

Ann Peru Knabe, ABD, APR
Curriculum Vitae

PERSONAL DATA

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EDUCATION

- **Marquette University Graduate School, Interdisciplinary PhD Candidate, ABD Status**
Passed Dissertation Qualifying Exams, currently working on dissertation. Completed required coursework toward Interdisciplinary PhD in Public Relations Education, including Communication Theory, Communication Research Methods, Advanced Social Psychology, Technology in Assessment & Teaching, Quantitative Research Methods, Online Public Relations Education, and Professional Research Ethics.

Cumulative Doctoral GPA: 4.0 Honors: Henry J. Reilly Memorial Scholarship

- **University of Wisconsin - Milwaukee, Mass Communications Graduate School**
Milwaukee, Wisconsin

Degree: Master of Arts in Mass Communication, Conferred December 1995
Major area of Study: Mass Communication theory with Public Relations emphasis
Special Interest: Crisis Communication

Cumulative Master's GPA: 3.97 on 4.0 scale

Honors: Henry J. Reilly Memorial Scholarship, Fall 1995
Henry J. Reilly Memorial Scholarship, Fall 1994

- **Marquette University, College of Communication, Journalism, and Performing Arts**
Milwaukee, Wisconsin

Degree: Bachelor of Arts, Conferred December 1990
Major: Public Relations *Minor:* Communication and Rhetorical Studies
Honors: Dean's List, Spring and Fall Semesters 1990

- **Defense Information School (DINFOS), a Secretary of Defense School**
Fort Benjamin Harrison, Indianapolis Indiana
Air Force Reserve Feature Writing Course, Summer 1995
Air Force Reserve Public Affairs Officer Course, Summer 1994
Air Force Reserve Public Affairs Copy-editing/Layout and Design course, Summer 1990

PROFESSIONAL BACKGROUND

- **Public Relations/Communications Instructor – Academic Staff Level 2**
UW - Whitewater, January 1997 - present
PR Writing Applications; Fundamentals of Speech Communication, Feature Writing, Public Relations Tactics I & II, Principles of PR, Public Relations Planning, Public Relations Strategies
Teach various Public Relations Classes, Speech and Writing courses on a full-time basis. Chair of UWW Government Relations Committee. Member of Interdisciplinary Major / Minor Committee, past faculty advisor for Whitewater Chapter of PRSSA (Public Relations Student Society of America), past member of Chancellor's Committee for Students with Disabilities, Chaired Awards Subcommittee, past member of Communication Department Scholarship Committee, member of Speech 110 Basic Course committee. *Who's Who Among America's Teachers*, 2000, 2004 & 2005. Serve on college's individualized major/minor committee.
- **Public Speaking Adjunct Lecturer**
UW – Rock County, Summer 2005
Public Speaking
Teach public speaking as summer adjunct at University of Wisconsin – Rock County.
- **Public Affairs Director - Employer Support of the Guard and Reserve** 2004 – present
(Past positions since 2001 include Regional Public Affairs Director and State Awards Chair)
Serve as the Public Affairs Director for Wisconsin ESGR Executive Board. Responsible for public relations functions, including community relations, internal member communications, and media relations. Responsible for organizing annual awards program and running the awards committee that recognizes top Wisconsin firms for their support of the Guard and Reserve.
Since 2001, increased Wisconsin ESGR visibility by 300%, more than 2 million gross media impressions, and more than 300 Statement of Support signings.
- **Workshop Facilitator – Professional Development Seminar Leader** Spring 2002
Developed curriculum and taught Crisis Communication Spokesperson Training for Public Relations Society of America. This half-day seminar included an overview of crisis communication, lecture and group discussion, situation-based scenarios and mock press conferences. Workshop pedagogy based on Situated Cognition Learning theory.
- **College Instructor / Adjunct Lecturer, Public Relations**
University of Wisconsin - Milwaukee; Mass Communication Dept.; January 1996 - May 1997
Taught Public Relations Writing, Mass Comm #324 to juniors and seniors. Class uses hands-on approach in writing PR material. Course also examines PR theory, ethics, technology and other fundamental basics of the communication field. Responsible for developing syllabus, curriculum and all other classroom material.
- **Journalism Instructor**
University of Wisconsin - Milwaukee; College for Kids Program; Summers 1995-2003
Developed all curriculums for specialized summer outreach course aimed at 4th, 5th and 6th graders. Students learn the fundamentals of journalism, copy-editing, and layout/design.
- **Public Affairs Instructor**
Defense Information School; Fort Meade, Maryland; Summer 1996
Taught half-day for Intro to Public Affairs at DINFOS, a Secretary of Defense school. Overview course examined all aspects of military public affairs, including media relations, community relations,

internal communication and crisis communication.

