

DEPARTMENT OF STRATEGIC COMMUNICATIONS

Bill O'Neill, MA, Executive Director

AX10 3000

Campus ZIP 5230

woneill@unmc.edu

www.unmc.edu/strategic-communications/index.html (https://

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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 and executes integrated communications that are shared through multiple channels: paid and unpaid media, events, social media, videography, photography and graphics.