

# PETER KNUTSON

NOVEMBER 2023

165 Hibbard Hall  
105 Garfield Ave.  
Eau Claire, WI 54702  
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## EDUCATION

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**Ph.D. (ABD) The University of Kansas**, Department of Communication Studies. Lawrence, KS 66045  
(2008-2021)  
Major Area: **Organizational Communication**  
Minor Areas: Organizational Rhetoric, Qualitative Methodology  
Major Professor: Dr. Robert Rowland, Dr. Tracy Russo, Dr. Debbie Ford  
Comprehensive Exams Defended: April 2012  
G.P.A.: 3.95 on a 4.0 scale

**M.A. Central Michigan University**, Department of Speech and Dramatic Arts. Mt. Pleasant, MI 48859  
(2008)  
Major Area: **Organizational Communication**  
Minor Area: Qualitative Research Methods, Rhetorical Analysis  
Advisor: Dr. Lisa Patterson  
Committee Members: Dr. Michael Papa, Dr. Wendy Papa  
Thesis: "The entry stage of socialization of clergy in Christian church settings: A memorable messages approach"  
G.P.A.: 3.96 on a 4.0 scale

**B.A. Saginaw Valley State University**, Department of Communication. University Center, MI 48710  
(2006)  
Major Area: **Communication**  
Minor Areas: General Business, Sociology  
G.P.A.: 3.87 on a 4.0 scale  
*Summa Cum Laude*

## ACADEMIC APPOINTMENTS

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2020-present Assistant Professor/Senior Lecturer, Department of Communication and Journalism,  
University of Wisconsin – Eau Claire

2014-2020 Senior Lecturer/Instructional Academic Staff, Department of Communication and  
Journalism; Department of English; Department of Business Communication, University of  
Wisconsin – Eau Claire

2008-2013 Graduate Teaching Assistant, Department of Communication Studies, University of Kansas

2007-2006	Assistant Basic Course Director, Department of Speech and Dramatic Arts, Central Michigan University
2007	Adjunct Faculty, Department of Arts and Communication, Mid-Michigan Community College
2006-2007	Graduate Teaching Assistant, Department of Speech and Dramatic Arts, Central Michigan University

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#### AWARDS

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2023	<b>Best Play-By-Play Broadcaster.</b> Northwoods League.
2019	<b>Best Play-By-Play Broadcaster.</b> Northwoods League.
2016	<b>Best Play-By-Play Broadcaster.</b> Northwoods League.
2016	<b>Best Play-By-Play Broadcast.</b> Wisconsin Broadcasters Association. Medium Market Radio.
2012	<b>William Conboy Graduate Student Leadership Award.</b> University of Kansas. Department of Communication Studies.
2011	<b>Samuel L. Becker Top Paper Award.</b> Central States Communication Association. Media Studies Interest Group. (Knutson, P., "Earth 2100: A critical examination of media representations of environmental science and discourse.")
2009	<b>Top Paper Award.</b> National Communication Association. Environmental Communication Division. (Knutson, P., "The rhetoric of Dow Chemical during the dioxin situation in Mid-Michigan: Continuing the conversation on environmental rhetoric.")
2007	<b>Assistant Basic Course Director.</b> Central Michigan University.
2006	<b>Outstanding Communication Undergraduate.</b> Saginaw Valley State University.
2006	<b>Lambda Pi Eta.</b> Member. Saginaw Valley State University
2002-2006	<b>Presidential Scholar and Summa Cum Laude.</b> Saginaw Valley State University.

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**PUBLICATIONS & CONFERENCE PAPERS**

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**Manuscripts in Progress**

Knutson, P. (in progress) The rhetoric of Dow Chemical during the dioxin situation in Mid-Michigan: Continuing the conversation on environmental rhetoric. To be submitted to *Communication Studies*.

Knutson, P. (in progress) *Earth 2100*: A critical examination of media representations of environmental science and discourse. To be submitted to *Communication and Critical/Cultural Studies*.