- **Managing Editor, *Trauma Alert***
Medical College of Wisconsin; August 1994 to January 1996
Managed all aspects of quarterly newsletter for trauma surgeons and emergency physicians, *Trauma Alert*; Developed publication schedule; wrote articles; desktop published newsletter; managed budget; Circulation of 4,500 to medical professionals around the Midwest.
- **Small Business Entrepreneur - Freelance Writer**
Waterford, Wisconsin - March 1994-January 2000
Operated small business venture from home (part-time), specializing in Business Communications and Public Relations. Freelance Writer and Desktop Publisher - Articles and photographs published around the State of Wisconsin concerning a variety of topics in newspapers and magazines. Feature writer for *Small Business Times*, bi-monthly business newspaper with a circulation of 30,000.
- **University Teaching Assistant**
University of Wisconsin - Milwaukee; January 1994 to May 1995
Professor's Teaching Assistant; Responsible for teaching 3 separate discussion section classes (total of 60 undergraduates); In charge of leading 2-hour long classes in *Introduction to Mass Communication* classes; Develop Class Schedule, Quizzes, Discussion, Correct assignments.
- **Assistant to the Director of Communications**
Great Lakes Instruments, Inc. - Milwaukee, Wisconsin; April 1992 to January 1994
In charge of desktop publishing data-sheets, manuals, overheads, brochures and mailing; Editor of monthly newsletter for sales force nation-wide; Managed news release program and new product announcements with technical magazines; Developed long and short term marketing objectives in the areas of ISO 9000 certification, new product introductions and other specialized projects; Managed desktop publishing departments computer software and hardware inventory.
- **Project Coordinator - Media Point of Contact**
Military Families Support Network - Milwaukee, Wisconsin, January - May 1991
Directed 50 volunteers in various projects for non-profit agency; Developed scheduling, training and program objectives for local fundraising activities; Managed national bulk mailings to over 6,000 sponsors; Arranged for local and national media coverage of events - television, radio, and print; Edited international newsletter.

RESEARCH & PROFESSIONAL PRESENTATIONS

- Knabe, A. P. (2005). *The media front: Is NATO the 21st Century's Premier Security Organization?* Paper presented at August 2005 NATO's Interallied Confederation of Reserve Officers International Congress Symposium in Ghent, Belgium.
- Knabe, A. P. (2005). *Constructivist learning perspectives in the online PR classroom.* Paper presented at April 2005 Marquette University College of Communications Research Symposium in Milwaukee, Wisconsin.
- Knabe, A. P. (2004). *Teaching public relations tactics in the digital age: using CD technology as a digital supplement in PR writing courses.* GIFT (Great Ideas for Teaching) Paper presented at August 2004 – Association of Education in Journalism and Mass Communication Annual Conference in Toronto, Ontario.

Knabe, A. P. (2004). *Measuring up: using research and evaluation in government affairs*. Paper presented at October 2004 – International Public Relations Society of America Annual Conference in New York City, NY.

Knabe, A. P. (2004). Constructivist learning perspectives in the online public relations classroom. *PRism* 2. Retrieved online from PRaxis research journal
http://praxis.massey.ac.nz/fileadmin/Praxis/Files/Journal_Files/Issue2/Knabe.pdf

Knabe, A. P. (2004). *A brilliant PR move or monopoly of media images?* Presentation at June 2004 – Southeastern Wisconsin Public Relations Society of America meeting in Milwaukee, Wis.

Knabe, A. P. & Luecke, J. R. (2004) *Development and Testing of a Prototype CD-ROM for Teaching Public Relations Writing*. Paper presented at the 7th Annual International Public Relations Research Conference, Miami, Florida, March 11 – 14, 2004.

Knabe, A. P. (2003). *Women & war images panel - major mom: women in today's Air Force Reserve*. Presentation at August 2003 – Association of Education in Journalism and Mass Communication Annual Convention in Kansas City, MO.

MISCELLANEOUS WORKSHOPS, TEACHING & RELATED WORK

Maximizing Publicity & Media Relations during Times of Conflict

May 2003 - Directed this public relations and public affairs discussion and Employer Support of the Guard and Reserve Midwest Regional Conference in Bloomington, MN.

Crisis Communication Workshop – Public Relations Society of America

May 2002 - Created and directed Crisis Communication and Spokesperson Training for Public Relations Society of American members in Milwaukee, Wis.

