

Matthew W. Ragas, Ph.D.

College of Communication, DePaul University
Mailing: 1 E. Jackson Blvd., Chicago, IL 60604-2201
Office: Suite 1823, 14 E. Jackson Blvd.
office: (312) 362-6003 ▪ mobile: (407) 963-8763
mragas@depaul.edu ▪ www.matragas.com

Education

Doctor of Philosophy in Mass Communication (2010)

University of Florida, Gainesville, FL

Dissertation title: "Agenda-building and agenda-setting in corporate proxy contests: Exploring influence among public relations efforts, financial media coverage and investor opinion" (directed by Dr. Spiro Kiouisis; received AEJMC Nafziger-White-Salwen award)

Master of Science in Management (2005)

University of Central Florida, Orlando, FL

Bachelor of Science in Business Administration (1999)

University of Central Florida, Orlando, FL

Books Authored

Ragas, M. W., & Bueno, B. J. (2002). *The power of cult branding*. New York: Crown Business.

- 10,000 copies sold, translated into Polish, 2007 (Helion SA) and Japanese, 2005 (Forest)

Ragas, M. W. (2001). *Lessons from the E-Front*. Roseville, CA: Prima Publishing.

- 4,000 copies sold, foreword by Silicon Valley venture capitalist Tim Draper

Refereed Publications

Kim, J., Ragas, M. W., Son, H., Park, K., Chung Y. J., & Park, Y. E. (Accepted/In Press).

Examining influence during a public health crisis: An analysis of the H1N1 outbreak from an agenda-building and agenda-setting perspective. *Journal of Health & Mass Communication*.

Ragas, M. W. (Accepted/In Press). Issue and stakeholder intercandidate agenda-setting among corporate information subsidies. *Journalism & Mass Communication Quarterly*.

Ragas, M. W., Kim, J., & Kiouisis, S. (2011). Agenda-building in the corporate sphere: Analyzing influence in the 2008 Yahoo-Icahn proxy contest. *Public Relations Review*, 37(3), 257-265.

Kim, J., Lee, J., & Ragas, M. (2011). Exploring eWOM in online consumer reviews: Experience versus search goods. *Web Journal of Mass Communication Research*, 32.

Ragas, M. W., & Kiouisis, S. (2010). Intermedia agenda-setting and political activism: MoveOn.org and the 2008 presidential election. *Mass Communication & Society*, 13(5), 560-583.

Neely, J. C., Bowers, K. W., & Ragas, M. W. (2010). Virtual possibilities: A constructivist examination of the educational applications of Second Life. *Journal of Interactive Learning Research*, 21(1), 93-110.

Ragas, M. W., & Roberts, M. S. (2009). Communicating corporate social responsibility and brand sincerity: A case study of Chipotle Mexican Grill's 'food with integrity' program. *International Journal of Strategic Communication*, 3(4), 264-280.

Ragas, M. W., & Roberts, M. S. (2009). Agenda-setting and agenda-melding in an age of horizontal and vertical media: A new theoretical lens for virtual brand communities. *Journalism & Mass Communication Quarterly*, 86(1), 45-64.

Bowers, K. W., Ragas, M. W., & Neely, J. C. (2009). Assessing the value of virtual worlds for post-secondary instructors: A survey of innovators, early adopters and the early majority in Second Life. *International Journal of Humanities and Social Sciences*, 3(1), 40-50.

Edited Book Chapters

Ragas, M. W. (Forthcoming). Agenda-setting in the corporate sphere: Synthesizing findings and identifying new opportunities in this growing domain. In M. McCombs & T. Johnson (Eds.), *Agenda setting in a 2.0 world: New agendas in communication*. New York: Routledge.

Ragas, M. W. (Forthcoming). Agenda-building and agenda-setting theory: Which companies we think about and how we think about them. In C. E. Carroll (Ed.), *The handbook of communication and corporate reputation*. New York: Wiley-Blackwell.

Ragas, M. W., & Kiouisis, S. (2011). Intermedia agenda-setting and political activism: MoveOn.org and the 2008 presidential election. In T. J. Johnson & D. D. Perlmutter (Eds.), *New media, campaigning and the 2008 Facebook election* (pp. 7-30). New York: Routledge.

Trade and Professional Publications

Ragas, M. (2011). Media relations theory and research: Insights you can use. In S. Goldstein (Ed.), *Media Training Guidebook* (vol. 4, pp. 19-22). New York: PR News Press.

