

## **Matthew W. Ragas, Ph.D.**

College of Communication, DePaul University  
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### **Education**

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#### **Doctor of Philosophy in Mass Communication (2010)**

University of Florida, Gainesville, FL  
College of Journalism and Communications

#### **Master of Science in Management (2005)**

University of Central Florida, Orlando, FL  
College of Business Administration

#### **Bachelor of Science in Business Administration (1999)**

University of Central Florida, Orlando, FL  
College of Business Administration

### **Academic Appointments**

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#### **Associate Professor, College of Communication, DePaul University**

July 2015 – present

#### **Courses Taught at DePaul University:**

LSP 110: Discover Chicago: Chicago Business & Society  
PRAD 255: Principles of Public Relations  
PRAD 373: Public Relations & Advertising Entrepreneurs  
PRAD 391: Digital Public Relations  
PRAD 396: Senior Capstone in Public Relations & Advertising  
PRAD 562: Media Relations  
PRAD 564: Corporate Communication  
PRAD 585: Research Methods for the Communication Professional

#### **Assistant Professor, College of Communication, DePaul University**

July 2010 – June 2015

#### **Instructor, School of Journalism and Communications, University of Florida**

January 2008 – May 2010

#### **Courses Taught at the University of Florida:**

PUR 3801: Public Relations Strategy  
ADV 3001: Advertising Strategy  
PUR 4100: Public Relations Writing

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## Books Authored

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- Ragas, M. W., & Culp, R. (2014). *Business essentials for strategic communicators*. New York: Palgrave Macmillan / St. Martin's Press.
- Foreword by Gary Sheffer, former chief communications officer, GE
- 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.
- Foreword by Silicon Valley venture capitalist Tim Draper of Draper Fisher Jurvetson

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## Refereed Publications

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- Duhon, S., Ellison, S., & Ragas, M. W. (2016). A whale of a problem: A strategic communication analysis of SeaWorld's multi-year "Blackfish" crisis. *Case Studies in Strategic Communication*, 5, 3-37.
- Kiousis, S., Ragas, M. W., Kim, J. Y., Schweickart, T. L., Neil, J. M., & Kochar, S. (2016). Exploring presidential agenda building and policymaking: Examining linkages across three levels. *International Journal of Strategic Communication*, 10(1), 1-17. doi: 10.1080/1553118X.2015.1090441
- Ragas, M. W., & Tran, H. L. (2015). The financial news ecosystem: Journalists' perceptions of group hierarchy. *Journalism: Theory, Practice, and Criticism*, 16(6), 711-729. doi: 10.1177/1464884914540441
- Ragas, M. W., Uysal, N., & Culp, R. (2015). "Business 101" in public relations education: An exploratory survey of senior communication executives. *Public Relations Review*, 41(3), 378-380. doi: 10.1016/j.pubrev.2015.02.007
- Kiousis, S., Kim, J. Y., Ragas, M. W., Wheat, G., Kochar, S., Svensson, E., & Miles, M. (2015). Exploring new frontiers of agenda building during the 2012 U.S. presidential election pre-convention period: Examining linkages across three levels. *Journalism Studies*, 16(3), 363-382. doi: 10.1080/1461670X.2014.906930
- Ragas, M. W., Laskin, A. V., & Bruschi, M. D. (2014). *Investor relations measurement and evaluation: A survey of professionals*. *Journal of Communication Management*, 18(2), 176-192. doi: 10.1108/JCOM-03-2013-0020
- Ragas, M. W., & Laskin, A. V. (2014). Mixed-methods: Measurement and evaluation among investor relations officers. *Corporate Communications: an International Journal*, 19(2), 166-181. doi: 10.1108/CCIJ-10-2012-0071
- Ragas, M. W., Tran, H., & Martin, J. A. (2014). Media-induced or search driven? A study of online agenda setting effects during the BP oil disaster. *Journalism Studies*, 15(1), 48-63. doi: 10.1080/1461670X.2013.793509
- Ragas, M. W., & Tran, H. (2013). Beyond cognitions: A longitudinal study of online search salience and media coverage of the president. *Journalism & Mass Communication Quarterly*, 90(3), 478-499. doi: 10.1177/1077699013493792
- Ragas, M. W. (2013). Agenda building during activist shareholder campaigns. *Public Relations Review*, 39(3), 219-221. doi: 10.1016/j.pubrev.2013.03.007
- Ragas, M. W. (2012). Issue and stakeholder intercandidate agenda setting among corporate information subsidies. *Journalism & Mass Communication Quarterly*, 89(1), 91-111. doi: 10.1177/1077699011430063

