

# THE CONVERSATION US

www.theconversation.com

## About The Conversation US

The Conversation ([theconversation.com](http://theconversation.com)) is an independent source for informed commentary and analysis, **written by the academic and research community and edited by journalists for the general public**. Our aim is to promote better understanding of a wide range of current affairs and complex issues.

All articles are authored by scholars who write on their area of expertise. They work with our editors to ensure that their knowledge is conveyed in language accessible to the widest possible audience.

## Who Reads TCUS?

Our articles are not only **free to read, but free to republish** on a Creative Commons license – meaning anybody can republish our articles – whether on a blog, in local newspapers or national outlets.

We are republished in large national outlets such as **The Washington Post, Time, Newsweek, CNN, Univision, PBS Newshour, Scientific American** and many more. In addition, through Partnership with **The Associated Press** as well as **Community Newspaper Holdings, Inc.** our articles are picked up in regional and local newspapers – providing expert analysis in communities that would not otherwise have been able to hear from these academics. By writing once, academics can reach audiences in many publications!

## How to Write for The Conversation US

We are looking for academics to pitch us articles. The best way to do so is on our pitch form here: <https://theconversation.com/us/pitches>

The Conversation both reacts to the news with expert analysis and helps set the news agenda with big ideas originating in academia. Our editors consider four things in a pitch:

- **Is it of interest to a general audience?** Our articles are read across the United States and internationally by non-academics. What does a lay person want or need to know?
- **Is the pitch timely?** Timeliness can mean many things: new research, analysis of something in the news, commentary based on events historic anniversaries, big ideas in the academic's field, and more. Why should a reader care now?
- **Is the academic an expert** in what they are writing about?
- **Can the academic cover the topic in 1,000 words or fewer?** Our articles are not aimed to be comprehensive, but rather to make critical points that the public needs to be aware of.

## Our Process

Authors must be affiliated with an academic institution. They work in **collaboration with journalists** who request links to back up claims made and who assist with structure and language. Authors must fill out a disclosure form listing any conflicts of interest. All authors have complete control over the editorial process: our editors cannot publish without author approval.

## Benefits of Writing for The Conversation

All authors have access to an **author dashboard** and can see the number of reads the article has received, the geographic location of those readers and how many reads the article has received in each republication. Dashboards monitor all comments on our site, the recent tweets about the article and track social media engagement on Facebook, Twitter and LinkedIn. These metrics can be used to demonstrate public engagement and education.

Writing for The Conversation helps improve communications skills, expand the reach of research, and connects scholars into a network of thousands of academics who have written for The Conversation.