

Communications Report

March 2016

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. Our strategy is to build our brand through repeated positive mentions in the news and social media platforms (earned media) and by increasing university-wide awareness through the sharing of impactful positive news and stories 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 December 9, 2015 — March 18, 2016 public relations metrics are as follows:

Debate-related

- *Media Clips: at least 362*
- *Positive Advertisement Value: at least \$252,483.05*

Hanks Visit-related

- *Media Clips: at least 387*
- *Positive Advertisement Value: at least \$257,551.34*

Jeopardy! Bingham-related

- *Media Clips: at least 19*
- *Positive Advertisement Value: at least \$11.46M*
(99% of this value is from her actually being on the show and not media coverage of her being on the show)

Non Debate, Hanks, Jeopardy-related

- *Media Clips: at least 300*
- *Impressions: at least 26M*
- *Positive Advertisement Value: at least \$443,000*
- *Negative Advertisement Value: at least \$350,000 (Coverage of Wine, Fendley lawsuits, Rosenberger comments, Plante Moran audit, giving to WSU, debate costs rising, DiMassimo)*
- *Verbatim Stories or Video: at least 41*

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

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

Positive Advertisement value: *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.*

Negative Advertisement value: *The inverse of Positive Advertisement value. 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.*

Verbatim stories: *Stories written by Communications staff that were printed or posted exactly as they were written by external news sources. Video shot and edited by Communications staff that was used exactly as provided to 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. As such, Communications has 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 50 requests of Wright State from December 9, 2015 – March 18, 2016 that were positive in nature. Fulfilled requests resulted in positive coverage with an estimated advertisement value of at least \$160,265.55.

Notable negative coverage topics included Wright State's relationship with the Ron Wine Consulting Group, Ryan Fendley's lawsuits, Rosenberger's cautionary comments, reporting on the Plante Moran audit, erroneous negative reporting on giving to WSU, coverage of debate budget increases, and Tommy DiMassimo's Trump stage crashing and arrest, which has resulted

in at least 260 stories or mentions both in the market and at times other markets in the region. Those stories during this time have an estimated negative advertisement value of at least - \$350,000.

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 104 campus-wide email communications from December 9, 2015—March 18, 2016. About 86 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, Debate Media Relations Working Group, Debate Media Advisory Board, 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.