- Kim, J., Ragas, M. W., Son, H., Park, K., Chung Y. J., & Park, Y. E. (2011). 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*, 3(1-4), 112-135.
- 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. doi: 10.1016/j.pubrev.2011.03.012
- 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. doi: 10.1080/15205436.2010.515372
- 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. doi: 10.1080/15531180903218697
- 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. doi: 10.1177/107769900908600104
- 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

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- Ragas, M. W. (Forthcoming). Corporate proxy contests: Overview, application and outlook. In A. Laskin (Ed.), *The handbook of financial communication and investor relations*. New York: Wiley-Blackwell.
- Kiouisis, S., & Ragas, M. W. (2016). Third-level agenda building: Implications for strategic communication and public relations. In L. Guo & M. McCombs (Eds.), *The power of information networks: New directions for agenda setting* (pp. 161-174). New York: Routledge.
- Ragas, M. W. (2014). Intermedia agenda setting in business news coverage. In R. Hart (Ed.), *Communication and language analysis in the public sphere* (pp. 332-354). Hershey, PA: IGI-Global.
- Ragas, M. W. (2014). Agenda-setting in the corporate sphere: Synthesizing findings and identifying new opportunities in this growing domain. In T. Johnson (Ed.), *Agenda setting in a 2.0 world: A Tribute to Maxwell McCombs* (pp. 256-280). New York: Routledge.
- Ragas, M. W. (2013). 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* (pp. 153-165). 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. [reprint]

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## Encyclopedia Entries

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Ragas, M. W. (2016). Financial intermediaries. In C. E. Carroll (Ed.), *The SAGE Encyclopedia of Corporate Reputation* (pp. 315-318). Thousand Oaks, CA: SAGE.

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## Trade and Professional Publications

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Ragas, M. (Forthcoming). Public relations means business: Addressing the need for greater business acumen. *Journal of Integrated Marketing Communications*, 17.

Ragas, M. (2015, July). 2015 Inez Kaiser graduate students of color award winners. *PR Update* (a publication of the Public Relations Division of AEJMC), 50(3), 9.

Ragas, M. (2015, May 10). What's old is new: Corporate media relations still matters. *Page UpDates* (a publication of Page Up / Arthur W. Page Society). Retrieved from <http://www.awpageup.com>

Ragas, M., & Culp, R. (2015, May 1). Business weak: Five ways to build greater business acumen. *Public Relations Tactics*, 17.

Ragas, M., & Culp, R. (2014, December, 22). Public relations and business acumen: Closing the gap. *Institute for Public Relations*. Retrieved from <http://www.instituteforpr.org>

Ragas, M. (2014, November 16). Guest lecturing and inspiring future leaders. *Page UpDates* (a publication of Page Up / Arthur W. Page Society). Retrieved from <http://www.awpageup.com>

Ragas, M. (2014, September). Kaiser award winners honored in Montreal. *PR Update* (a publication of the Public Relations Division of AEJMC), 49(4), 11.

Ragas, M. (2014, September). Kaiser award winners honored in Montreal. *AEJMC News* (a publication of AEJMC), 47(5), 10. [reprint]

Ragas, M. (2014, July 22). When academic and professional paths cross. *Page UpDates* (a publication of Page Up / Arthur W. Page Society). Retrieved from <http://www.awpageup.com>

Ragas, M. (2013, September). Instructor spotlight: Matt Ragas. *Origins* (The First-Year Program newsletter), DePaul University, College of Liberal Arts & Social Sciences, 6(1), 1.

