

WRIGHT STATE UNIVERSITY
BOARD OF TRUSTEES
Communications Report
January 2015

Office of Communications

Public relations, media relations, and internal communications play a vital role in university operations and branding. Communications staff view interactions in each of these disciplines as invaluable opportunities to strengthen how both internal and external audiences view Wright State. Our strategy is to strengthen the brand through repeated mentions in the news and social media platforms (earned media) and by increasing awareness internally through internal channels (owned media).

Public Relations

Office of Communications staff members fulfill this role in large part by highlighting brag points and feel-good stories through high-quality articles posted to the [Wright State Newsroom](#) and distributed across university websites and on university social media channels. Newsworthy stories are identified by staff and leveraged as pitch tools to external media.

Data point:

In the months of November and December (since the last Board of Trustees meeting), stories that were pitched to the media yielded the following return on investment (ROI) for Wright State:

- 156 media clips
- 1.2B media impressions
- \$121,615 in advertising value
- 9 verbatim stories, including 4 in the *Dayton Daily News* and one in the *Dayton City Paper*

Definitions

Media clips: defined as stories about Wright State (most often) or stories that mention Wright State (not as often).

Impressions: defined as non-unique estimated viewership, listenership, readership, and page views.

Advertisement value: The amount that Wright State would have had to pay to advertise in the same space or time that our clips were used in the news.

Verbatim stories: Stories written by Communications staff that were printed or posted exactly as they were written by external news sources.

Media Relations

The Office of Communications views all unexpected media inquiries as opportunities to strengthen or protect the brand of the university. In 2014, Communications adopted an organizational structure that allows Wright State to be hyper-responsive to media, which has improved our output of earned media.

Data point:

In the months of November and December, about 50 requests by the media yielded the following ROI for Wright State:

- 41 media clips
- 18M impressions
- \$28,598 in advertising value

Media made about 300 requests of Wright State in 2014. The Office of Communications successfully fulfilled these requests about 85% of the time. About 93% of those fulfilled requests have resulted in positive coverage.

Internal Communications

Communications staff members write, edit, and post Newsroom stories that post to websites across campus. Stories are also shared through university social media channels. The office also distributes campus-wide email messages from the administration, crime warnings, and emergency messages, among many others.

Data point:

In the months of November and December, the Office of Communications created and posted 67 Newsroom stories. During that time, the Newsroom had 73,714 page views, more than 28,000 people visited the site, and more than 25 percent of readers returned more than once.

Communications staff also wrote, edited, and distributed about 50 campus-wide emails. In 2014, 474 Newsroom stories were posted to the Newsroom and distributed to numerous campus web pages. 306 messages were distributed using campus-wide email systems.

University Initiatives

The office is also an active participant in University-wide initiatives, which include the Emergency Management Committee, Enterprise Print initiative, Total Compensation Advisory Committee, and the Internal Communications working group.