**Matthew J. Dugan**

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# EDUCATION

**Master of Arts, Applied Communication,** December 2013

Northern Arizona University**,** College of Social and Behavioral Sciences, Flagstaff, Arizona

Area of concentration: Media and behavioral science.

Thesis: *A Case for Evidence-Based Health Communication: The Creation of Messaging to Encourage HIV Testing in Vermont*

Honors: Graduated with distinction; member Phi Kappa Phi Honor Society.

**Bachelor of Arts,** December 1985

### Boston College, Chestnut Hill, MA

###### Majors: English and Speech Communication

###### Honors: Magna cum laude

**Other**

Emerson College, Boston, MA (public speaking)

Boston University, Boston, MA (public relations)

**TEACHING EXPERIENCE**

**Champlain College**,Burlington, VT (2015-present). Adjunct professor, Stiller School of Business**.** Courses include Marketing Research, Consumer Behavior, Integrated Marketing Communication, and Advanced Advertising.

**Champlain College/ College of Professional Studies**, Burlington, VT (2015-present). Online professor. Classes include Health Communication and Strategic Marketing Process.

**Lyndon State College**, Lyndonville, VT (1990-1997). Adjunct professor for courses in marketing, creative writing and broadcast writing.

**Champlain College**, Burlington, VT (1989-present). Guest lecturer in behavior science, entrepreneurship, and marketing.

**University of Vermont**, **Department of Community Development and Applied Economics** Burlington, VT (2012-present). Occasional guest lecturer in entrepreneurship, communication practice, and health campaigning.

**Community College of Vermont**, Burlington, VT (1998-2009). Guest lecturer in marketing and business management.

**University of Vermont** **Church Street Center**, Burlington, VT (1990-1992). Taught professional writing to continuing education students.

# RESEARCH INTERESTS

# My professional experience is in marketing/ advertising, multimedia, journalism, and health communication, but my interests are multi-disciplinary and include public health, applied communication, communication theory, and media studies. My research and writing concentrate on persuasion and evidence-based behavior change with an emphasis on health, environmental and pro-social behaviors. An example of this work is a CDC-funded HIV testing campaign that my team created, tested, and evaluated for the Vermont Department of Health.

# RELEVANT CAREER EXPERIENCE

## **President, Owner**

## **Shadow Associates in Behavior Change, Burlington, VT**

### January, 2013-present

[www.shadowabc.com](http://www.shadowabc.com)

Shadow Associates in Behavior Change (Shadow ABC) is a transdisciplinary group of scholars, researchers and producers who take an evidence-based approach to designing messaging in the areas of health, energy, and the environment.

## **President, Owner**

## **Shadow Productions, Burlington, VT**

### September, 1990-present

<www.shadowprod.com>

Currently serve as president, head researcher, writer, and executive producer for multi-media marketing firm that specializes in the strategic development and production of electronic communication materials including messaging, web content and sites, animation, music, and TV and radio spots. Clients have included Ben & Jerry’s, IBM, the Vermont Teddy Bear Company, the BBC, the National Science Foundation, and many more. Portfolio includes work in diverse sectors from retail to high-tech, as well as projects for regional and national advertising agencies. Responsibilities include conducting qualitative and quantitative research with a focus on evidence-based behavior-change campaigns. Experience also includes advertisement, technical, brochure, product and public relations copy writing.

## **Creative Director**

### Collins, Lang & Connolly, Burlington, VT

## **August 1987-August 1990**

Designed and wrote radio imaging campaigns for a variety of clients in Vermont and beyond.

## **Reporter**

###### Keene Sentinel & Keene Business Journal, Keene, NH

###### October 1987-March 1991

Worked as a general assignment reporter and business reporter. Highlight: Reported from Germany during the fall of the Berlin Wall. Won several “Quill” accolades (internal awards from editorial staff).

