

# 5 Ways to Elevate Your Expertise at UNO

Trusted insights and expert analysis are more important than ever. As a faculty member at UNO, your knowledge can inform public understanding, spark new ideas, and elevate the university's impact.

Here are five ways the Office of Strategic Marketing and Communications Editorial and Media Relations team can help amplify your voice as a subject matter expert:

1. 🎓 **Join the UNO Experts Network:** Get connected to journalists and organizations looking for expert commentary. Faculty on the [UNO Experts](#) website are seasoned media pros and skilled communicators who can be contacted directly by journalists. Contact [unonews@unomaha.edu](mailto:unonews@unomaha.edu) with a brief description of your expertise and examples of past interactions with media to get started.
2. 📄 **Publicize Your Paper:** Publishing in a peer-reviewed journal is a major achievement, so don't let it fly under the radar. If your research has real-world relevance, we can help translate key insights into media-friendly language for the UNO News Center and pitch it to journalists looking for expert-backed stories. Submit a request through MarComm's [Start Your Project](#) platform to get started.
3. 💡 **Write for The Conversation:** Dozens of UNO faculty have written for [The Conversation](#), a national online platform that connects academic experts with mainstream audiences. Faculty contributors share timely, research-driven analysis and reach millions of readers. Visit their [Pitch an Article Idea](#) page to get started, or contact [unonews@unomaha.edu](mailto:unonews@unomaha.edu) for help crafting a pitch.
4. 📰 **Pitch or Publish an Op-Ed:** Have something to say about a trending topic? We can guide you through writing and placing an op-ed in local, regional, or national media.
5. 📣 **Make Yourself Available for Media Pitching:** Spot a headline where your expertise could add context or clarity? We want to hear from you. Whether it's breaking news or a national conversation, our team can help position you for media interviews and expert commentary. Contact [unonews@unomaha.edu](mailto:unonews@unomaha.edu) to get started.

💬 **Not Sure Where to Start?** Have a unique idea, a fresh perspective on a trending topic, or just a question? Let's talk it through. Contact the MarComm Editorial and Media Relations team at [unonews@unomaha.edu](mailto:unonews@unomaha.edu).