

Office of Communications Report November 2014

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 (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](#). Newsworthy stories are identified by staff and leveraged as pitch tools to external media.

Data point:

A big week:

The announcement of the Rise.Shine. campaign and its co-chairs Tom Hanks and Amanda Wright Lane appeared on the front page of the Dayton Daily News twice and the Dayton Business Journal once the week of Oct. 13. Including news outlets in San Francisco, Atlanta, and Washington, D.C., the story ran on at least 132 occasions reaching an estimated 85 million people with a publicity value of roughly \$110,000 according to Tipping Point Communications.

In the same week, a story hit the Dayton Daily News front page about a Wright State researcher who discovered that the emerald ash borer is targeting a new tree. Picked up by the Associated Press, about 50 stories have been done that have named the researcher and credited Wright State with the discovery including the Louisville Courier Journal, the Weather Channel online, and National Public Radio.

Also that week, the Dayton Daily News ran on the front page of its neighbors section a story authored by our Assistant Director of Public Relations about an art professor from Oakwood. The story was published verbatim to what he wrote initially for the press release. That's the sixth time that the Dayton Daily News has published our story verbatim to the press release in the last six months.

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 us to be hyper-responsive, which has improved our output of earned media.

Data point: *Media have made 251 unexpected requests in 2014. The Office of Communications has fulfilled these requests 86% of the time. A total of 94% of those fulfilled requests have*

resulted in positive coverage. That positive coverage has reached approximately 20 million readers/viewers/listeners.

Internal communications

Communications staff members inform internal stakeholders through Newsroom stories that post to websites across campus and are shared through social media. The office also distributes campus-wide email messages from the administration, crime warnings, and emergency messages, as will soon be the case with winter weather.

Data point:

407 Newsroom stories have been posted to the Newsroom and been distributed to numerous campus web pages in 2014. Also this year, 270 messages have been distributed using campus-wide email systems.