Knutson, P. (in progress). "I feel like one of them": Understanding student identification with collegiate sports teams. To be submitted to *Communication & Sport*.

Knutson, P. (in progress). Clergy socialization processes: Toward an understanding of clergy's perceptions of career. To be submitted to the *Journal of Communication and Religion*.

Knutson, P. (in progress). Creating a typology of distributed organizations based in organizational structure and technology use. To be submitted to *Communication Studies*.

**Conference Papers**

Knutson, P. (2011). *Creating a typology of distributed organizations based in organizational structure and technology use*. Paper presented to the National Communication Association, New Orleans, LA.

Knutson, P. (2011). *Understanding the socialization processes of ministers: A question of spirituality, faith, and obligation*. Paper presented to the Religious Communication Association preconference of the National Communication Association, New Orleans, LA.

Knutson, P. (2011). *Performing gender in religious settings: How Christian ministers encounter gender during their socialization into new churches*. Paper presented to the Organization for the Study of Communication, Language and Gender, Chicago, IL.

Knutson, P. (2011). *Earth 2100: A critical examination of media representations of environmental science and discourse*. Paper presented to the Central States Communication Association, Milwaukee, WI.

Knutson, P. (2010). *"I feel like one of them": Understanding student identification with collegiate sports teams*. Paper presented to the National Communication Association, San Francisco, CA.

Knutson, P. (2009). *The rhetoric of Dow Chemical during the dioxin situation in Mid-Michigan: Continuing the conversation on environmental rhetoric*. Paper presented to the National Communication Association Convention, Chicago, IL.

Knutson, P. (2009). *The entry stage of socialization of clergy in Christian church settings: A memorable messages approach*. Paper presented to the Central States Communication Association, St. Louis, MO.

Knutson, P. (2007). *Organizational socialization of clergy* (Poster Presentation). Presented to the Organizational Communication Mini-Conference at the University of Illinois at Urbana-Champaign.

### **Conference Panels**

Knutson, P., Grill, K., Phillips, J. D., & Briggs, J. P. (2012). *Mediated sporting bodies: An analysis of the construction of "appropriate" male and female athletes across media genres*. Panel presented to the Central States Communication Association, Cleveland, OH.

Hassert, J., Knutson, P., Phillips, J. D., & Briggs, J. P. (2011). *Challenging "The Way Things Are": Gender Performance in Sports Culture*. Panel presented to the Central States Communication Association, Milwaukee, WI.

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## **TEACHING EXPERIENCE**

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**University of Wisconsin – Eau Claire. Senior Lecturer/Assistant Professor.** Department of Communication and Journalism. Eau Claire, WI 54701 (2014-present).

**Communication in Contemporary Society (CJ 105)**

*Instructor: Fall 2022, Spring 2023, Fall 2023*

**Audio and Video Production Process (CJ 241)**

*Instructor: Spring 2022, Fall 2022, Spring 2023, Fall 2023*

**Introduction to Organizational Communication (CJ 250)**

*Instructor: Fall 2020, Spring 2021, Fall 2021, Spring 2022, Fall 2022, Spring 2023, Fall 2023*

**Advanced Organizational Communication: Strategic Message Design (CJ 355)**

*Instructor: Fall 2020, Spring 2021, Fall 2021, Spring 2022, Spring 2023*

**Professional Communication (CJ 357)**

*Instructor: Fall 2020, Spring 2021*

**Research Seminar in Communication Studies (CJ 459)**

*Instructor: Fall 2020, Spring 2021*

**Social Media and Communication (CJ 272)**

*Instructor: Fall 2020*

**Sports Communication (CJ 491)**

*Instructor: Spring 2023*

**Blugold Seminar in Critical Reading and Writing (WRIT 114, 116, 118, 120).**

*Instructor: Fall 2014-Spring 2020 (all consecutive semesters)*

Developed college-level reading, writing, and research skills of students entering college. Emphasis on rhetorical knowledge, information literacy, digital literacy, and writing craft. Course fulfills University Writing Requirement.