Ragas, M. (2010, October). Words with muscle: New independent media relations research reveals which issues and messages are most powerful during proxy contests. *IR Update* (a publication of the National Investor Relations Institute), 10-15.

Refereed Conference Papers

Ragas, M. W. (2011, September). *Agenda-setting in the corporate sphere: Synthesizing findings and identifying new opportunities in this growing domain*. Paper presented at the **Agenda**

Setting in a 2.0 World: New Agendas in Communication conference in the College of Communication at the University of Texas at Austin.

Ragas, M. W. (2011, August). *Issue salience formation among information subsidies and business media coverage during corporate proxy contests*. Paper presented at the annual meeting of the **Association for Education in Journalism and Mass Communication**, St. Louis. (Wilcox Top Paper award for the Public Relations Division)

Ragas, M. W. (2011, May). *Intercandidate agenda-setting during corporate proxy contests: Extending agenda-building research into a new setting*. Paper presented at the annual meeting of the **International Communication Association**, Boston.

Kim, J., Ragas, M., Park, Y. E., Park, K., Chung, Y. J., & Son, H. (2010, August). *Examining influence during a public health crisis: An analysis of the H1N1 outbreak from an agenda-building and agenda-setting perspective*. Paper presented at the annual meeting of the **Association for Education in Journalism and Mass Communication**, Denver.

Kim, J., Ragas, M., Son, H., Chung, Y. J., Park, K., & Park, Y. E. (2010, March). *Influence during the H1N1 outbreak: An exploration of second-level agenda-building and agenda-setting effects*. Paper presented at the **Midwinter meeting of the Association for Education in Journalism and Mass Communication**, Norman, OK.

Kim, J., Ragas, M., & Lee, J. (2010, February). *The H1N1 outbreak and second-level agenda setting: Examining the government source – public agenda relationship during a health crisis*. Paper presented at the annual meeting of the **Association for Marketing & Health Care Research**, Lake Tahoe.

Neely, J. C., Bowers, K. W., & Ragas, M. W. (2009, August). *Virtual possibilities: A constructivist examination of the educational applications of Second Life*. Paper presented at the annual meeting of the **Association for Education in Journalism and Mass Communication**, Boston.

Ragas, M. W., Kim, J., & Lim, H. J. (2009, August). *Agenda-building and agenda-setting in the corporate sphere: Analyzing influence in the 2008 Yahoo-Icahn proxy contest*. Paper presented at the annual meeting of the **Association for Education in Journalism and Mass Communication**, Boston. (Top Paper award for the Public Relations Division)

Ragas, M. W. & Kioussis, S. (2009, August). *Intermedia agenda-setting and political activism: MoveOn.org and the 2008 U.S. presidential election*. Paper presented at the annual meeting of the **Association for Education in Journalism and Mass Communication**, Boston.

Bowers, K. W., Ragas, M. W., & Neely, J. C. (2009, May). *Assessing the value of virtual worlds for post-secondary instructors: A survey of innovators, early adopters and the early majority in Second Life*. Paper presented at the annual meeting of the **International Communication Association**, Chicago. (Top Paper award for the Instructional/Developmental Communication Division)

Ragas, M.W. (2009, May). *Communicating corporate social responsibility and brand sincerity: Chipotle Mexican Grill's 'food with integrity' public relations program*. Paper presented at the annual meeting of the **International Communication Association**, Chicago.

Ragas, M. W. (2009, March). *Intermedia agenda-setting and activist political advertising: MoveOn.org and the 2008 U.S. presidential election*. Paper presented at the **Midwinter meeting of the Association for Education in Journalism and Mass Communication**, Norman, OK.

Manuscripts Under Review

Ragas, M. W. (Second Review). *Issue salience formation among information subsidies and business media coverage during corporate proxy contests*. Manuscript submitted for consideration to **Journal of Public Relations Research**.

Research in Progress

Ragas, M. W., Laskin, A., & Bruschi, M. *What matters? Determining the factors used to measure the success of investor relations programs*. Survey conducted in collaboration with National Investor Relations Institute (NIRI). Project in data analysis and reporting stage.

Ragas, M. W. *Intermedia agenda-setting and business news: Perceptions of influence among financial journalists*. Instrument developed. Survey in the field this fall with the Gorkana Group (New York and London).

Ragas, M. W., Tran, H., Martin, J., & Carroll, C. *Searching for salience: Tracing the path of influence among news media coverage and public search behavior of the BP oil spill*. Data collected. Project in data analysis and reporting stage.