Ragas, M. (2013). 5 research-driven insights for effective media relations. In L. Cooper (Ed.), *PR Measurement Guidebook* (vol. 7, pp. 56-58). New York: PR News Press. [reprint]

Ragas, M., & Culp, R. (2013, Spring). Taking care of business: How PR pros and academics can build a stronger profession. *The Public Relations Strategist*, 15-16.

Ragas, M. (2013, February 8). Require business 101 for every student. *The Chronicle of Higher Education*, 59(22), p. A25.

Ragas, M. (2013, January 22). Reputation and the news: 5 research-driven insights. *PR News*. Retrieved from: <http://bit.ly/XVECYd>

Ragas, M. (2012, July 31). Six actionable insights for succeeding in a corporate public relations internship. *Culpwrit.com*. Retrieved from: <http://www.culpwrit.com/2012/07/31/>

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.

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## Industry Research Reports

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- Gorkana Group, Ragas, M. W., & Tran, H. (2015, May). *The 2015 Gorkana survey of financial journalists*. New York: Gorkana Group / Cision.
- Gorkana Group, Ragas, M. W., & Tran, H. (2014, March). *The 2014 Gorkana survey of financial journalists*. New York: Gorkana Group.
- Gorkana Group, Ragas, M. W., & Tran, H. (2012, March). *The 2012 Gorkana survey of financial journalists*. New York: Gorkana Group.
- National Investor Relations Institute, & Ragas, M. W. (2011, November). *Executive alert: Measuring investor relations programs: NIRI survey results*. Alexandria, VA: National Investor Relations Institute.

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## Refereed Conference Papers

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- Tran, H., & Ragas, M. W. (2016, June). *Prestige differentiation in journalism: Exploring journalists' perceptions of media elites through a social hierarchy perspective*. Paper presented at the annual meeting of the **International Communication Association**, Fukuoka, Japan.
- Kiousis, S., Ragas, M. W., Kim, J. Y., Schweickart, T. L., Neil, J. M., & Kochar, S. (2014, May). *Exploring presidential agenda building and policymaking: Examining linkages across three levels*. Paper presented at the annual meeting of the **International Communication Association**, Seattle, WA.
- Kiousis, S., Kim, J. Y., Ragas, M. W., Wheat, G., Kochar, S., Svensson, E., & Miles, M. (2013, June). *Exploring new frontiers of agenda building during the 2012 U.S. presidential election pre-convention period: Examining linkages across three levels*. Paper presented at the annual meeting of the **International Communication Association**, London, U.K.
- Laskin, A., & Ragas, M. W., (2013, June). *Mixed-methods: Measurement and evaluation among investor relations officers*. Paper presented at the annual meeting of the **International Communication Association**, London, U.K..
- Ragas, M. W. (2013, February). *Intermedia agenda setting in business news coverage*. Paper presented at **The Language of Institutions: DICTION Studies conference** hosted by Dean Roderick Hart in the College of Communication at the University of Texas at Austin.
- Ragas, M. W., Tran, H., & Martin, J. (2012, August). *Searching for salience: The interplay of media coverage and online search behavior during the BP oil disaster*. Paper presented at the annual meeting of the **Association for Education in Journalism and Mass Communication**, Chicago, IL.
- Ragas, M. W., Bruschi, M. D., & Laskin, A. V. (2012, March). *What matters? An exploratory study of the factors investor relations professionals use to measure the success of investor relations programs*. Paper presented at the 15<sup>th</sup> annual **International Public Relations Research Conference**, Coral Gables, FL.
- 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, MO. (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, MA.
- 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, CO.
- 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, MA.
- 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, MA. (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, IL. (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, IL.
- 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.

## Conference Panels

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- Berger, B., Bowen, S., Jiang, H., & Ragas, M. (2016, August). Research in leadership. In K. Freberg, & D. Supa (Chairs), *Leadership across the spectrum: Teaching, research and service*. Panel conducted at the **pre-conference of the Public Relations Division** at the annual meeting of the Association for Education in Journalism and Mass Communication, Minneapolis, MN.
- Girson, M., Ragas, M., Rocco, R., Stewart, J., & Triller-Fry, S. (2016, May). Teaching for impact. In S. Guan & R. Parra (Chair), *High-impact teaching for transformative learning*. Panel conducted at the 21<sup>st</sup> annual **DePaul Faculty Teaching and Learning Conference**, Chicago, IL.

