

Matthew W. Ragas

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Education

Doctor of Philosophy in Mass Communication (anticipated spring 2010)

University of Florida, Gainesville, FL

Working 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 Kiousis)

Master of Science in Management (December 2005)

University of Central Florida, Orlando, FL

Bachelor of Science in Marketing (December 1999)

University of Central Florida, Orlando, FL

Books Authored

The Power of Cult Branding (Random House/Crown Business, 2002) 10,000 copies sold, translated into Polish, 2007 (Helion SA) and Japanese, 2005 (Forest), ISBN: 0761536949

Lessons from the E-Front (Random House/Prima Publishing, 2001)
4,000 copies sold, foreword by technology venture capitalist Tim Draper, ISBN: 076152931

Refereed Publications

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.

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.

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.

Refereed Conference Papers

- 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 student paper award for the Instructional/Developmental Communication Division)
- 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. (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.
- 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., 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 student 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.

Manuscripts Under Review

- Ragas, M. W., & Kioussis, S. (First Review). *Intermedia agenda-setting and political activism: MoveOn.org and the 2008 presidential election*. Manuscript submitted for consideration to **Mass Communication & Society**.

Neely, J. C., Bowers, K. W., & Ragas, M. W. (First Review). *Virtual possibilities: A constructivist examination of the educational applications of Second Life*. Manuscript submitted for consideration to ***Journal of Interactive Learning Research***.

Teaching Experience

- Instructor – Public Relations Strategy (PUR 3801) – University of Florida, College of Journalism & Communications (Spring 2010)
- Instructor – Public Relations Strategy (PUR 3801) – University of Florida, College of Journalism & Communications (Fall 2009)
- Teaching Assistant – Public Relations Strategy (PUR 3801) – University of Florida, College of Journalism & Communications (Summer 2009)
- Instructor – Advertising Strategy (ADV 3001) – University of Florida, College of Journalism & Communications (Spring 2009) *Instructor Overall Evaluation: 4.8 / 5.0*
- Instructor – Public Relations Writing (PUR 4100) – University of Florida, College of Journalism & Communications (Fall 2008) *Instructor Overall Evaluation: 4.6 / 5.0*
- Instructor – Public Relations Writing (PUR 4100) – University of Florida, College of Journalism & Communications (Spring 2008) *Instructor Overall Evaluation: 5.0 / 5.0*
- Marketing Assistant (OPS) – University of Florida, Forensic Science Distance Education Program, College of Pharmacy & College of Veterinary Medicine (Fall 2007- 2008)

Service

University Service

- Graduation Marshal – Fall 2008 Commencement Ceremonies (December 2008)
- Secretary and Officer – Graduate Students in Mass Communication Association (GSMCA), University of Florida, College of Journalism & Communications (2008 - 2009)
- Graduate Representative – Alumni & Professional Relations Committee, University of Florida, College of Journalism & Communications (2007 - 2008)
- Member - Graduate Students in Mass Communication Association (GSMCA), University of Florida, College of Journalism & Communications (2007 - Current)

Association Memberships

- Member - Association for Education in Journalism & Mass Communication (2007 - Current)
- Member - American Academy of Advertising (2007 - 2009)
- Member – International Communication Association (2009 – Current)

Honors and Awards

- 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).
- @d:tech Conference and Expo and American Academy of Advertising Scholarship award (1998). In recognition of excellence in the discipline of Internet marketing and communication studies. One of eight students selected nationwide.

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 (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)

Interviews with Resulting Article Citations

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

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)
- RightSide Advisors, Inc. / Duncan Media Group (Los Angeles, CA)
- Stockgroup Information Systems (Toronto, Canada)

Professional Experience

Aug. 2007 – Current	Ph.D. Candidate at the University of Florida College of Journalism and Communications , Gainesville, FL (Mass Communication major). Anticipated graduation: spring 2010.
Nov. 2005 – Current	Communications consulting services through Matthew Ragas & Associates , Gainesville, FL. Recent clients have included Duncan Media Group (<u>RightSide.com</u>), Business Financial Publishing, LLC (<u>SmallCapInvestor.com</u>) and Swiss mass luxury watchmaker Frederique Constant S. A. (<u>Frederique-Constant.com</u>).
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 and Sony Music), 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 (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

- Freelance articles published: *RedHerring.com*, *Stockhouse.com* (Canada's second largest investing site), *CMP's NetGuide*, *Andover News Network*, *Internet.com's E-Commerce Guide*, *Entrepreneurial Edge* magazine, *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

- *FloridaFoodHound.com* blog – "Gainesville (and Tampa Bay) restaurant reviews and ruminations by a New Orleans native" (3,000 monthly page views). Cited by the *St. Petersburg Times*, *Tampa Tribune*, and *Gainesville* magazine (2006 - Current).

Volunteer Activities

- Volunteer for *Fibromuscular Dysplasia Society of America* – a non-profit organization dedicated to improving the lives of those affected by this rare disease (2006 - Current).
- Mentored a high school student in Hillsborough Education Foundation's *Take Stock in Children* program – program targets at-risk students with a financial need (2006 - 2007).
- Mentored University of Tampa graduates through its *HIRE-UT program* (2007).
- Volunteered for Junior Achievement Tampa Bay's *Enterprise Village* – a learning facility where grade-school students explore the world of business in a “mini-city” (2006 - 2007).