

# 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 Wright State University's brand.

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. Staff also aggressively respond to external media requests for faculty expertise on stories often unrelated to the university but integral to the "news of the day."

### ***Data:***

*The February 4 — April 14, 2020 public relations metrics are as follows:*

- *Total External Media Clips ( + and -): 663*
- *Positive External Media Clips: 660*
- *Positive Advertisement Value: over \$622,000*  
*Verbatim clips: During this period, at least 37 times the external media used stories and videos exactly as Communications staff created them.*
- *Negative External Media Clips: 3*
- *Negative Advertisement Value: over -\$6,599.13*  
*This number was driven by: The annual Dayton Daily News story on Wright State's payroll and a DBJ story on Wright State's hiring freeze announced in March.*

**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 vendors 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 vendors 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 distribute around 500 Newsroom stories each year that post to websites across campus and are shared via email and social media. Staff also distribute campus-wide email messages from the administration, crime warnings and emergency messages, among many others.

### **Data:**

*The Office of Communications made 119 story posts to the Wright State Newsroom from February 4 — April 14, 2020 distributing and pitching many as press releases.*

*Also during this time, Communications sent 124 campus-wide email communications. 42 of those messages were on behalf of colleges, units and other campus organizations. 37 were sent on behalf of the president, the Board of Trustees, the administration or police. Zero Wright State Alert messages were sent. The rest were morning news roundup 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

President's Council, COVID-19 Task Force, Emergency Management Committee, IUC  
Chief Communicators group, University Bookstore Advisory Committee, Social  
Media Managers Group and the Homecoming Steering Committee.

Report created by:  
Seth Bauguess, MBA  
Director of Communications  
[seth.bauguess@wright.edu](mailto:seth.bauguess@wright.edu)