

# Communications Report October 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 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 media).

## Public Relations & Media Relations

Office of Communications staff fulfill this role in large part by highlighting brag points and feel-good stories through writing high-quality articles 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 August 19 – October 28, 2016 public relations metrics are as follows:*

#### **Total**

- *Media Clips: 397*
- *Positive Media Clips: 280*
- *Positive Advertisement Value: \$439,866.3*  
*This number was largely driven by: day-to-day placement of numerous stories that get less coverage but account for the bulk of this total, coverage of the presidential search process that has been overwhelmingly positive, WSU students headed to Hofstra debate, election/politics-related expert usage, and Move-in Day.*
- *Verbatim clips: During this period, 23 times stories were placed exactly as Communications staff wrote them. Their portion of the positive advertisement value total is \$53,117.19.*
- *Negative Media Clips: 117*
- *Negative Advertisement Value: -\$178,503.83*  
*This number was largely driven by: demonstrations over the painting of the rock, students demonstrating because of budget remediation choices, students complaining*

*about parking, former tennis players denying sexual misconduct, Ron Wine filing suit against the university, news that the WSARC settled a lawsuit with Ryan Fendley, and that the university was eliminating 23 jobs held by current employees.*

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

**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. (Provided by contracted vendor Vocus/Cision)*

**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. (Provided by contracted vendor Vocus/Cision)*

**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 us.*

## 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 sent 61 campus-wide email communications from August 19, — October 28, 2016. Forty 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 an active participant in university-wide initiatives including the Wright State University Presidential Search & Screening Advisory 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.

*Formerly, Communications staff were members of the 2016 Presidential Debate Planning Committee, Debate Operations Committee, Debate Media Relations Working Group and the Debate Media Advisory.*