

# 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 our reputation largely 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 brag points and positive stories about Wright State University and its students, faculty, staff and alumni through high-quality articles and videos that are posted to the [Wright State Newsroom](#) and distributed across university websites, university social media channels and a twice-weekly internal e-newsletter. Newsworthy stories are identified by staff and pitched to external media. Staff also respond to external media requests for faculty expertise on stories often unrelated to the university but integral to the "news of the day." Staff also respond to and manage negative media inquiries.

### ***Data:***

*The June 1 — August 31, 2024, public relations metrics are as follows:*

- *Total External Media Clips ( + and - ): 278*
- *Positive External Media Clips: 274*
- *Positive Advertisement Value: \$2,858,631*  
*Verbatim clips: During this period, there were five instances in which the external media used stories and videos exactly as Communications staff created them.*
- *Negative External Media Clip: 4*
- *Negative Advertisement Value: \$138*

**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 estimated 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 Cision and 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 estimated 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 Cision and 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 nearly 400 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 created 77 original content story posts for the Wright State Newsroom from June 1 — August 31, 2024, distributing and pitching many as press releases. We also published 21 “Wright State in the News” posts in the Newsroom and 21 “Wright State on the News” posts on the university’s YouTube channel.*

*During this time, Communications sent 70 campus-wide email communications. 56 of those messages were on behalf of colleges, units and other campus organizations or were morning news roundup emails sent to all employees with links to university news. 14 were Official-L messages.*

## University Initiative Participation

The Office of Communications is an active participant in university-wide strategic initiatives, university search committees and state associations including the

Emergency Management Committee, IUC Chief Communicators group, SOCHE PR & Marketing Committee, and the Social Media Managers Group.

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