

# Wright State University Board of Trustees Report

## Office of Communications

Public relations, media relations and internal communications play a vital role in university operations and reputation management and provide invaluable opportunities to inform our internal and external audiences of important news and announcements and strengthen Wright State University's reputation and brand.

Our strategy is to inform our audiences and build the university's reputation through aggressive and sustained brand journalism and digital content creation. This strategy is supported by the creation of high-quality content that is 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 media and social media).

### Public Relations and Media Relations

Office of Communications staff fulfill this role by highlighting positive stories about Wright State University and its students, faculty, staff and alumni through high-quality articles and videos 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 **December 1, 2024, to January 31, 2025**, are as follows:

**Total External Media Clips:** 98

**Positive External Media Clips:** 98

**Positive Advertisement Value:** \$51,574

*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:** 0

**Negative Advertisement Value:** \$0

## **Internal Communications**

The Office of Communications published 32 original stories in the [Wright State Newsroom](#) from December 1, 2024, to January 31, 2025, distributing and pitching many as press releases. We also published 10 “Wright State in the News” posts in the Newsroom and 11 “Wright State on the News” posts on the [university’s YouTube channel](#).

During this time, Communications sent 51 university-wide email communications: 15 were OFFICIAL messages, and 36 were sent on behalf of colleges, units and other campus organizations or were university news roundup emails.

## **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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