

Board of Trustees Report

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 University.

Our strategy is to build our brand largely through aggressive and sustained, brand journalism-driven, digital content creation. This strategy is supported by the voluminous creation of high quality content that's 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 about Wright State and its people through high-quality articles and videos that are posted to the [Wright State Newsroom](#), 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 December 31 — March 27, 2018 public relations metrics are as follows:

- *Total External Media Clips (+ and -): 628*
- *Positive External Media Clips: 469*
- *Positive Advertisement Value: \$492,500*
This number was largely driven by coverage of: General university operations, events, student success, faculty political experts meeting with media about national politics, the Wright Guarantee, Lake Campus opening new Water Quality and Ag. Bldg., ArtsGala, many other positive stories.

Verbatim clips: During this period, at least 97 times the external media used stories and videos exactly as Communications staff created them.

- *Negative External Media Clips: 159*
- *Negative Advertisement Value: -\$227,300*
This number was largely driven by: Ron Wine lawsuit coverage, faculty union expressing concern over slow contract negotiations, WSU settles with FED over student aid issues, faculty union threatens to protest at Let's Talk, coverage of Let's Talk driven mostly by unhappy faculty union, Hopkins retires, swim team still trying to save team, on-going coverage of Wright State financial position.

In addition to the metrics associated with general university operations, there was a significant spike in additional positive coverage of the university related to the basketball teams' postseason successes.

- *External Media Clips/stories about basketball: 14,472*
- *Positive Advertisement Value about basketball: \$26,596,087*
This number was largely driven by coverage of: The men's basketball team winning the Horizon League, being selected to play in the NCAA Tournament and coverage and highlights related to the game they played against the University of Tennessee.

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 212 posts to the Wright State Newsroom from December 31 — March 27, 2018.

Also during that time, Communications sent 110 campus-wide email communications. 23 of those messages were on behalf of colleges, units and other campus organizations. 29 were sent on behalf of the president, the Board of Trustees, the administration or police. The rest were emails sent to all-employee 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, University Bookstore Advisory Committee, Social Media Managers Group, 50th Anniversary Committee, Homecoming Steering Committee, Total Compensation Advisory Committee, Horizon League Ad Hoc Strategic Messaging Group, and the Inter-University Council of Ohio public relations committee.

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