

THE
CONVERSATION



Boston University

April 2024

The Conversation is a **nonprofit**
independent news organization.

Our mission

Promote accurate information and strengthen journalism by unlocking the rich diversity of academic research for audiences across America

theconversation.com

Our stories + editorial model

Written by **academic experts**, edited by **journalists**, for the **general public**

Experts write **explanatory journalism** pieces (**not op-eds**) within their area of expertise.

Editors assign, help frame and edit stories, providing authors with the skills to **bring their expertise to a wider audience**.

Articles are **free to read and free to republish** through a Creative Commons license.

In 2022, our stories **averaged 17 million monthly reads**.

Member benefits

- Annual campus visit (in-person or virtual)
- 15 editorial conference calls and trainings per year
- Daily Expert Request emails
- Access to institutional dashboard of analytics and metrics
- 1:1 professional development with editors

Our authors

- Current faculty members or researchers at U.S. colleges or universities
- Provide links to research throughout their story to back up each of their statements
- Fill out a disclosure form listing any conflicts of interest
- Get final story approval
- Get access to metrics to show the readership and reach of their articles



Why write for us?

- We deliver evidence-based information to millions of people.
- Amplify academic work by sharing with public through media
- Give experts a greater voice and impact in shaping scientific, cultural and intellectual agendas
- Research collaborations



57%

are contacted by media for interviews in radio, print or television



24%

see increased citations for scholarly articles



36%

receive opportunities for academic collaboration



16%

report influencing policy makers



10%

were invited to speak at conferences or participate in panels



14%

used The Conversation metrics for funding or grant applications



4%

received book proposal or publishing opportunity



12%

were invited to write another article for a different outlet

Online republishers

- The Conversation's articles are republished by nearly 1,000 online outlets
- Top online republishers include:
 - Apple News
 - Yahoo! News
 - Smithsonian
 - Business Insider
 - Scientific American
 - PBS Newshour
 - Fortune Magazine
 - MSN



Print republishers

- In 2022, articles by The Conversation have been republished in print over 1,000 times in over 200 different newspapers, including:
 - Boston Sunday Globe (MA; circ. 327,333)
 - Telegram & Gazette (MA; circ. 30,488)
 - Salem News (MA; circ. 12,892)
 - Patriot Ledger (MA; circ. 13,973)
 - Cape Cod Times (MA; circ. 15,738)
 - Washington Post (DC; circ. 288,185)
 - Denver Post (CO; circ. 147,119)
 - Houston Chronicle (TX; circ. 167,820)
 - Huntsville Times (AL; circ. 202,964)

The kinds of stories we publish

- *News analysis*
- *New research + discoveries*
- *Curiosity pieces*

News analysis

THE CONVERSATION

Academic rigor, journalistic flair

Search analysis, rese


Arts + Culture Economy Education Environment + Energy Ethics + Religion Health Politics + Society **Science + Tech** Podcasts

Authors



Joan Donovan

Assistant Professor of Journalism and Emerging
Media Studies, Boston University



**Are social media apps 'dangerous products'?
2 scholars explain how the companies rely
on young users but fail to protect them**

