

SANDRA KNISELY BARNIDGE

Freelance writer with ten years of experience in non-profit public relations and a special interest in historical women, off-beat entrepreneurs, folk cultures, and artists with a mission. Fiction and nonfiction clips in *Nimrod*, *Atlas Obscura*, *On Wisconsin Magazine*, *Psychopomp Magazine*, *BRAVA Magazine*, *Discovery*, and several trade and corporate outlets (under the name Sandra Knisely). Based in Tuscaloosa, Alabama, with professional ties to Madison, Wisconsin; Montreal, Canada; and Vienna, Austria.

EDUCATION

- ❖ Master of Arts in Journalism and Mass Communication
University of Wisconsin-Madison, 2013
- ❖ Bachelor of Arts in Journalism and Anthropology
University of Wisconsin-Madison, 2009

SELECTED FICTION

- ❖ "The Waubeen Annual Kanaranzi Kimball Day," finalist in the 2017 Francine Ringold Awards for New Writers; forthcoming 2018 in *Nimrod International Journal*
- ❖ "The Man Who Harnessed the Sun," top-three selection for the Arizona State University's 2016 Frankenstein Bicentennial Fiction Competition
- ❖ "Clay Pots," finalist for the *Psychopomp Magazine* 2014 Short Fiction Award
- ❖ "Bitter Almond Bee Spit," *971 Menu* (defunct), June 2010
- ❖ "Saxy Jane and the Condom," *Dogzplot Flash Fiction*, May 2009
- ❖ "Nopales," *Six Sentences*, October 2009

SELECTED NON-FICTION

- ❖ "Beethoven's Detective," *On Wisconsin Magazine*, Summer 2017
- ❖ "And wife: The feminist fight for American passports," *Atlas Obscura*, March 2017
- ❖ "How to Blend in at an Alpine Krampus Parade," *Atlas Obscura*, December 2016

- ❖ "The Warlord's Biographer," *On Wisconsin Magazine*, Spring 2015
- ❖ "Fateful Fight: Charlie Mohr and the Fall of UW's Boxing Dynasty," *Badger Insider Magazine*, cover, Fall 2014
- ❖ "Brave Choices: Breast Cancer, BRCA Testing, and Difficult Decisions," *BRAVA Magazine*, cover, October 2013

NON-FICTION BOOK EDITING

- ❖ Botero, Beatriz L. *Liminal Females: Women in Contemporary Latin American Novels*. Palgrave Macmillan, forthcoming spring 2018.
- ❖ Lloyd, Mark, and Lewis A. Friedland. *The Communication Crisis in America, And How to Fix It*. Palgrave Macmillan, 2016.

PEER-REVIEWED RESEARCH

- ❖ Barnidge, M., Gunther, A., Kim, J., Hong, Y., Perryman, M., Tay, S. K., **Knisely, S.** (2017) "Politically motivated selective exposure and perceived media bias." *Communication Research*. Advance online publication.
- ❖ McLaughlin, B.; Davis, C.; Coppini, D.; Kim, Y.M.; **Knisely, S.**; McLeod, D. (2015) "When Women Attack." *Politics and Life Sciences* 34(1), 44-56.
- ❖ Robinson, S.; **Knisely, S.**; Schwartz, M. (2014) "A news negotiation of a state's history: Collective memory of the 2011 Wisconsin protests." *Journalism Studies*, 1-18.c.
- ❖ **Knisely, S.** (2013) "Division in Dairyland: Community structure, social identity, and news frames during the Wisconsin gubernatorial recall election." Unpublished master's thesis, University of Wisconsin-Madison.

CONFERENCE PRESENTATIONS

- ❖ "Darth Vader in Dairyland: Constructing political out-groups via digital cartoons." Communication Crossroads: A Multidisciplinary Graduate Student Conference. Madison, Wisconsin. March 2013.
- ❖ "A news negotiation of a state's history: Collective memory of the 2011 Wisconsin protests." Association for Education in Journalism and Mass Communication Conference. Chicago, Illinois. August 2012.

PROFESSIONAL EXPERIENCE

SOCIAL COMMUNICATIONS SPECIALIST, COMMETTA, 2017-PRESENT

Maintain social-media feeds for clients of a boutique inbound marketing firm headquartered in Montreal, Canada. Work closely with several startups in green tech, alternative health, and education.

CONTENT STRATEGIST, UNIVERSITY OF WISCONSIN COMMUNICATIONS, 2014-2015

Named the first-ever content strategist on the UW-Madison chancellor's communications team. Led a campus-wide effort to produce more than 50 stories illustrating the university's impact across Wisconsin. Launched an e-newsletter aimed at state legislators and community opinion leaders. Participated on large-scale web redesign teams, including wisc.edu and news.wisc.edu, and contributed to the information architecture of each site. Monitored content analytics weekly and doubled the followers of an institutional Twitter account, @wisidea, in six months.

WRITER, WISCONSIN FOUNDATION & ALUMNI ASSOCIATION, 2013-2014

Named assistant editor of *Badger Insider*, the association's member magazine. Contributed regularly to *On Wisconsin*, the flagship UW-Madison alumni magazine with a circulation of 340,000. Collaborated with development directors across campus to write emails, web copy, letters, speeches, pledge cards, brochures, gift planning pieces, and other collateral.

SCIENCE WRITER, UW-MADISON COLLEGE OF ENGINEERING, 2007-2011

Wrote press releases, web copy, and magazine articles about basic science, tech transfer, and STEM outreach projects. Initiated and implemented the college's first social-media strategy. Edited department newsletters and represented the college at public events. Also launched social-media feeds and wrote web copy for the Wisconsin Institute for Discovery.

TEACHING EXPERIENCE

JOURNALISM 202: MASS MEDIA PRACTICES (UNIVERSITY OF WISCONSIN-MADISON)

Led a section of 15 students through an intensive six-credit course on news writing, multimedia, and web design.

Student Evaluation Scores:

Spring 2013: 4.74/5 (department TA average: 4.29)

Spring 2012: 4.51/5 (department TA average: 4.36)

Fall 2011: 4.62/5 (department TA average: 4.15)

JOURNALISM 646: MASS MEDIA AND THE CONSUMER (UW-MADISON)

Sole teaching assistant for a 110-student course on advertising history, basic economics, and marketing research techniques. Received the highest student evaluation score ever given to a teaching assistant in the class.

Student Evaluation Score:

Fall 2012: 4.76/5 (department TA average: 4.19)

VOLUNTEER POSITIONS

EDITOR-IN-CHIEF, *ILLUMINATION*, 2008-2009

Oversaw production of an award-winning semi-annual literary and essays journal with a print run of 3,000. Managed a staff of 35 students and a modest budget. Established partnerships between the journal and university departments to help the publication achieve long-term sustainability. Spent three years on staff as an editor and reader before being voted editor-in-chief.

WRITING FELLOW, UW-MADISON WRITING CENTER, 2008

Served as a writing tutor for undergraduate students. Worked closely with the professor of a travel writing course to help students develop and revise essays about intercultural experiences abroad.

COMMUNICATIONS ASSISTANT, WISCONSIN SUPREME COURT, 2007

Wrote articles for the court system newsletter and developed a database of judicial speeches as a public resource.

JUDGE, WISCONSIN HIGH SCHOOL FORENSIC ASSOCIATION, 2005-2007

Evaluated student performances in speech and acting competitions.

TUTOR, GREATER UNIVERSITY TUTORING SERVICE, 2005-2007

Worked primarily with students native to South Korea on improving day-to-day English skills, with a special emphasis on the use of idioms.