Teaching Experience

DePaul University – College of Communication

Instructor of Record for:

Undergraduate courses:

- Principles of Public Relations (PRAD 255)
- Special Topics: Digital Public Relations (PRAD 391)
- Discover Chicago: Chicago Business & Society (LSP 110)

Graduate courses:

- Media Relations (PRAD 562)
- Corporate Communication (PRAD 564)

- Completed **DePaul Online Teaching Series (DOTS)** in Fall 2010. This six-week course prepares instructors to teach blended and fully-online courses using Desire2Learn (D2L),

a leading learning management system (LMS). The course reviews social media tools and services that may be integrated into D2L to enhance the learning experience for students.

University of Florida – College of Journalism and Communications

Instructor of Record for:

- Public Relations Strategy (PUR 3801)
- Advertising Strategy (ADV 3001)
- Public Relations Writing (PUR 4100)

Service

DePaul University

College Service

- Faculty Representative – Dean’s Advisory Council, College of Communication (2010 – current)
- Faculty Representative – Senior Instructional Designer Search Committee, College of Communication and Faculty Instructional Technology Services (2011)
- Member – Assessment Committee (graduate Public Relations Writing class, PRAD 515), College of Communication (2011)
- Member – M.A. in Digital Communication New Degree Committee, College of Communication (2011)

Track Service

- Chair – Tenure-Track Public Relations Faculty Search Committee (two positions), PRAD track, College of Communication (2011)
- Representative – Graduate Information Session, PRAD track, College of Communication (2011)
- Member – Non-Tenure Track One-Year Public Relations Instructor Search Committee, PRAD track, College of Communication (2011)
- Member – Tenure-Track Advertising Faculty Search Committee, PRAD track, College of Communication (2010)
- Member – M.A. in Advertising & Public Relations Graduate Admissions Committee, PRAD track, College of Communication (2010 – current)
- Course keeper – Public Relations Campaigns course (PRAD 337)

University of Florida

College Service

- Secretary and Officer – Graduate Students in Mass Communication Association (GSMCA), College of Journalism & Communications (2008 – 2009)
- Member – Graduate Students in Mass Communication Association (GSMCA), College of Journalism & Communications (2008 – 2009)

- Graduation Marshall – Fall 2008 Commencement Ceremonies, University of Florida (2008)
- Graduate Representative – Alumni and Professional Relations Committee, College of Journalism & Communications (2007 - 2008)

Service to the Academy

Ad Hoc Journal Reviewer

- *Journal of Communication* (2011)
- *Journal of Computer Mediated Communication* (2011)
- *Journal of Public Relations Research* (2011)
- *Mass Communication & Society* (2011)

Ad Hoc Book Reviewer

- Reviewed chapter for *The Handbook of Communication & Corporate Reputation* (Wiley-Blackwell)

Conference Paper Reviewer

- International Communication Association
 - Public Relations Division (2011)
- Association for Education in Journalism and Mass Communication
 - Public Relations Division (2011)
 - Political Communication Interest Group (2011)

Conference Paper Session (Moderator or Discussant)

- Association for Education in Journalism and Mass Communication
 - Mass Communication & Society Division (2009)

Executive Committee Member

- Association for Education in Journalism and Mass Communication
 - Professional Liaison – Public Relations Division (2012)

Teaching and Research Relationships

Edelman*	Gorkana Group*#	<i>Time Out Chicago</i> *
FactSet SharkRepellent.net#	Radian6 (salesforce.com)*	Union League Club of Chicago*
NIRI#	CareerBuilder Inc.*	Home Run Inn*
United Airlines*	Sard Verbinnen & Co.*	Weber Shandwick*
Allstate Insurance*	L.C. Williams & Associates*	Current*
FD/FTI Consulting*	Public Communications, Inc.*	Ogilvy Public Relations*
Business Wire*	Burson-Marsteller*	Experian Hitwise#
<i>The Chicago Tribune</i> *	Footnoted.org (Morningstar)*	Mergermarket (FT Group)#

*Teaching partner #Research partner

Association Memberships

- Association for Education in Journalism & Mass Communication (2007 - Current)
- International Communication Association (2009 – Current)

- National Investor Relations Institute (2010 – Current)
- Financial Communications Society (2010 – Current)

