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## ABOUT UNO AND THE CONVERSATION

As a member institution of The Conversation, UNO's Office of Strategic Marketing and Communications is providing the opportunity for any faculty in any college and discipline to share their expertise, analysis, and research broadly. The Conversation provides UNO with publishing opportunities as well as training, workshops, daily expert requests, and more. Articles published by The Conversation are redistributed by the Associated Press. Any news outlet can republish any article through a Creative Commons license.



In UNO's two years of membership (Sept. 2020 - Sept. 2022):



43 articles by

30 UNO authors



1.6 million reads

Articles have been republished by media outlets nationwide including:



# SUCCESS AFTER PUBLISHING IN THE CONVERSATION

Faculty at UNO who have written for The Conversation have seen doors opened to new opportunities, including being sharing their expertise more broadly, promotion of their research or upcoming book, interviews with national and international media, and more. NCITE researchers, in particular have benefitted from The Conversation. Articles published by faculty within NCITE have led to requests for briefings by Congressional committees and federal law enforcement personnel, interviews with national media outlets such as NPR's "On Point" and Voice of America, and broad awareness and recognition of the NCITE name as well as UNO.

"In short, we love The Conversation and have shifted our focus to the outlet being our primary target for emerging ideas."

- Samuel Hunter, Ph.D., NCITE to a TCUS editor

Articles have led to follow-up stories and interviews by local and national media outlets including:











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## THE CONVERSATION DIVERSITY INITIATIVE

In late 2021, The Conversation U.S. launched an ambitious plan to ensure experts in the American media look more like the American population. The effort involves opportunities for scholars of color to receive training in public engagement, a media database to connect reporters with scholars of color, mentorship opportunities to discuss story ideas with editors, and more. UNO is one of 41 member colleges and universities providing funding for and taking part in the initiative. Scholars of color who wish to take advantage of these opportunities and be listed in The Conversation's media sources database should contact MarComm by emailing unonews@unomaha.edu.

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