**ACCOMPLISHMENTS, ACADEMIC & PRO-SOCIAL EXPERIENCE**

* Multiple award winner (30+ awards) as writer, producer and talent for various radio and television advertisements.
* Presented *An Analysis of Attitudes and Barriers to HIV Testing in Vermont: Implications for a State-wide Media Campaign* at National Communication Association conference in November, 2012.
* Worked with UVM Office of Health Promotion Research on various research-based youth tobacco and alcohol campaigns across the country. Wrote approximately 125 scripts and developed nearly 50 messages (to see a sample of one of the project’s most highly ranked spots, go to <http://www.shadowprod.com/tv_samples.html> and select *The Jungle* Office of Health Promotion Research).
* Produced *Power and Persuasion: Behavior Science in the Energy Conservation Sector*, a research project for the state of Vermont’s energy efficiency utility. This paper was presented at the November, 2014 National Communication Association conference.
* Brought together scientists, educators and non-profits to create the YWCA citizen science program, The Camp Hochelaga Center for Lake Studies, a week-long young-women-in-science program (program copy available upon request).
* Many pro bono campaigns concerning various social, health and environmental issues.
* Two-time winner of Finley Humor Writing Contest, nation’s only endowed humor contest.
* Presentations on evidence-based health communication using behavior science and persuasion: Vermont Suicide Prevention Coalition, September, 2014 & Vermont Department of Health, March, 2015.
* Presented *Deep Roots and Tangled Branches: Exploring the Past and Future of Euro-American Conflation of Native Americans and the Natural Environment*, National Communication Association conference, November, 2015.
* Selected for participation in Research in Progress Roundtable for *A Case for Evidence-Based Health Communication: The Creation, Testing, and Evaluation of Media Messages to Encourage HIV Testing*, National Communication Association conference, November, 2015.
* Winner of awards for excellence in teaching (based on multiple criteria), Champlain College, 2016, 2017.

##### COMMUNITY SERVICE & ACTIVITIES

**Institutional Review Board Member, Population Media Center**, South Burlington, VT (2015-present). The board evaluates research projects to safeguard the rights and welfare of human subjects.

**Media Committee Chair, Vermont Tobacco Evaluation and Review Board**, Burlington, VT (2015-2017). This board advises the Vermont Department of Health regarding statewide anti-tobacco advertising, social marketing, and social media efforts. The board is responsible for evaluating these efforts based on best practices regarding use of theory and evaluation.

**Committee Member, Vermont Public Health Institute**, Burlington, VT (2014-present)

Serving as part of committee to aid in the growth of a Vermont Public Health Institute as part of National Network of Public Health Institutes.

**Board Member, Vermont Association of Public Health**, Burlington, VT (2017-present). The VtPHA is a statewide membership organization that seeks to positively influence the health of Vermonters and provide a voice on public health issues on the local, state, and national levels.

**Kelley Marketing Group**, Burlington, VT (2015-present).

The Kelley Marketing Group is a Champlain College-based volunteer group of marketing professionals and students that provides pro bono marketing and business development advice to non-profit organizations.

**Trustee, Lake Champlain Land Trust**, Burlington, VT **(**2011-2013)

Position included both managerial responsibilities and hands-on watershed preservation and restoration work.

**Member of Vermont Businesses for Social Responsibility**, Burlington, VT (2007-present)

Co-created, conducted interviews, wrote and served as host for Internet program, *Action Item.* Show highlighted people creating better communities through responsible business practices.

**Committee Member, Greater Burlington YMCA**, Burlington, VT (1999-present)

Communications and Membership Committees

#### Member and Board President, Green Mountain Peer Projects, Burlington, VT (2006-2009)

2006-2009. Helped direct operations of statewide youth peer organization.

**Program Participant, Leadership Champlain**, Burlington, VT(September 2006-June 2008)

Participated in Lake Champlain Regional Chamber of Commerce program involving team-based learning, leadership skills, and community service.

**Odyssey of the Mind Judge**, Burlington, VT (2003-2005)

Worked as a project judge (Classics) for state competition regarding creative problem-solving by middle- and high-school students.

**Youth soccer coach, referee, mentor**, Vermont (1994-2004)

Referee for Charlotte Middle School 1990-2000.

Coached for Burlington International Games (with Burlington, Ontario) 1994-1996.

Youth mentor 2002-2004.

**AFFILIATIONS**

National Communication Association

Vermont Public Health Association

Vermont Public Health Institute

Arizona Public Health Association

National Public Health Information Coalition