

Communications Report September 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 March 17 — September 1, 2017, public relations metrics are as follows:

Total

- *External Media Clips: 1,711*
- *Positive External Media Clips: 955*
- *Positive Advertisement Value: \$985,084.50*
This number was largely driven by a myriad stories about the university's day-to-day operations and the excellence of its people and its programs. Some of the stories that received the most coverage included: The hiring and on-boarding of President Schrader, Wright State going tobacco free, Move-in Day, new sign at the rock, coverage of the president's welcome letter that denounces hate speech and actions, coverage of the university's support for displaced workers, swim and dive team saved, and Spring Commencement with Speaker Rosenberger.

Verbatim clips: During this period, at least 61 times the external media used stories and videos exactly as Communications staff created them.

- *Negative External Media Clips: 756*

- **Negative Advertisement Value:** *-\$913,634.62*
This number was largely driven by: President Hopkins stepping down, budget cuts coverage including layoffs, campus demonstrations, lawsuits, campus crime alerts, professors in trouble over sexual harassment.

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 332 posts to the Wright State Newsroom from March 17 — September 1, 2017.

Also during that time, Communications sent 114 campus-wide email communications. Sixty 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 university-wide strategic initiatives, university search committees and state associations including the Wright State University Leadership Team, Wright State University Presidential Search & Screening Advisory Committee, 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.