- Buzzanell, P., Dickmeyer, S., Ragas, M., & Waters, R. (2016, April). University trends in preparing communication professionals. In S. Feldner (Chair), *Developing next-generation corporate communicators*. Panel conducted at the fifth annual **Corporate Communication Summit** at Marquette University, Diederich College of Communication, Milwaukee, WI.
- Ragas, M. R., Laskin, A. V., & Schubert, S. (2015, November). Financial literacy for communicators: Invest in knowledge to grow opportunities. In P. Kearney (Chair), *Professional development workshop hosted by the Financial Communications Section*. Panel conducted at the **Public Relations Society of America international conference**, Atlanta, GA.
- Sorkin, A. R., M. Ragas, Tett, G., & Zweig, J. (2015, September). On the role of financial journalism in the 21<sup>st</sup> century. In J. Chapman (Chair), *A conversation sponsored by Gorkana, a Cision company*. Panel conducted at the **New York Institute of Technology**, New York, NY.
- Ragas, M., & MacDonald, M. G. (2014, October). Emerging skills & capabilities. In S. Scott (Chair), *The ABCs in big D: 2014 annual conference*. Panel conducted at the **Page Up annual conference**, Dallas, TX.
- Duhé, S., Ragas, M., & Culp, R. (2014, October). Business 101 for public relations majors: Teaching business literacy to future professionals. In T. McCorkindale (Chair), *Educators Academy research roundtables and poster session*. Panel conducted at the Educators Academy of the **Public Relations Society of America international conference**, Washington, D.C.

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### Conference Proceedings

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- Ragas, M. W., Brusch, M. D., & Laskin, A. V. (2012). What matters? An exploratory study of the factors investor relations professionals use to measure the success of investor relations programs. In Z. Li, & C. A. Spaulding (Eds.), *Proceedings of the 15<sup>th</sup> International Public Relations Research Conference* (pp. 566-583). Coral Gables, FL: International Public Relations Research Conference.

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### Manuscripts Under Review and In Progress

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- Dimar, K., Kuchar, R. A., & Ragas, M. W. (Revise and resubmit). *Book battles: A strategic communication analysis of Amazon.com's high-profile dispute with Hachette Book Group and Authors United*. **Case Studies in Strategic Communication**.
- Tran, H., & Ragas, M. W. (In progress). *Prestige differentiation in journalism: Exploring journalists' perceptions of media elites through a social hierarchy perspective*. Incorporating conference paper reviewer feedback and plan to submit to a journal, summer 2016.

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### Academic Service

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#### DePaul University

##### University Service

- Member – Chicago Quarter, Liberal Studies Domain Committee (2012 – current)
- Member – Coleman Entrepreneurship Center Advisory Committee (2013 – current)
- Alternate – Liberal Studies Council (2015 – current)
- Member – Liberal Studies Council (2013 – 2015)
- Judge/Reviewer – First-Year Writing Program Showcase (2012)

**College Service**

- Graduation Marshal – College of Computing and Digital Media, and College of Communication Commencement Ceremony, DePaul University (2016)
- Member – Contingent Faculty Retention Committee, College of Communication (2016 – current)
- Member – The Excellence in Teaching Award Selection Committee, College of Communication (2015 – current)
- Faculty Representative – Dean’s Advisory Council, College of Communication (2010 – current)
- Peer Observer – Teaching, College of Communication (2012 – current)
  - Observer of teaching for four personnel committee cases
- Member – Tenure-Track Journalism Faculty Search Committee, College of Communication [Jill Hopke hired] (2014 - 2015)
- Member – M.A. in Digital Communication and Media Arts (DCMA) Admissions Committee, College of Communication (2013 – 2014)
- Member (untentured) – Personnel Committee, College of Communication (2012 – 2014)
  - Served as junior faculty member on four personnel committee cases
- Member – Senior Instructional Designer Search Committee, College of Communication & Faculty Instructional Technology Services [Ashanti Morgan hired] (2011)
- Member – M.A. in Digital Communication & Media Arts New Degree Committee, College of Communication (2011)
- Member – Assessment Committee [for graduate Public Relations Writing class (PRAD 515)], College of Communication (2010)