**Fundamentals of Speech (CJ 202).**

*Instructor: Fall 2019*

Fundamentals of effective public speaking from both speaker and listener perspectives. Preparation, presentation, and evaluation of student speeches. Special attention given to topics related to cultural diversity.

**Analyzing and Improving Organizational Communication (CJ 492).**

*Instructor: Spring 2014, Fall 2014*

Introduced students to organizational rhetoric and helped students understand how those concepts related to their professional lives. Guided students through a course project designed for students to analyze the communication of a non-profit organization, create an assessment of the organization's current communication practices, and then develop organizational materials that would help to improve the organization's communication with multiple outside audiences and stakeholders.

**ISC Campaign Design (CJ 374).**

*Instructor: Spring 2017*

Research and planning to develop Integrated Strategic Communication (ISC) campaigns. Topics include formative research, data analysis, account planning, message design, and evaluation.

**Business Writing (BCOM 206)**

*Instructor: Fall 2015, Spring 2016*

Learn to write emails, memos, letters, reports, and employment documents. Adapt messages to existing and emerging technologies. Analyze audiences and use effective techniques to communicate using standard grammar, mechanics, punctuation, and document format.

**Business Presentations (BCOM 207)**

*Instructor: Fall 2015, Spring 2016*

Students will learn to communicate professionally in meetings, roundtables, project teams, and individual presentations using appropriate psychology, sensitivity, and technology.

**Introduction to Organizational Communication (COMS 310).**

*Instructor: Summer 2010, Summer 2011, Fall 2011, Spring 2012, Summer 2012*

*Teaching Assistant: Fall 2009, Spring 2010, Fall 2010, Spring 2011*

Introduced junior and senior level students to organizational communication research and organizing principles. Lectured on topics including decision-making, socialization, organizational change, diversity, critical approaches to organizing, environmental communication in organizations, and leadership. I co-taught a large lecture and assisted in providing lecture material, procuring relevant videos, and grading for 80 students each semester.

**Effective Business Communication (COMS 330).**

*Instructor: Spring 2009, Fall 2009, Spring 2010, Fall 2010, Spring 2011, Fall 2012, Spring 2013*

Introduced junior and senior level students to effective business communication practices such as writing good and bad new letters, writing effective e-mails, crafting group training manuals, and assembling a professional portfolio for job search and interviewing use. I edited and revised student cover letters and resumes as to prepare them for the job market.

**Persuasive Speaking (COMS 331).**

*Instructor: Fall 2012, Spring 2013*

Instructed junior and senior level students in specific techniques and methods of persuasion and argumentation. Students learned how to deliver speeches motivating audiences, advocating for causes, and selling products. Students also learned critical evaluation of persuasive messages and the ethical implications of persuasion in everyday life.

**Speaker-Audience Communication (COMS 130).**

*Instructor: Fall 2008, Spring 2009, Summer 2009*

Introduced freshmen and sophomore students to the fundamentals of presenting informative and persuasive speeches in a variety of settings. I used Aristotle's theories on presentation to teach students how to organize their speeches, tailor their speeches to a particular audience, and how to craft the most effective messages they could in topics of political and social importance. This class prepared students to advocate for themselves and for their beliefs through the artful use of rhetorical forms and themes.

**Central Michigan University. Assistant Basic Course Director / Graduate Teaching Assistant.**

Department of Speech and Dramatic Arts. Mt. Pleasant, MI 48859 (2006-2008).

**Introduction to Debate (COM 267).**

*Teaching Assistant: Fall 2007*

Introduced freshmen honors students to the methods and rules of Lincoln-Douglas debate. Assisted in creating arguments, evidence cards, and commented on assignments of students. Lectured on credibility and developing arguments in the course and assisted these students in a mock debate tournament during the final part of the semester.