Reserve Officers and the Partnership for Peace Initiative

Summer 1998 - A collaborative effort between 15 junior officers from NATO countries. Paper and discussion presented in Brighton, England, as part of the Interallied Confederation of Reserve Officers (CIOR), a Reserve affiliation of NATO.

U.S. Air Force Reserve Plane Crash: A Case Study in Crisis Communication

December 1995 – Thesis examines the communication efforts surrounding a military plane crash in 1985. Content analysis used to assess media coverage. Archived material and in-depth interviews also used in this qualitative case study.

Environmental Public Relations: A Local Case Study in Crisis Communication

May 1995 - Paper uses a qualitative approach in investigating how a local PR office handled an environmental crisis. Archival research process looked at reports, files, news releases, letters and memos to piece together what happened. Personal interviews supported research outcome.

Academic Field Study: Non-profit Public Relations

Spring 1994 - Independent field study took place at Milwaukee AIDS Project's Communication Department. Objective was to analyze non-profit public relations strategies and special events management while partaking in graduate intern responsibilities

RELEVANT MILITARY EXPERIENCE

Major Ann Peru Knabe is the Wing Chief of the 440th Public Affairs Office at General Mitchell International Airport Air Reserve Station, Milwaukee, Wisconsin. In her current position as a Public Affairs Officer, she plays a key role in the management and implementation of the 440th's internal communications, community relations and media relations programs.

Knabe was named AFRC's top "Reserve Public Affairs officer" in 2003 (Field Grade) and 1998 (Company Grade). Under Knabe's leadership, her office has earned more than a dozen awards in the last five years, including Best Single Planned Public Affairs Event, Best Media Relations, and Best Community Relations. She has also earned six Public Relations Society of America Paragon Merit and Excellence Awards for her Reserve work, including Southeastern Wisconsin's "Best of Show" in 2002 and 2003.

Knabe is also a member of the Interallied Confederation of Reserve Officers (CIOR). She serves as the International Secretary on the CIOR Communications Commission, an international public relations appointment. Knabe organized all of the publicity and media relations for the CIOR English as a Foreign Language Program in 2000 and 2001. She traveled to the Czech Republic and Estonia to promote the EFL program, and successfully garnered media coverage in international press and TV following news conferences and special events. She also created multi-media presentation for the CIOR Congress, presented in Brighton, UK in 1998, Berlin in 2000, and Madrid in 2001.

Knabe's other significant international contributions to the military include escorting a media flight to Haiti in October of 1994 to support Operation Uphold Democracy. Acting as a media liaison, Knabe escorted CBS affiliate station in-country, resulting in over 35 minutes of television coverage for the Wing. During June of 1994, Knabe flew to Panama City, Panama, on Public Affairs assignment. In order to gain the best opportunities for video and photographic coverage, Knabe also flew to El Salvador, Nicaragua, Ecuador and Honduras. Resulting articles appeared in local and national military/civilian newspapers and magazines.

Other international work includes leading a media flight to Sarajevo, Bosnia-Herzegovina in October of 1993. Knabe flew along with the unit, escorting a number of local media into the war-torn country where the 440th was flying humanitarian missions on C-130 aircraft. Numerous articles appeared nationwide about the 440th's efforts in Operation Provide Promise, as well the local NBC affiliate which chose to air five consecutive nights about the Air Force Reserve mission in Sarajevo.

As a Public Affairs officer, Knabe oversees the 440th's media relations, community relations, congressional relations and internal communications. Her previous Public Affairs positions have included staff writer and photographer, and she remains a key contributor to the base newspaper, *The Flying Badger*. She recently served on a CNN roundtable discussion (live) and has completed numerous TV and newspaper interviews regarding the Reserve.

She is also a member of the national Air Force Reserve Public Affairs Rapid Response Team, a key group of individuals selected to respond to international contingencies on a moment's notice to support media relations.

Knabe has been awarded the following awards and decorations for her military service: Meritorious Service Medal, Air Force Commendation Medal (twice), Air Force Achievement Medal (twice); Air Force Outstanding Unit Award (three times); Armed Forces Expeditionary Medal (for Haiti media flight); Armed Forces Reserve Medal; Armed Forces Meritorious Service Medal (twice); Air Force Longevity Service Award (twice); the National Defense Service Medal (for support during Desert Storm and Desert Shield); and the Air Force Training Ribbon.