Honors and Awards

- **Nafziger-White-Salwen Dissertation award** – Association for Education in Journalism & Mass Communication (2011). Selected as the top dissertation in the field of mass communication research for 2011 by the AEJMC Standing Committee on Research.
- **Wilcox Top Paper award** for the Public Relations Division of the Association for Education in Journalism & Mass Communication (2011).
- **Outstanding Student Research award** – University of Florida, College of Journalism & Communications (2010). Selected out of approximately 50 doctoral students.
- **Outstanding Graduate Student Teacher award** – University of Florida, College of Journalism & Communications (2009). Selected out of approximately 50 doctoral students.
- **Top Student Paper award** for the Public Relations Division of the Association for Education in Journalism and Mass Communication (2009). Recognized by the Plank Center for Leadership in Public Relations at the University of Alabama.
- **Top Student Paper award** for the Instructional/Developmental Communication Division of the International Communication Association (2009).
- **Scholarship award** from the @d:tech Conference and Expo and American Academy of Advertising (AAA) (1998). In recognition of excellence in the discipline of Internet marketing and communication studies. One of eight students selected nationwide.

Grants and Fellowships

Competitive Grants

- **Summer Research Grant** (\$4,500) - DePaul University, College of Communication (2011)

Competitive Fellowships

- **Business Journalism Professors Seminar Fellow** – Donald W. Reynolds National Center for Business Journalism – Arizona State University, Walter Cronkite School of Journalism and Mass Communication (2012)

Lectures/Keynotes/Interviews

Invited University Lectures

- MIT Sloan School of Management – MIT Marketing Club, Cambridge (March 2003)
- Amity School of Communications – New Delhi, India, as part of a speaking tour in Delhi and Mumbai sponsored by Alchemist Brand Consulting (February 2003)
- Harvard Business School – HBS Marketing Conference, Boston (November 2002)

Keynotes with Honorariums

- International Spa Association (ISPA) Annual Expo, Dallas, TX (October 2005)
- Canadian Music Week Annual Conference, Toronto, Canada (March 2004)
- BankRate National Partner Conference, West Palm Beach, FL (May 2004)
- National Association of Broadcasters Radio Conference, Philadelphia (October 2003)
- Jacobs Media 8th Annual Rock Summit, Beverly Hills, CA (May 2003)

Guest Lectures

- University of Florida - College of Journalism & Communications, Public Relations Writing course (PUR 4100), invited lecturer (January 2010)
- University of Florida - College of Journalism & Communications, Public Relations Writing course (PUR 4100), invited lecturer (November 2009)
- University of Florida - College of Journalism & Communications, Principles of Public Relations course (PUR 3000), invited lecturer (September 2009)
- University of Florida - College of Journalism & Communications, Principles of Public Relations course (PUR 3000), invited lecturer (July 2009)
- University of Florida - College of Journalism & Communications, Principles of Public Relations course (PUR 3000), invited lecturer (March 2009)
- University of Florida - College of Journalism & Communications, Internet Advertising course (ADV 4930), invited lecturer (January 2009)
- University of Florida - Warrington College of Business Administration, International Advertising course (GEB 6930), invited lecturer (November 2008)
- University of Florida - College of Journalism & Communications, An Insider's Look at Madison Avenue course (ADV 4930), invited lecturer (November 2008)
- University of Florida - College of Journalism & Communications, Social Networks and Social Media course (JOU 4930), invited lecturer (July 2008)
- Junior Achievement Tampa Bay, *Diploma-see: The Economics of Staying in School*, selected to teach educational program to eighth grade class (October 2006)
- University of Tampa - Managerial Finance course, invited lecturer (April 2006)
- Full Sail University - Entertainment Business Program, served multiple times as invited judge for final student presentations, Winter Park, FL (2004 – 2005)
- University of Central Florida - *Excellence in Entrepreneurship* Program, served multiple times as an instructor for this professional certificate program (2003 – 2005)

Quoted or Interviewed by the Following Publications:

MSNBC "Your Business"	CNBC Asia
CBS MarketWatch	Forbes.com
<i>DSN Retailing Today</i>	Dow Jones Newswire
<i>The Times of India</i>	TheStreet.com
<i>Publishers Weekly</i>	<i>Orlando Sentinel</i>
<i>Radio World</i>	<i>Marketing News</i>
<i>Radio Ink</i>	<i>Dallas Morning News</i>
Brandchannel.com	<i>Jacksonville Business Journal</i>