**Program Service**

- Member – Tenure-Track Public Relations Faculty Search Committee, PRAD program, College of Communication, [search in process] (2016)
- Co-Chair – M.A. in Advertising & Public Relations Graduate Admissions Committee, PRAD program, College of Communication (2010 – current)
- Member – Tenure-Track Advertising Faculty Search Committee, PRAD program, College of Communication [Vinnie Cicchirillo hired] (2015 - 2016)
- Representative – Faculty Roundtable Event for Local Community Colleges, PRAD program, College of Communication (2014)
- Representative – Admitted Student Day Information Session, PRAD program, College of Communication (2013)
- Member – Tenure-Track Public Relations Faculty Search Committee, PRAD program, College of Communication [Maria De Moya hired] (2012)
- Course keeper – Public Relations Campaigns (PRAD 337) course (2011 – 2015)
- Chair – Tenure-Track Public Relations Faculty Search Committee (for two positions), PRAD program, College of Communication [Rajul Jain hired] (2011)
- Representative – Graduate Info. Session, PRAD program, College of Communication (2011)
- Member – Non-Tenure Track One-Year Public Relations Instructor Search Committee, PRAD program, College of Communication (2011)
- Comprehensive Exam Grader - M.A. in Advertising & Public Relations, PRAD program, College of Communication (2010 – 2014)
- Member – Tenure-Track Advertising Faculty Search Committee, PRAD program, College of Communication [Yeuseung Kim hired] (2010)



## 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 and Profession

### Editorial Boards

- *Case Studies in Strategic Communication* (2015 – current)

### Invited Ad Hoc Journal Reviewer

- *The Agenda Setting Journal* (2016)
- *Corporate Communications: An International Journal* (2014)
- *International Journal of Communication* (2014 – current)
- *International Journal of Public Opinion Research* (2012)
- *International Journal of Strategic Communication* (2012, 2014)
- *Journal of Broadcasting and Electronic Media* (2012, 2014)
- *Journal of Business Ethics* (2012)
- *Journal of Communication* (2011 – 2012, 2015 - current)
- *Journal of Computer Mediated Communication* (2011 – 2012)
- *Journal of Public Relations Research* (2011 – current)
- *Journalism and Mass Communication Quarterly* (2013 – current)
- *Journalism: Theory, Practice and Criticism* (2016)
- *Journalism Studies* (2015)
- *Mass Communication & Society* (2011 – 2013, 2015)
- *Public Opinion Quarterly* (2013 – 2014)
- *Public Relations Journal* (2013)

### Invited Ad Hoc Book Reviewer

- Reviewed chapter for handbook by Wiley-Blackwell (2012)
- Reviewed book proposal for Palgrave Macmillan (2013)

### Conference Paper Reviewer

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

### Conference/Meeting Session (Moderator, Discussant or Judge)

- Association for Education in Journalism and Mass Communication (AEJMC)
  - Discussant for Public Relations Division (2012, 2016)
  - Discussant for Mass Communication & Society Division (2009)
- Coleman Entrepreneurship Center (DePaul University)
  - Judge for Launch DePaul: New Venture Competition (2014 - 2015)
  - Judge for Township High School District 214 Business Pitch Competition (2013)

- Financial Communication Society (FCS Chicago Chapter)
  - Moderator for FCS Union League Club luncheon panel with CCOs (2012)
- Publicity Club of Chicago
  - Moderator for PCC holiday luncheon panel with local PR agency leaders (2013)

#### **Executive Committee Member for National Association or Center/Institute**

- Association for Education in Journalism and Mass Communication (AEJMC)
  - Inez Kaiser Awards Committee (member) – PR Division (2015 – current)
  - Inez Kaiser Awards Committee (chair) – PR Division (2014 – 2015)
  - Inez Kaiser Awards Committee (co-chair) – PR Division (2013 - 2014)
  - Professional Liaison/Social (co-chair) – PR Division (2012 - 2013)
- Page Up (affiliated with the Arthur W. Page Society)
  - Operating Committee (member) – (2014 – current)
  - Professional Development Committee (member) – (2016 – current)
  - Membership Committee (co-chair) – (2015 – 2016)
  - Membership Committee (member) – (2014 – 2015)
- The Plank Center for Leadership in Public Relations (The University of Alabama)
  - Research Committee (member) – (2014 – current)

