

# Communications Report

## April 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 university-wide awareness through internal channels (owned media).

### **Public Relations**

Office of Communications staff 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:

The 2015 Q1 public relations measurables are as follows:

- Media Clips: 232
- Impressions: 20,008,598
- Advertisement Value: \$244,831
- Verbatim Stories: 14 (including 5 in the Dayton Daily News)

Media clips: defined as stories about Wright State (most often) or stories that only mention Wright State (less than 5% of counted clips).

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

Advertisement value: 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.

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 the university's output of earned media.

Data point:

Media made about 55 requests of Wright State in 2015 Q1. The Office of Communications successfully fulfilled 80% of the requests. About 82% of those fulfilled requests resulted in positive coverage with an estimated advertisement value of about \$93,000.

Notable positive coverage included the announcement that Wright State has applied to be a 2016 presidential debate site, which, so far, has been mentioned in the news about 77 times by news outlets mostly across the region. The advertisement value attributed to the coverage of the story is estimated at about \$36,000.

Notable negative coverage included the student union black history month menu board controversy, which was mentioned in the news at least 117 times by news outlets across the country. The advertisement value attributed to the coverage of the story is estimated at about \$242,000.

### **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:

The Office of Communications sent about 107 campus-wide email communications in 2015 Q1. About 80 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, administration or police.

### **University Initiative Participation**

The Office of Communications is also an active participant in university-wide initiatives, which include the 2016 Presidential Debate Planning Committee, Tobacco Free Campus Committee, Emergency Management Committee, Enterprise Print initiative, Total Compensation Advisory Committee, Internal Communications working group, and the Horizon League Ad Hoc Strategic Messaging group.