



Matthew W. Ragas, Ph.D., is an Assistant Professor in the College of Communication at **DePaul University**. He holds a Ph.D. in mass communication from the **University of Florida**, and an M.S. in management and B.S. in business administration (marketing concentration), both from the **University of Central Florida**. With over a decade of experience in strategic communication and interactive publishing, Matt links theory and practice in his research and teaching. During his doctoral program, he was named the *Outstanding Graduate Student Teacher* and was awarded the *Outstanding Student Research Award*.

Matt's interdisciplinary media effects research examines the interplay among public relations efforts, news media coverage, and public opinion from the theoretical perspectives of agenda-building, agenda-setting, media framing, and media priming. His dissertation explores influence at a mass mediated-level among challenger and incumbent candidates, the financial press, and shareholders during proxy contests (contested corporate elections). His peer-reviewed research has been published in the academic journals *Journalism & Mass Communication Quarterly*, *Mass Communication & Society*, *International Journal of Strategic Communication*, *Journal of Interactive Learning Research*, and *International Journal of Humanities and Social Sciences*. He has presented his research, including two Top Papers, at the **International Communication Association** and the **Association for Education in Journalism and Mass Communication** conferences.

The author of two trade books with **Random House/Crown Business**, Matt has consulted for clients in the U.S., Canada, India, and Switzerland on corporate communication strategy and brand positioning. Clients have included **Chick-fil-A**, **FTD Inc.**, **Godfrey Philips India Ltd.** (Philip Morris), **Bankrate.com**, and **Frederique Constant**. He was a co-founder and principal of **Indie Research**, a research provider to institutional and individual investors, and the founding editor of **RagingBull.com**, a venture capital-backed online investor community (owned by **eSignal, Inc.**). Matt has been a guest lecturer at several universities, including **Harvard Business** and **MIT Sloan**. A member of the **National Investor Relations Institute**, he has contributed to the association's *IRupdate* membership publication.

Matt has been a contributor to several technology publications and was a columnist for **Internet.com's** Internet Stock Report website. He has interviewed over two-hundred executives and has been quoted or appeared in a variety of media outlets, including **CNBC Asia**, **MSNBC**, **Forbes.com**, **HBS WorkingKnowledge**, **CBS MarketWatch**, **Dow Jones**, **TheStreet.com**, *The Times of India*, *The Hindu*, *The Economic Times*, *FMQB*, *Radio Ink*, *Radio World*, *Marketing News*, **brandchannel.com**, *Businessworld*, *BusinessWeek Online*, *Publishers Weekly*, *Library Journal*, *The Orlando Sentinel*, *DSN Retailing Today* and *Internet World*.