COMMUNITY SERVICE

- **Public Relations Society of America – Wisconsin Chapter**
Member of the SE Wisconsin Board of Directors. Co-chair of the PRSA Accreditation Committee. Volunteer for PRSA's emergency response PR team for International Red Cross. Past chair of Chair of the Community Service Committee. Key writer of plan for non-profit children's organization called PeaceBuilders. Wrote comprehensive PR plan, concentrating on fundraising, corporate sponsors and media relations. Managed initial media "blitz" to unveil program to Milwaukee community. Created a media training program for non-profit organization, Sojourner's Truth House. The crisis relations, media relations training program is highly regarded within the Southeastern Wisconsin Chapter of PRSA.
- **Public Relations Society of America – National Level**
Executive Committee Member of PRSA Military and Public Safety Professional Interest Section. Serve as secretary (national level) for PRSA MPS section. Editor of PRSA MPS Monographs.
- **Annual Art for AIDS auction Communications Chairperson, 1996 & 1997**
Fourth year volunteer member of the Communications Committee of AIDS Resource Center of Wisconsin's Art for AIDS auction. Currently serving as Communications Chairperson on Steering Committee for annual art auction. Developed entire local and national advertising schedule on a non-profit budget.

AWARDS & RECOGNITION

Public Relations Society of America – SE Wisconsin Chapter Paragon Awards 2005. Two Excellence Awards for 440th Diversity program and employer relations programs.

Public Relations Society of America – SE Wisconsin Chapter Paragon Awards 2004. Three Merit & Excellence Awards for various community relations and employer relations programs.

Public Relations Society of America – SE Wisconsin Chapter Paragon Awards Best of Show 2003 for Community Relations – Employer Day United in Freedom. Also earned Merit & Excellence Awards.

Public Relations Society of America – SE Wisconsin Chapter Paragon Awards Best of Show 2002 for ESGR Media Relations Program. Also earned Merit & Excellence Awards for ESGR program and Congressional Newsletter.

Air Force Reserve Command Public Affairs Director's Excellence Award Winner for 2004 - Best single planned event for ESGR's America's Car public relations campaign. Named 2nd best newspaper in command for 2004 (national level).

Three Air Force Reserve Command Public Affairs Director's Excellence Awards for 2003: Top Field Grade PA Officer (Reserve), Best Single Planned PA event, Top Wing PA program

Three Air Force Reserve Command Public Affairs Director's Excellence Awards for 2002: Best Single Planned PA event, Best Community Relations Program, Best Media Relations Program

Air Force Reserve Command 2002 - Top Sports Writer (national level)

Public Relations Society of America – SE Wisconsin Chapter Paragon Awards 2004, 2 Paragon Awards for Excellence and Merit

Public Relations Society of America – SE Wisconsin Chapter Paragon Awards 2003, 3 Paragon Awards. Earned “Best of Show” for 440th Airlift Wing Employer Support Program.

Public Relations Society of America – SE Wisconsin Chapter Paragon Awards 2002, 2 Paragon Awards. Earned “Best of Show” for Employer Support of the Guard and Reserve outreach program.

Public Relations Society of America – SE Wisconsin Chapter Paragon Awards 2001, Merit Award for 440th Airlift Wing Media Relations Day

Five Air Force Reserve Command Public Affairs Director’s Excellence Awards for 2000: Best Single Planned PA event, Best Community Relations Program, Best Community Relations

Director’s Excellence Award: Top Public Affairs Officer in the Air Force Reserve – 1998

HONORARY SOCIETIES AND PROFESSIONAL MEMBERSHIPS

Association of Education in Journalism and Mass Communication - (*AEJMC*)

Accredited member of Public Relations Society of America, *Co-chair of Accreditation*

Committee, Past Chair of Community Service Committee

Air Force Public Affairs Alumni Association – *Accreditation Scholarship Winner*

Employer Support of the Guard and Reserve Committee – member of Wisconsin Executive Committee

Interallied Confederation of Reserve Officer (CIOR), a NATO-affiliated program – *US Chair for*

Communications Commission 1999-2002; Currently serving as International Secretary of Commission

440th Airlift Wing Speaker's Bureau

United States Air Force Reserve -*19 years of continuous service*

Public Relations Society of America

PRSA Educators Academy

PRSA Military and Public Safety Section – National Executive Committee Secretary

Reserve Officers Association of the United States – *State President, Past State Director of Public*

Relations, Past Chapter President, Secretary, Membership Coordinator, State Junior Officer Vice President.

ROA National Level: *Elected Junior AF Vice President, Executive Committee member, National Public*

Affairs Committee, Vice Chair of National Public Affairs Committee, Junior Officer Professional Development Instructor, Publications Committee Member