

Communications Report

December 2015

Office of Communications

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 November-December 9, 2015 public relations metrics are as follows:

Debate-related

- *Media Clips: 16*
- *Positive Advertisement Value: \$16,141.67*

Non debate-related

- *Media Clips: 132*
- *Impressions: Almost 16M*
- *Positive Advertisement Value: \$69,080.93*
- *Negative Advertisement Value: \$43,246.83*
- *Verbatim Stories or Video: 20*

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 18 requests of Wright State from November – December 9, 2015 that were positive in nature. The Office of Communications successfully fulfilled 100% of the requests. Those fulfilled requests resulted in positive coverage with an estimated advertisement value of about \$46,406.83.

Notable negative coverage included the coverage of Wright State's relationship with the Ron Wine Consulting Group, which has resulted in 53 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 \$43,246.83.

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 35 campus-wide email communications from September—October 2015. About 22 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.