**Fundamentals of Communication (COM 101, SDA 101).**

*Instructor: Fall 2006, Spring 2007, Fall 2007, Spring 2008*

Introduced all levels of students to the fundamental theories of communication as well as the basic principles of public speaking. In this hybrid introductory course, I taught students interpersonal, small group, nonverbal, and listening skills. I taught students how to create effective informative and persuasive speeches in addition to how to produce effective arguments.

**Mid-Michigan Community College. Adjunct Faculty.** Department of Art and Communication. Harrison, MI 48625 (2007).

**Fundamentals of Communication (SPE 101).**

*Adjunct Faculty/Instructor: Fall 2007*

Instructed community college students in a basic course in interpersonal communication and public speaking. Through observation, presentation, games, role play, valuing, and personal encounter, the students learned to encode and receive messages, verbal and nonverbal, with confidence and empathy. Skills in perception and concentration were emphasized.

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**INVITED PRESENTATIONS**


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*Understanding the environment and its effect on organizations.* Organizational Communication. **University of Kansas** (November 2012).

*Doing a Descriptive Analysis of Dow Chemical.* Organizational Advocacy. **University of Missouri** (September 2011).

*Green Marketing and Corporate Advocacy.* Introduction to Organizational Communication. **University of Kansas** (April 2011).

*Socialization: Encountering your organization outside the stage model.* Introduction to Organizational Communication. **University of Kansas** (October 2010).

*Socialization: The encounter stage and beyond.* Introduction to Organizational Communication. **University of Kansas** (April 2010).

*The rhetoric of Dow Chemical during the dioxin situation in Mid-Michigan: Continuing the conversation on environmental communication.* Department of Communication Studies Colloquium Series. **University of Kansas** (Fall 2009).

*Socialization: Understanding the process of becoming an organizational insider.* Introduction to Organizational Communication. **University of Kansas** (October 2009).

*Socialization: Option or obsession.* Effective Business Communication. **University of Kansas** (October 2009).

*Audience Analysis*. Speaker-Audience Communication. **University of Kansas** (July 2009).

*Understanding Audience in Public Speaking*. Speaker-Audience Communication. **University of Kansas** (February 2009).

*Relating the Communication Studies Basic Course to KU Learning Communities*. Pre-Business Learning Community Seminar. **University of Kansas** (October 2008).

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## SERVICE

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**Advisor, Blugold Radio Sunday, UWEC**, (Spring 2022-Present).

**Committee Member, Education Committee, Wisconsin Broadcasters Association**, (Fall 2022 – Present).

**Committee Member, Journalism Search, UWEC CJ Department**, (Fall 2022 – Spring 2023).

**Basic Course Assessment, Department of English, UWEC**, (2016, 2018, 2019).

**Volunteer, Central States Communication Association**, (2013).

**Reviewer, Central States Communication Association**, (2012). Organizational and Professional Communication Interest Group.

**Reviewer, Central States Communication Association**, (2012). Media Studies Interest Group.

**Reviewer, National Communication Association**, (2010). Environmental Communication Division.

**Assistant Research Coordinator, University of Kansas**. Department of Communication Studies.

*Served: 2008 – 2013*

- Posted and edited all requests for research participants in the Communication Studies Department.
- Entered research credit for over a thousand students each semester in the basic course that participated in Communication Studies Department research.

**Graduate Student Organization (GSO) President**, University of Kansas

*Served: Fall 2011 and Spring 2012*

- Ensured there is a GSO representative at each GSAB meeting.
- Called and chaired all GSO executive and general meetings.
- Served as a liaison between the graduate students and department chair.
- Attended faculty meetings.
- Ensured a program for graduate student enrichment was arranged each semester including topics such as:
  - Presenting at Academic Conferences



- Using the Library for Research
- Editing and Formatting CVs
- Submitting to Academic Conferences
- Applying for Academic Jobs
- Academic Job Talks
- Collaborating with Professors and Colleagues
- Coordinated elections of new officers.
- Maintained Blackboard GSO Site

**Graduate Student Organization (GSO) Social Chair**, University of Kansas

*Served: Spring 2009 and Fall 2009*

- Coordinated and planned all social events for graduate students in the department.

