

Wright State University Board of Trustees May 2025 Report

Office of Communications

Public relations, media relations and internal communications are essential components of Wright State University's operations and reputation management. These functions create vital opportunities to inform both internal and external audiences about important news and announcements while strengthening the university's reputation and brand.

Our strategic approach focuses on enhancing Wright State's reputation through sustained brand journalism, digital content creation and media relations. We implement this strategy by developing high-quality content that generates positive coverage in external news outlets (earned media) while increasing university community awareness and brand advocacy through our internal channels and social platforms (owned and social media).

Public Relations and Media Relations

Office of Communications staff fulfill this role by producing positive stories about Wright State University and its students, faculty, staff and alumni that are posted in the [Wright State Newsroom](#) and distributed across university websites, university social media channels and an internal e-newsletter. Newsworthy stories are also pitched to external media. Staff also manage media inquiries about the university and respond to external media requests for faculty expertise.

Public relations metrics from **February 1 to March 31, 2025**, are as follows:

Total External Media Clips: 226

Positive External Media Clips: 181

Positive Advertisement Value: \$197,930

Verbatim clips: During this period, there were six instances in which the external media used stories or videos exactly as Communications staff created them.

Negative External Media Clips: 45

Negative Advertisement Value: \$17,029

During this period, the Office of Communications assisted with 55 external media inquiries, including requests for university comment, public records, and faculty expert interviews.

Internal Communications

The Office of Communications published 44 original stories in the [Wright State Newsroom](#) from February 1 to March 31, 2025, distributing many as press releases. We also published 15 “Wright State in the News” posts in the Newsroom and 22 “Wright State on the News” posts on the [university’s YouTube channel](#), highlighting external media coverage of the university.

During this time, Communications sent 66 university-wide email communications: 18 were OFFICIAL messages, and 48 were sent on behalf of colleges, units and campus offices or Newsroom e-newsletters.

University Initiative Participation

Office of Communications staff actively participate in university initiatives and state associations, including the university’s Emergency Management Committee and Social Media Managers Group and the IUC of Ohio Media Relations Committee.

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