#### **Association Memberships**

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- Association for Education in Journalism & Mass Communication (2007 – Current)
- International Communication Association (2009 – Current)
- National Investor Relations Institute (2010 – Current)
- Page Up [member of founding class], an Arthur W. Page Society organization (2013 – Current)
- Society of American Business Editors & Writers (2012 – Current)

#### **Honors and Awards**

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- Nominated for **Excellence in Teaching Award for the College of Communication** – DePaul University, Quality Instruction Council (2016).
- **Jack Koten Page Principles Case Study Award** [faculty advisor] – Arthur W. Page Society and Institute for Public Relations (2016). Awarded for grand prize selection in 2016 case competition.
- Nominated for **Chicago Quarter Teaching Team Award** – DePaul University, New Student & Family Engagement and the First-Year Program Offices (2016).
- **Excellence in Teaching Award for the College of Communication** – DePaul University, Quality Instruction Council (2015).
- Nominated for **Gerald Paetsch Academic Advising Award** – DePaul University, Office for Academic Advising Support (2015).
- **Jack Koten Page Principles Case Study Award** [faculty advisor] – Arthur W. Page Society and Institute for Public Relations (2015). Awarded for grand prize selection in 2015 case competition.
- **DePaul ENGAGE Socially Responsible Faculty Award Recipient** – DePaul University, DePaul ENGAGE (2014).
- Nominated for **Excellence in Teaching Award for the College of Communication** – DePaul University, Quality Instruction Council (2014).
- **DePaul ENGAGE Socially Responsible Faculty Award Recipient** – DePaul University, DePaul ENGAGE (2013).
- **DePaul Quality Matters Star Award** – DePaul University (2013). Awarded for excellence in online course design, specifically achieving a perfect score in the DePaul Internal Quality Matters Review.

- **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** – Public Relations Division paper competition of the Association for Education in Journalism & Mass Communication annual conference (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** – Public Relations Division paper competition of the Association for Education in Journalism and Mass Communication annual conference (2009). Also recognized by The Plank Center for Leadership in Public Relations at the University of Alabama.
- **Top Student Paper Award** – Instructional/Developmental Communication Division paper competition of the International Communication Association annual conference (2009).
- **@d:tech Conference and Expo and American Academy of Advertising (AAA) Scholarship award** (1998). In recognition of excellence in the discipline of Internet marketing and communication studies. One of eight students selected nationwide.

## Grants and Fellowships

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### Competitive Grants/Leaves

- **PRSA Foundation Diversity Grant** (\$15,000) – Inez Kaiser Graduate Students of Color Awards – Minority Fellowship and Leadership program for the Public Relations Division, Association for Education in Journalism and Mass Communication (2014 – 2016)
  - Co-authored grant proposal with Drs. Jensen Moore, Sung-Un Yang, Tricia Farwell
- **Competitive Paid Research Leave** – DePaul University, University Research Council (2013)
- **Summer Research Grant** (\$4,500) – DePaul University, College of Communication (2011)

### Competitive Fellowships

- **Coleman Faculty Entrepreneurship Fellowship** – Coleman Foundation and Coleman Entrepreneurship Center, DePaul University, Driehaus Business School (2013 – 2016)
- **The OpEd Project** – Public Voices Fellowship Program, DePaul University (2012 - 2013)
- **Plank Center Educator Fellowship** – The Plank Center for Leadership in Public Relations, The University of Alabama, The College of Communication & Information Sciences; spent fellowship in corporate communication department at Discover Financial (summer 2012)
- **Business Journalism Professors Seminar Fellowship** – Donald W. Reynolds National Center for Business Journalism – Arizona State University, Walter Cronkite School of Journalism and Mass Communication (winter 2012)

