

Communications Report August 2016

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 March 18 – August 19, 2016, public relations metrics are as follows:

Total

- *Media Clips: at least 4,088*
- *Positive Advertisement Value: About \$6.5M*
- *Negative Advertisement Value: More than -\$1.7M*

Day-to-day PR operations (Non-Debate, Hanks, Jeopardy-related)

- *Media Clips: at least 642*
- *Verbatim Clips: at least 32*
- *Positive Advertisement Value: at least \$693,643*
- *Negative Advertisement Value: at least -\$139,646 (This number is largely driven by news related to the budget challenge, potential staff cuts, basketball coach salary)*

Debate-related (positive)

- *Media Clips: at least 642*
- *Positive Advertisement Value: at least \$581,361*

Debate-related (negative)

- *Media Clips: at least 1,378*
- *Negative Advertisement Value: more than -\$1.6M*

Hanks Visit-related

- *Media Clips: at least 1,248*
- *Positive Advertisement Value: more than \$3.2M*

Jeopardy! Bingham-related

- *Media Clips: at least 118*
- *Positive Advertisement Value: more than \$2M*
[100% of this value is from Bingham actually being on the show (an episode was re-run during this period) and NOT media coverage of her being on the show.]

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 122 campus-wide email communications from March 18 – August 19, 2016. About 90 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.