

Board of Trustees Report

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 people view Wright State University.

Our strategy is to build our brand largely through aggressive and sustained, brand journalism-driven, digital content creation. This strategy is supported by the voluminous creation of high quality content that's 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 about Wright State and its people through high-quality articles and videos that are posted to the [Wright State Newsroom](#), 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 July 1 — August 23, 2019 public relations metrics are as follows:

- *Total External Media Clips (+ and -): 222*
- *Positive External Media Clips: 158*
- *Positive Advertisement Value: \$126,161.31*
This number was largely driven by coverage of: the successes of Wright State employees and students, faculty expertise quotes, remodeled library, women's basketball community service, university cash reserves nearly doubled in two years, Move-In Day.

Verbatim clips: During this period, at least 19 times the external media used stories and videos exactly as Communications staff created them.

- *Negative External Media Clips: 64*
- *Negative Advertisement Value: -\$79,445*
This number was largely driven by: Coverage of state report saying Wright State violated the law with real estate entity, Lake Campus Dean change, enrollment projected to decline, tuition increase, first Move-In since the faculty union strike.

In addition to the metrics associated with general university operations, there was a significant spike in additional coverage mentioning the university and those students and former students victimized by the Oregon District shooting. That coverage was generally positive or neutral toward the university but is intentionally not accounted for in the metrics above.

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 around 500 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 77 story posts to the Wright State Newsroom from July 1 — Aug 23, 2019 distributing and pitching many as press releases.

Also during that time, Communications sent 119 campus-wide email communications. 66 of those messages were on behalf of colleges, units and other campus organizations. 13 were sent on behalf of the president, the Board of Trustees, the administration or police. The rest were emails sent to all-employee with links to university news.

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 Leadership Team, Tobacco Free Campus Committee, Emergency Management Committee, University Bookstore Advisory Committee, Social Media Managers Group, Homecoming Steering Committee, Horizon League Ad Hoc Strategic Messaging Group, and the Inter-University Council of Ohio public relations committee.

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