

# DEPARTMENT OF STRATEGIC COMMUNICATIONS

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The Department of Strategic Communications expresses the vitality of UNMC through several avenues: informing the public, building relationships, and generating support and advocacy for UNMC. It creates awareness and promotes UNMC's academic, research and community service missions. Strategic Communications also serves as an accurate, comprehensive source of health information for Nebraska and beyond. As part of this mission, Strategic Communications responds to media requests for experts, educated opinions and local angles to national news and looks for every opportunity to tell the UNMC story. The department plans integrated communications – both online and in print – that encompass storytelling, media relations, events, social media, videography, photography and graphics.