

Office of Communications November 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 University.

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 September 1 — November 2, 2017 public relations metrics are as follows:

Total

- *External Media Clips: 692*
- *Positive External Media Clips: 458*
- *Positive Advertisement Value: \$353,089.77*
This number was largely driven by coverage of: Wright State hurricane relief efforts, Homecoming/50th anniversary, WSU/DEA opioid event partnership, Archive fundraiser launch, Wright State textbook cost reduction initiative, Pumpkin smash at Wright State, interviews with political experts about national politics, immigration, terrorism.

Verbatim clips: During this period, at least nine times the external media used stories and videos exactly as Communications staff created them.

- *Negative External Media Clips: 234*

- **Negative Advertisement Value: \$170,177.34**
This number was largely driven by: Stories about the Hawthorn Hall armed robbery, inflammatory graffiti found in campus restrooms, news about the last swimming and diving season, Air Force office investigating about Wright State visa controversy, missing Wright State freshman, Wright State begins to fire Narayanan, does not renew Kidambi, federal judge guts tennis players' lawsuit.

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

Positive Advertisement value: *External 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, TV Eyes.)*

Negative Advertisement value: *The inverse of Positive Advertisement value. External 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, TV Eyes.)*

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 our staff.*

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 made 134 posts to the Wright State Newsroom from September 1 — November 2, 2017.

Also during that time, Communications sent 91 campus-wide email communications. Twenty-one of those messages were on behalf of colleges, units and other campus organizations. Twenty-five were sent on behalf of the president, the Board of Trustees,

the administration or police. The rest were all-employee emails with links to university news.

University Initiative Participation

The Office of Communications is an active participant in university-wide strategic initiatives, university search committees and state associations including the Wright State University Leadership Team, Tobacco Free Campus Committee, Emergency Management Committee, 50th Anniversary Committee, Homecoming Steering Committee, Enterprise Print Initiative, Total Compensation Advisory Committee, Internal Communications Working Group, Horizon League Ad Hoc Strategic Messaging Group, and the Inter-University Council of Ohio public relations committee.

Report created by:
Seth Bauguess, MBA
Director of Communications
seth.bauguess@wright.edu