

Office of Communications Report January 2017

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 and social media).

Public Relations & Media Relations

Office of Communications staff fulfill this role in large part by highlighting brag points and feel-good stories through creating high-quality articles and videos 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 October 28 — January 4, 2016 public relations metrics are as follows:

Total

- *Media Clips: 407*
- *Positive Media Clips: 323*
- *Positive Advertisement Value: \$377,230.22*
This number was largely driven by: the National Guard scholarship announcement, WSU presidential search, WSU political experts during the election season, tobacco free campus announcement, Raidersgiving, WSU emergency preparedness following OSU attack, WSU summer rebate announced again, holiday gift programs, finals fuzz therapy.
- *Verbatim clips: During this period, at least 27 times stories the media used stories and videos exactly as Communications staff created them. Their portion of the positive advertisement value total is estimated to be \$25,113.79.*
- *Negative Media Clips: 84*
- *Negative Advertisement Value: -\$114,439.38*
This number was largely driven by: WSU seeking dismissal of ex-tennis player's lawsuit, campus crime report of inappropriate touching, 23 layoffs will not benefit budget much until 2017, another tennis players sues, WSU denies claims in Wine suit,

university budget realignment, HB48 could allow state auditor to audit universities—WSU on short list for audit, disagreement about best way to use WSU Nutter Center, campus crime at the Province, campus crime cell phone theft.

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 64 campus-wide email communications from October 28 — January 4, 2016. Forty-three 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, the Board of Trustees, the administration or police.

University Initiative Participation

The Office of Communications is an active participant in state associations and university-wide initiatives including the Inter-University council of Ohio public relations committee, 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.