

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 August 24 — November 21, 2019 public relations metrics are as follows:

- *Total External Media Clips (+ and -): 625*
- *Positive External Media Clips: 516*
- *Positive Advertisement Value: \$489,146*
This number was largely driven by coverage of: the continued successes of Wright State employees and students, WSRI \$49M AF initiative, enrollment better than expected coverage, campus event and student life coverage, Festival of Flight, coverage of Sue Edwards being named next president, new scholarship \$ for local student's initiative, Veterans Voices, Raiderthon.

Verbatim clips: During this period, at least 23 times the external media used stories and videos exactly as Communications staff created them.

- *Negative External Media Clips: 109*
- *Negative Advertisement Value: -\$122,775*
This number was largely driven by: the sudden President Schrader retirement announcement, Dayton company pleads guilty in Wright State visa fraud case, Wright State professor escorted off campus after sharing message about a gun, mold found in Student Union HVAC handler.

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 around 500 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 168 story posts to the Wright State Newsroom from Aug 24 — November 21, 2019 distributing and pitching many as press releases.

Also, during that time, Communications sent 211 campus-wide email communications. 109 of those messages were on behalf of colleges, units and other campus organizations.

28 were sent on behalf of the president, the Board of Trustees, the administration or police. The rest were emails sent to all employees 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, Emergency Management Committee, University Bookstore Advisory Committee, Social Media Managers Group, Homecoming Steering Committee, and the Inter-University Council of Ohio public relations committee.

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