

## Communications Report Office of Communications March 2017

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 people view Wright State. Our strategy is to build our brand largely through aggressive and sustained brand journalism. This strategy is supported by the creation of materials that can be used to create repeated positive mentions in the external news (earned media), and increase university-wide awareness and brand advocacy through sharing and posting on internal channels (owned and social media).

### Public Relations & Media Relations

Office of Communications staff fulfill this role in large part by highlighting brag points and feel-good stories through creating high-quality articles and videos that are 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:**

*The January 4 — March 17, 2017, public relations metrics are as follows:*

#### **Total**

- *External Media Clips: 817*
- *Positive External Media Clips: 602*
- *Positive Advertisement Value: \$575,919.05*

*This number was largely driven by: Positive coverage of the presidential search, Dan Rather visit coverage and many other smaller stories.*

*Outlier clips: Also during this period, the two episodes of Jeopardy! featuring Wright State student Emily Bingham re-ran across the country in syndication. Their positive advertisement value is estimated at: \$9,470,974.34.*

*Verbatim clips: During this period, at least 25 times the media used stories and videos exactly as Communications staff created them. Their portion of the positive advertisement value total is estimated to be \$52,807.74.*

- *Negative External Media Clips: 215*
- *Negative Advertisement Value: -\$297,747.45*

*This number was largely driven by: President Hopkins stepping down, Fendley/McCance lawsuits, more budget cuts likely coming, campus crime alert for bathroom peeper, hiring freeze, spring enrollment down, WSU lost \$1.7M on debate.*

**Media clips:** Defined as external news stories about Wright State (most often) or stories that mention Wright State.

**Positive Advertisement value:** External media coverage that results in positive exposure for Wright State's brand, the value of which is derived by the amount in dollars that Wright State would have had to pay to advertise in the same space or time that our clips were used in the news. (Provided by contracted vendor Vocus/Cision, TV Eyes)

**Negative Advertisement value:** The inverse of Positive Advertisement value. External media coverage that is unquestionably negative for Wright State's brand, the value of which is derived by the amount in dollars that Wright State would have had to pay to advertise in the same space or time that our clips were used in the news. (Provided by contracted vendor Vocus/Cision, TV Eyes)

**Verbatim clips:** Stories or videos written/produced by Communications staff that were printed or broadcast by external news sources exactly as they were created by our staff.

### **Communications (internal)**

Communications staff members write, edit, and post hundreds of Newsroom stories each year 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:**

*The Office of Communications made 133 posts to the Wright State Newsroom from January 4 — March 17, 2017. Of those posts, 107 of them were original content Newsroom stories and videos about Wright State and its people while 26 were posts sharing positive external coverage of the university.*

*Also during that time, Communications sent 81 campus-wide email communications. Forty-seven of those messages were on behalf of colleges, units and other campus organizations. The rest of the messages were sent on behalf of the president, the Board of Trustees, the administration or police.*

### **University Initiative Participation**

The Office of Communications is an active participant in university-wide strategic initiatives, university search committees, and state associations including the Wright State University Presidential Search & Screening Advisory Committee, Tobacco Free Campus Committee, Emergency Management Committee, 50<sup>th</sup> Anniversary Committee, Homecoming Steering Committee, Enterprise Print Initiative, Total Compensation Advisory Committee, Internal

Communications Working Group, Horizon League Ad Hoc Strategic Messaging Group, and the Inter-University Council of Ohio public relations committee.

*Formerly, Communications staff were members of the 2016 Presidential Debate Planning Committee, Debate Operations Committee, Debate Media Relations Working Group, Debate Media Advisory Board, and the Tom Hanks Visit Media/PR Committee.*