**Graduate Student Organization (GSO) Faculty Representative**, University of Kansas

*Served: Spring 2011*

- Attended all faculty meetings.
- Provided minutes of all issues of concern to graduate students in faculty meetings.
- Served on executive committee of GSO.

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**PROFESSIONAL EXPERIENCE**

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**UW-Stout, Play-by-Play Broadcaster**. Menomonie, WI (Fall 2014 – Present)

- Broadcast all football, basketball, and hockey games.
- Produced and directed broadcasts on-location.
- Created original content for broadcasts including ads, promos, highlights, interviews, and updates.

**iHeartMedia, Sports Director, Digital Content Manager**. Eau Claire, WI 54701 (Fall 2013 – Summer 2020)

- Manage six station websites and all station social media accounts.
- Program two AM stations.
- Broadcast college and high school football and basketball games as the play-by-play announcer.
- Produced and directed broadcasts on-location to provide the best listening experience possible.

**Eau Claire Express, Director of Broadcasting and Media Relations, Play-By-Play Broadcaster**. Eau Claire, WI 54701 (Spring 2014 – Fall 2015) (Broadcaster: Spring 2014-present)

- 2023, 2019, and 2016 Northwood League Play-By-Play Broadcaster of the Year
- Wrote and created all media releases, social media posts, and public content for the organization.
- Broadcast all 72 games for the Express during the season.
- Produced and directed broadcasts on-location.
- Created original content for broadcasts including ads, promos, highlights, interviews, and updates all season long.
- Sold sponsorship inventory to businesses across the Chippewa Valley.

**Willow Domestic Violence Center, Consultant.** Lawrence, KS, 66044 (Fall 2011)

- Created a unique training program for volunteers, advocates, and administrative staff designed to improve group and public speaking skills.
- Developed consulting workshops on the following topics:
  - Enhancing Group Communication
  - Building Relationships in Groups
  - Managing Conflict in Groups
  - Creating a Collaborative Culture

**University of Kansas Athletic Department, Play-by-Play Announcer.** Lawrence, KS (August 2012 - Present)

- Broadcasted games as the play-by-play voice of the KU Baseball, Softball, Track & Field, and Women’s Soccer teams.
- Produced live broadcasts for KU’s AT&T Jayhawk All-Access online stream while providing the call.

**KJHK 90.7 FM, Play-by-Play Announcer/Sports Show Radio Host.** Lawrence, KS (Summer 2010 – Present)

- Coordinated a weekly sports radio show by acquiring guests (e.g., Fran Fraschilla, Kevin Harlan, Bonnie Henrickson, Seth Sinovic, Roger Lodge, Seth Davis, and others), organizing topics, and running media.
- Broadcasted games as play-by-play announcer for KU baseball, men’s and women’s basketball, football, including:
  - 2012 Big XII Men’s Basketball Tournament
  - 2012 Border War Football game at Arrowhead Stadium

**Collegiate Debate Judge,** Mt. Pleasant, MI (2007 – 2008)

- Judged debate rounds for various competitions
- Competitions: NFA National Tournament 2008 (Tennessee State University), NFA National Tournament 2007 (Berry College), Pi Kappa Delta National Tournament 2007

**WNEM TV5, Newsroom Intern,** Saginaw, MI (May 2005 – August 2005)

- Assisted the News Director, producers, and reporters with research on various stories
- Created stories by brainstorming ideas with directors and producers that aired on daily news programming

**Student Tutoring Coordinator,** Saginaw Valley State University, University Center, MI (Jan. 2004 – May 2006)

- Supervised and hired all tutors while managing the tutoring budget on campus
- Expanded the program by more than doubling the roster of tutors

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**PROFESSIONAL MEMBERSHIPS**

Wisconsin Broadcasters Association

National Communication Association

Central States Communication Association

Organization for the Study of Communication, Language, and Gender