Published: February 1, 2024 8:33am EST

New research + discoveries

Author



Monica Wang

Associate Professor of Public Health, Boston University

THE CONVERSATION

Academic rigor, journalistic flair

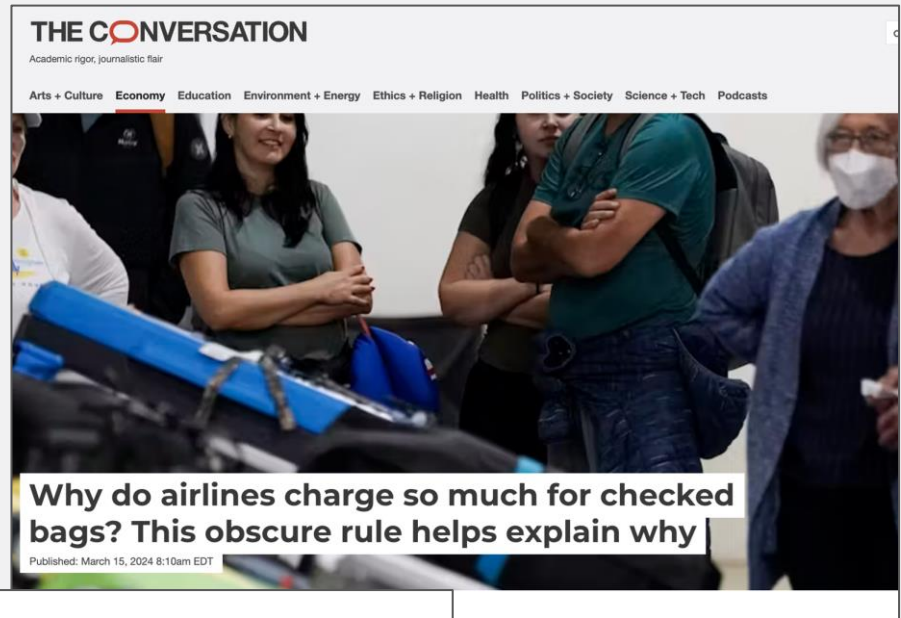
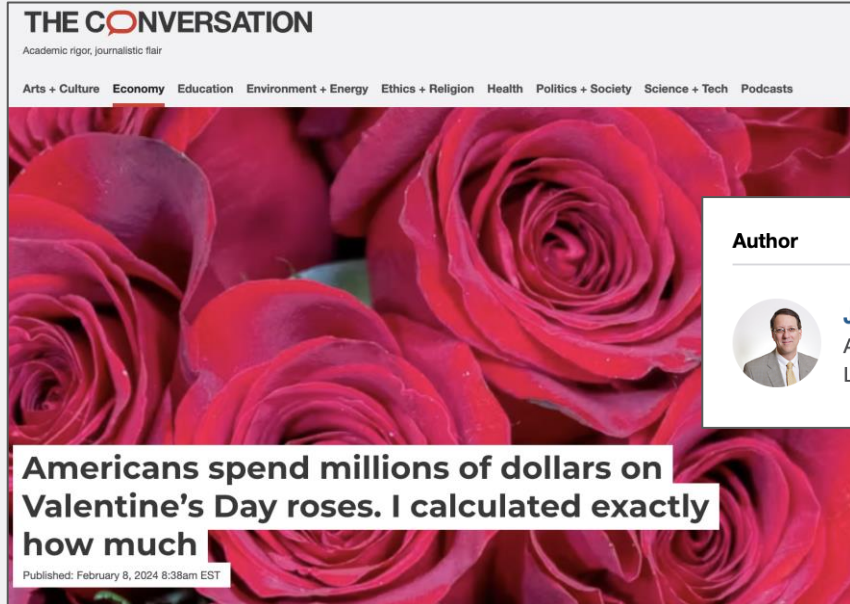
Arts + Culture Economy Education Environment + Energy Ethics + Religion Health Politics + Society Science + Tech Podcasts

A photograph of a man with a beard and mustache, wearing a yellow safety vest, looking distressed with his eyes closed and hand on his forehead. He is in a construction or industrial setting.

**Not having job flexibility or security can
leave workers feeling depressed, anxious
and hopeless**

Published: March 26, 2024 8:48am EDT

Curiosity



Author



Jay L. Zagorsky

Associate Professor of Markets, Public Policy and Law, Boston University

How we source our articles

- Pitches via our pitch portal
- The daily Expert Request
- Editor outreach + research

Expert Request

- Expert Request is sent each weekday at 12:30 p.m. ET.
- ~800 recipients exclusively from member universities
- Accounts for approximately 20% of our stories
- Contains a list of article topics our scholars are chasing
- Comms partners connect scholar with the editor via email rather than scholar submitting a formal pitch.

Our pitch form

theconversation.com/us/pitches

The pitch: What's your story?

Brief headline that sums up what you wish to convey in a few words: * ...

(50 word limit)

In a bit more detail, describe the main point(s) of your article: * ...

(100 word limit)

Why are you an expert on this topic? What research, scholarship, data or other evidence will you use in your article? Please include your own scholarship, if relevant.

What we look for in a pitch

- *Is the story of interest to a general audience?*
- *Is the story timely?*
- *Is the author an expert on what they're pitching?*
- *Can the angle be covered in 1,000 or fewer words?*

Is the idea timely?

- Is the topic currently being discussed in the news?
- Is there an upcoming milestone, anniversary or event related to your idea?
- Have you published new research on the topic?

Does the idea read like opinion, advocacy or speculation?

- If you'd like to write a traditional op-ed, best to pitch elsewhere.
- What scholarship or evidence will the proposed story rely upon?
- What is your expertise in this particular area?

Does the pitch propose to tell *one* story?

- What's your angle on this bigger topic?
- Have you condensed your information and focused on only the key points?
- Can the thrust of your story can be summed up in one sentence?

Life cycle of a story



YOUR EDITOR EDITS, FINDS IMAGES AND FORMATS THE STORY.



THEN HE OR SHE SENDS IT BACK TO YOU WITH QUESTIONS AND CHANGES (THIS TYPICALLY TAKES A FEW ITERATIONS AND INCLUDES A SENIOR EDITOR AND COPY EDITOR'S REVIEW).



ONCE YOU APPROVE THE STORY, WE PUBLISH IT ON OUR SITE.



WE THEN SHARE IT THROUGH OUR NEWSLETTERS AND WITH OUR REPUBLISHERS FOR ADDITIONAL MEDIA PICKUP, HELPING YOUR STORY REACH AS MANY READERS AS POSSIBLE.

Thank you for your time.