Communication Consultations

- Audiogalaxy.com (Austin, TX)
- Bankrate Inc. (North Palm Beach, FL)
- Business Financial Publishing, LLC (Washington D.C.)
- Chick-fil-A (Atlanta, GA)
- Frederique Constant (Geneva, Switzerland)
- FTD Group, Inc. (Chicago, IL)
- Godfrey Phillips India – Phillip Morris (New Delhi, India)
- Gorkana Group (New York, NY and London, U.K.)
- RightSide Advisors, Inc. / Duncan Media Group (Los Angeles, CA)
- Stockgroup Information Systems (Toronto, Canada)

Professional Experience

- Sept. 2010 – Current Assistant Professor of Public Relations in the **College of Communication at DePaul University**, Chicago, IL.
- Aug. 2007 – May 2010 Ph.D. candidate (Mass Communication) and Instructor in the Department of Public Relations at the **University of Florida College of Journalism and Communications**, Gainesville, FL.
- Nov. 2005 – Current Communications consulting services through **Matthew Ragas & Associates**, Chicago, IL. Recent clients have included Duncan Media Group (RightSide.com), Business Financial Publishing, LLC (SmallCapInvestor.com) and Frederique Constant S. A. (Frederique-Constant.com), a Swiss luxury watchmaker.
- 2002 – Oct. 2005 **Indie Research & FindProfit.com**, Princeton, NJ. Principal, shareholder, editor (publisher of three daily to weekly stock market newsletters), writer and analyst, communications manager from startup to \$2 million in annual revenue (8,000 paying subscribers); sold ownership to partners for cash with a one-year non-compete.
- 2000 – 2001 **Redband Broadcasting** (joint venture with [LookSmart](http://LookSmart.com) and [Sony Music](http://SonyMusic.com)), San Francisco, CA. Hosted twice-weekly *Tech Sector* radio show, including rebroadcasts with Public Radio International (PRI). Developed content, on-air commentary, and interviews for show; marketing/distribution advisor for other Redband properties.
- 1999 – 2000 **Grace Venture Partners**, Orlando, FL. Associate for technology-focused venture capital fund founded and managed by [Edward P. “Ned” Grace](http://EdwardPGrace.com) (founder of *The Capital Grille* restaurant chain and former vice chairman of the board of directors for *Longhorn Steakhouse*). Assisted with venture capital investments screening,

due diligence on private offerings, and investor relations.

1998 – 1999

RagingBull.com, Andover, MA. Director of Content Development and founding editor. Grew content team to 10 professional writers with daily articles, 3 million visitors per month by 1999; developed *Cyberstock Investor Report*, authored weekly articles and conducted research. Participated in securing \$20 million in venture capital from **CMGI** and **CNET** with subsequent sale to Terra Lycos (unit of Spain's Telefonica). Sold ownership interest in 1999.

December 1999

Graduated from the **University of Central Florida**.

Industry Writing Experience

- Freelance articles published: *RedHerring.com*, *Stockhouse.com* (Canada's second largest market news website), *CMP's NetGuide*, *Andover News Network*, *Internet.com's E-Commerce Guide*, *Entrepreneurial Edge*, *DirectMarketing-Online.com* (1997 – 2002).
- Wrote the “On The Record” column for *Internet.com's Internet Stock Report* (owned by Jupitermedia Corp.); interviewed executives of technology companies (2000 – 2001).
- Wrote Q&A column for marketing website *ClickZ* (owned by Incisive Media); interviewed interactive marketing pioneers; paid college expenses as a freelance writer (1997 – 1998).

Outside Writing Interests

- *FloridaFoodHound.com* blog – “Chicago (and Florida) restaurant reviews and ruminations by a New Orleans native” (3,000 monthly page views). Cited by media outlets including the *St. Petersburg Times*, *Tampa Tribune*, and *Gainesville* magazine (2006 - Current).

Volunteer Activities

- Guest Instructor for *River Grove Public Library District*, River Grove, IL – conducted resume and cover letter writing workshop for library patrons (2010).
- Volunteer for *The Fibromuscular Dysplasia Society of America* – a non-profit organization dedicated to improving the lives of those affected by this rare disease (2006 - 2011).
- Mentored a high school student in *Hillsborough (FL) Education Foundation's Take Stock in Children* program – program targets at-risk students with a financial need (2006 - 2007).
 - Student is on track to graduate in 2012 from the University of South Florida.
- Mentored University of Tampa (FL) graduates through its *HIRE-UT program* (2007 - 2011).
- Volunteered for Junior Achievement Tampa Bay's *Enterprise Village* – a learning facility where grade-school students explore free enterprise in a “mini-city” (2006 - 2007).