## Award-Winning Case Studies

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- Cauley, M., Michael, M., & Orengo, L. (2016). *The third place on a third rail issue: An analysis of Starbucks' race together initiative*. **Arthur W. Page Society case study competition in corporate communications. Grand prize winner.** [faculty advisor: [Ragas, M.](#)]
- Barrett, P., Ericson, S., & Hanes, E. (2016). *People over profit: An analysis of Blue Bell Creameries' listeriosis crisis*. **Arthur W. Page Society case study competition in corporate communications. Third prize (communication/journalism schools).** [faculty advisor: [Ragas, M.](#)]
- Christ, M., Sandor, R., & Tonne, A. (2015). *Cigarettes out. Health in: An analysis of the rebrand of CVS Health*. **Arthur W. Page Society case study competition in corporate communications. Grand prize winner.** [faculty advisor: [Ragas, M.](#)]

- Kim, L., Kuopus, A., & Susenburger, S. (2015). *General Motors' corporate culture crisis: An assessment of the ignition switch recall*. **Arthur W. Page Society case study competition in corporate communications. First prize (communication/journalism schools)**. [faculty advisor: [Ragas, M.](#)]
- Piotrowski, K. (2014). *Firing the founder: A Men's Wearhouse identity crisis*. **Arthur W. Page Society case study competition in corporate communications. First prize (business schools)**. [faculty advisor: [Ragas, M.](#)]
- Gomez, D., & Reed, E. (2014). *The need for cultural intelligence: An analysis of Asiana Airlines' response to the crash landing of flight 214*. **Arthur W. Page Society case study competition in corporate communications. First prize (communication/journalism schools)**. [faculty advisor: [Ragas, M.](#)]
- Schuler, C., & Scott, J. (2014). *Tainted yogurt: An analysis of Chobani's mold crisis*. **Arthur W. Page Society case study competition in corporate communications. Second prize (communication/journalism schools)**. [faculty advisor: [Ragas, M.](#)]

## Lectures/Keynotes/Training/Interviews

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### Industry Presentations

- Public Relations Society of America (PRSA), live national webinar and on-demand training, session on Business Essentials for Strategic Public Relations Success, New York, NY (July 2015)
- Porter Novelli, Chicago office, in-person session and webinar to national agency network on Business Essentials for Strategic Communicators, "Greater Than U", Chicago, IL (April 2015)
- Public Relations Society of America (PRSA), Chicago chapter, April Luncheon, Chicago, IL (April 2015)
- Edelman, Chicago office (global co-headquarters), professional development session on Business Essentials for Strategic Communicators, Chicago, IL (February 2015)
- Business Marketing Association (BMA), Chicago chapter, Marketing Innovators Luncheon, Chicago, IL (January 2015)
- Society of American Business Editors & Writers (SABEW) 49<sup>th</sup> Annual Spring Conference, Indianapolis, IN (March 2012)
- 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 8<sup>th</sup> Annual Rock Summit, Beverly Hills, CA (May 2003)

### Executive Training

- Reputation Academy on-demand executive training session on "Communicating Financial Performance" – Reputation Institute, New York (summer 2013 release)
- Reputation Academy on-demand executive training session on "Managing Investors' Expectations" – Reputation Institute, New York (summer 2013 release)

### Invited University Lectures

- Grand Valley State University – School of Communications, Advertising & Public Relations speaker series, Grand Rapids, MI (April 2016)
- Marquette University – Diederich College of Communication, Diederich College scholar program, Milwaukee, WI (February 2015)
- MIT Sloan School of Management – MIT Marketing Club, Cambridge, MA (March 2003)
- Amity School of Communications – part of a speaking tour in New Delhi and Mumbai sponsored by Alchemist Brand Consulting, New Delhi, India (February 2003)
- Harvard Business School – HBS Marketing Conference, Cambridge, MA (November 2002)

