Guidelines for Story Submissions Ideas: Wright State University and Premier Health Academic Affiliation

By aligning stories with these guidelines, we can effectively communicate the value and impact of the academic affiliation between Wright State University and Premier Health, reinforcing our shared vision and elevating our collective brand.

What is newsworthy?
When considering if a story is suitable for a news release and/or an external media pitch, evaluate whether it fits one or more of the following categories:

1. **Significance and Impact**
   - Does the story effect a large group of people, such as patients, students, employees, or the community?
   - Is it tied to a strategic priority of the Wright State University/Premier Health affiliation agreement, such as workforce development, patient growth, or academic affiliation?
2. **Timeliness**
   - Is the story recent or tied to an upcoming event, milestone, or trend that is currently relevant?
3. **Human Interest**
   - Does the story include the compelling narratives of students faculty or patients whose lives were positively impacted by the academic affiliation? Does the story have an emotional or inspirational component, such as a patient success story, caregiver heroism, or community impact?

In addition, evaluate whether it aligns with these key focus areas:
1. **Academic and Clinical Excellence/Clinical Program Development (Faculty Impact); Physician Alignment**
   - Does it involve new or expanded programs, facilities or partnerships that reflect the growth and impact of the affiliation?
   - Does the story showcase collaboration between Wright State University and Premier Health to improve medical education, clinical training, or patient outcomes?
   - Does the story highlight students' or faculty members' achievements such as awards, publications, or community contributions?
2. **Enrollment/Workforce Development**
   - Does it highlight a story that will drive interest in an academic program or area of study?

- Does it reflect the success of training programs, residency placements, or career development (examples of training the next generation of healthcare) fostered by the affiliation?

3. **Student Success & Faculty/Staff Accomplishment**
   - Does it showcase students' or faculty members' achievements, such as awards, publications, or community contributions?

4. **Research/Innovation and Excellence**
   - Is it tied to innovative practices, research breakthroughs, or advancements in medical care driven by the affiliation?
   - Does it showcase accolades or wards received? Are these awards a differentiator?

5. **Community Impact**
   - Is the story tied to joint efforts between Wright State University/Premier Health to address health disparities, increase access to care, or engage undeserved communities?
   - Is it tied to an initiative that strengthens our relationships within the community, like partnerships, sponsorships or volunteer efforts?
   - Does it align with our commitment to environmental and social governance and/or DEI?

6. **Shared Vision and Brand Alignment**
   - Does the story reinforce the shared vision of Wright State University and Premier Health?
   - Does it strengthen Premier Health's reputation as a leader in health care?

Examples of Stories Appropriate for a News Release:
- **Collaborative Research and Innovation:** Joint studies or projects between Premier Health and WSU that lead to improved patient care or medical education.
- **Provider Employee, and/or Student Achievements**: Profiles of medical or health science students excelling in their studies, clinical rotations, or residency matches. Profiles of caregivers excelling in their profession and making a meaningful difference for patients and/or the community.
- **Program Development:** Launch of new training programs, Fellowships, or academic initiatives supported by the affiliation.
- **Community Impact:** Joint health fairs, public health initiatives, or programs aimed at reducing health disparities.
- **Recognition and Awards:** National recognition or awards for Wright State University and Premier Health collaborative efforts or programs.
- **Milestones and Growth:** Celebrations of anniversaries, facility expansions, or increased program capacity tied to the partnership.

What Is Not Appropriate for a News Release:

- Routine updates unrelated to the affiliation (use internal communication channels).
- Content that lacks broader relevance to students, faculty, or the community.
- Submissions with incomplete or unverified information.

Submission Process:
1. Submit stories via Microsoft Form (provide a link to the form) housed on Wright State University Newsroom/Premier Health intranet for internal audiences; via link on partnership page on website for external audiences.
2. Include key details:
   - Title of the story
   - Summary of the news
   - Contact information for follow-up
   - Any supporting materials (photos, videos, data, quotes, etc.)
   - Channel preference (Newsroom/Intranet story, internal communication/email, press release, etc.)
3. Submission deadlines: At least three weeks before the planned announcement or event?

Internal Evaluation Checklist:
Use this checklist to ensure submissions meet the criteria for a news release:
- Does the story highlight the Wright State University/Premier Health academic affiliation and its impact based on the criteria above?
- Is the content aligned with affiliation's shared vision and strategic goals?
- Does the story involve a milestone of the agreement, innovation, human interest, or measurable outcomes?
- Do we need to request supporting materials (photos, quotes, data, etc.) for further evaluation?