2nd place

BEST COLLEGE RADIO STATION (Hannah Vanderberg, John Lee, Bronson Woodruff) 2nd place

BEST COLLEGE AUDIO NEWS PROGRAM (Hannah Vanderberg, John Lee, Bronson Woodruff) 4th place

The Southeast Journalism Conference is a vibrant learning community of journalists honing their craft through professional development and the Best of the South Collegiate Journalism Competition. The organization is comprised of nearly 50 member colleges and universities in Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi and Tennessee.

CO DEPARTMENT OFFERS MULTIPLE WORKSHOPS FOR STUDENT SUCCESS

This academic year, the department offered three distinct workshops for students to network and learn tips that they can bring into the professional world.

THE PROFESSIONALIZATION WORKSHOP focused on how to write scholarship applications and what to include to make your submission stand out.

MAB/MPA is shortened for the Mississippi Association of Broadcasters and the Mississippi Press Association. Professionals in the broadcasting and journalism work force came to campus to connect with students and talk on current trends and issues in media along with focusing on what it looks like to have a career in broadcasting or journalism.

A **GRADUATE SCHOOL PANEL** of faculty and staff who received master's degrees in a communication related field was held for students interested in pursuing a higher degree. Professors and instructors gave students advice on how to search for master level programs in communication, and spoke on their own personal experiences of obtaining a masters.

BROADCASTING & DIGITAL JOURNALISM

Terry Likes, Ph.D., **Department Head & Professor**

Kevin Williams, Ph.D., **Associate Professor**

Larry Strout, Ph.D., **Associate Professor**

Chris Misun, MA, **Instructor**

Victoria Bailey, MA, **Starts Fall 2021**

COMMUNICATION STUDIES

Melanie Loehwing, Ph.D., **Associate Professor**

John Nicholson, Ph.D., **Associate Professor**

Pete Smith Ph.D., **Associate Professor**

Holli Seitz, Ph.D., **Assistant Professor**

Cheryl Chambers, MA, **Instructor**

Amy Fountain MA, **Instructor**

Amy Knight, MA, **Instructor**

Logan Copeland, MA, **Instructor**

PRINT & DIGITAL JOURNALISM

Philip Poe, Ph.D., **Associate Professor**

Wendy Roussin, MFA, **Associate Professor**

Heesok Choi, Ph.D., **Assistant Professor**

Josh Foreman, MFA, **Instructor**

PUBLIC RELATIONS

Melody Fisher, Ph.D., **Associate Professor**

John E. Forde, Ph.D., **Professor**

Terri Hernandez, Ph.D., **Assistant Professor**

Uyanga Bazaa, Ph.D., **Starts Fall 2021**

Karyn Brown, MA, **Instructor**

Kelli Anthony, MA, **Instructor**

Meaghan Gordon, MA, **Instructor**

Anna Blount, MA, **Instructor**

THEATRE

Matt Webb, MFA, **Assistant Professor**

Tonya Hays, MFA, **Assistant Professor**

Melanie Harris, MA, **Instructor**

Jesse Wade, MFA, **Starts Fall 2021**

STAFF

Haylee Crouch, MA, **Academic Advising Coordinator**

Kala LeGrand, MBA, **Business Manager I**

Myra Keasler, **Administrative Assistant**

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