### Guest Lectures in Classes

- New York University – School of Professional Studies, Critical Business Skills for Corporate Communication course (PRCC1-GC1050), invited lecturer (March 2016)
- New York University – School of Professional Studies, Critical Business Skills for Corporate Communication course (PRCC1-GC1050), invited lecturer (October 2015)
- American University – School of Communication, Principles of Strategic Communication course (COMM 640), invited lecturer (October 2015)
- University of Georgia – Grady College of Journalism and Mass Communication, Public Relations Administration course (ADPR 5910), invited lecturer (September 2015)
- New York University – School of Professional Studies, Critical Business Skills for Corporate Communication course (PRCC1-GC1050), invited lecturer (March 2015)
- DePaul University – College of Communication, Advertising and Public Relations Ethics course (PRAD 334), invited lecturer (March 2013)
- DePaul University – College of Communication, Advertising and Public Relations Ethics course (PRAD 334), invited lecturer (June 2013)
- Quinnipiac University – School of Communications, Investor Relations course (PRR 334), invited lecturer (April 2013)
- DePaul University – College of Communication, Advertising and Public Relations Ethics course (PRAD 334), invited lecturer (March 2013)
- 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 – Sykes College of Business, 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 Media Outlets:

MSNBC "Your Business"  
CBS MarketWatch

CNBC Asia  
Forbes.com

CNN Newsource  
NIRI's *IR Update*

*DSN Retailing Today*  
*The Times of India*  
*Publishers Weekly*  
 Radio World  
 Bankrate.com  
 PRWeek

Dow Jones Newswire  
 TheStreet.com  
*Orlando Sentinel*  
 Marketing News  
 TalkingBizNews.com  
 The Holmes Report

*Radio Ink*  
*Dallas Morning News*  
 PR Daily  
*Jacksonville Business Journal*  
 BusinessJournalism.org  
 PR News

## Communication Consultations

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- 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

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August 2014 – Current	Academic Director of the <u>Master of Arts (M.A.) in Public Relations and Advertising</u> graduate program in the <b>College of Communication at DePaul University</b> , Chicago, IL. For 2014 - 2016, <i>PRWeek</i> named the program a national finalist for the PR Education Program of the Year.
July 2015 – Current	Associate Professor of Public Relations in the <b>College of Communication at DePaul University</b> , Chicago, IL.
July 2010 – June 2015	Assistant Professor of Public Relations in the <b>College of Communication at DePaul University</b> , Chicago, IL.
August 2007 – May 2010	Ph.D. candidate (Mass Communication) and Instructor in the Department of Public Relations at the <b>University of Florida College of Journalism and Communications</b> , Gainesville, FL.
November 2005 – Current	Communications consulting services through <b>MRagas &amp; Associates</b> , Chicago, IL. Clients have included Gorkana Group ( <u>Gorkana.com</u> ), Duncan Media Group ( <u>RightSide.com</u> ), Business Financial Publishing, LLC ( <u>SmallCapInvestor.com</u> ) and Frederique Constant S. A. ( <u>Frederique-Constant.com</u> ).
2002 – October 2005	<b>Indie Research &amp; FindProfit.com</b> , 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 stake to partners for cash with a one-year non-compete.
2000 – 2001	<b>Redband Broadcasting</b> (joint venture with <u>LookSmart</u> and <u>Sony Music</u> ), San Francisco, CA. Hosted twice-weekly <i>Tech Sector</i> 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 (founder of *The Capital Grille* restaurant chain and former vice chairman of the board of directors for the parent company of *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

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- Freelance articles published: *RedHerring.com*, *Stockhouse.com* (Canada's second largest stock market news website at the time), *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 top technology companies (2000 – 2001)
- Wrote Q&A column for marketing website *ClickZ* (owned by Incisive Media); interviewed interactive marketing pioneers and executives; paid college expenses as a freelance writer (1997 – 1998)

### Volunteer Activities

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- Panelist/guest speaker for *Campus U* (formerly CPY) – a non-profit organization that helps motivated, under-served high school students to pursue their dreams of college graduation (2015 – current)
- Mentor for *Working in the Schools (WITS)* – a literacy organization that increases the reading proficiency and learning capacity of low-income and minority students in Chicago Public Schools through tutoring and mentoring programs (2012 – 2014)
- Guest Instructor for *River Grove Public Library District*, River Grove, IL – conducted resume and cover letter writing workshop for patrons of this community library (2010)
- Volunteer for *The Fibromuscular Dysplasia Society of America* – a non-profit organization dedicated to improving the lives of those affected by this rare arterial 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)
  - Mentee graduated 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)