

THE CONVERSATION

Academic rigour, journalistic flair

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Why we are different

		Commercial media
Not for profit	✓	X
Authors recognised experts	✓	X
Content free to the public	✓	X
Free from commercial agenda	✓	X
Solution-centric	✓	X
Safe publishing platform	✓	X
Creative Commons, access to all	✓	X
New voices	✓	X

Inside the author's dashboard



Danielle Wood
Program Director, Budget Policy and Institutions, Grattan Institute

[See institution analytics](#)

In Progress

You're not working on any articles

[Pitch an Article Idea](#)

FAQs

- How do I start writing?
- I submitted a pitch. Now what?
- How do I handle interview requests from radio/TV?
- Other questions? Contact us.

Published (10)

ANALYSIS November 22, 2017
Young Australians will wear the costs of Turnbull's middle income tax cut
18,429 Readers 95 Comments received

ANALYSIS November 16, 2017
Same-sex marriage results crush the idea that Australian voters crave conservatism
15,172 Readers 194 Comments received

ANALYSIS October 2, 2017
Three charts on: the great Australian wealth gap
137,859 Readers 100 Comments received

ANALYSIS August 3, 2017
Australia's city/country divide is not as wide as you may think
7,401 Readers 76 Comments received

ANALYSIS May 9, 2017
Treasurer Scott Morrison's 2017-18 budget speech, annotated by experts
4,194 Readers 0 Comments received

ANALYSIS May 4, 2017
Why biased budget forecasts make poor politics
3,013 Readers 67 Comments received

NEWS **INTERVIEW** April 13, 2017
Expert panel: ATO data shows inequality is in everything from super to the property market
9,324 Readers 112 Comments received

ANALYSIS March 20, 2017

Reach

18,429 Readers

95 Comments received

60 Tweets

73 Shares

9 in Shares

Readers

Country / Territory

Publications

Publication	Count
Australian Broadcasting Corporation	14,081
The Conversation	3,493
Flipboard app (Content from other republishers)	150
Scorching Hot News	105

Tweets (5 most recent)

Young Australians will wear the costs of Turnbull's middle income tax cut <https://t.co/gTVIzxJSAI> via @ConversationEDU

@Par172 November 27, 2017

RT @ACOSS: "Young Australians will wear the costs of Turnbull's middle income tax cut" via @ConversationEDU <https://t.co/P9nfm90MQ>

@ktacheson November 24, 2017

Young Australians will wear the costs of Turnbull's middle income tax cut <https://t.co/39171r00> via... <https://t.co/g24kPHJ0fy>

@filmstvanlife November 23, 2017

What our authors see, and how we edit together

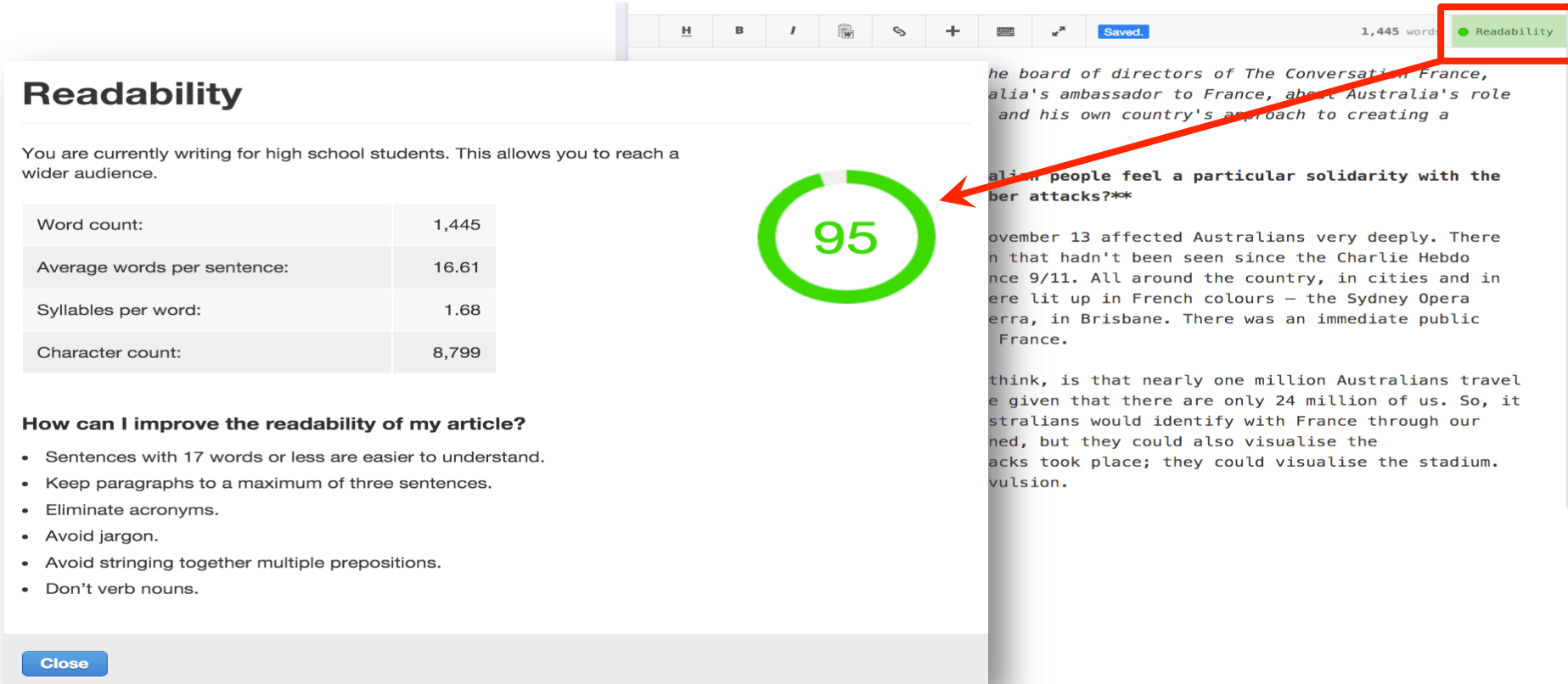
The screenshot displays a collaborative writing interface. At the top, a dark blue navigation bar contains buttons for 'History', 'Edit', 'Preview', and 'Mobile'. On the right side of this bar are buttons for 'Undo', 'Approvals', and 'Finish'.

The main editing area is divided into two sections. The top section is for the headline, with the text 'The best article you've ever read, ever!' displayed below the 'Headline' label. Below the headline is a rich text editor toolbar with icons for bold (H), italic (I), link, undo, redo, and a 'Saved.' indicator. A 'Readability' indicator is also present.

The bottom section of the main area contains the body text: '## This is a heading!' and 'This is an outreach article. It is FANTASTIC.' At the bottom of the main area, there is a placeholder text: 'BEFORE WRITING PLEASE COMPLETE THIS DISCLOSURE STATEMENT ---->>>>'.

The right sidebar contains several sections: 'Requirements' with two red text items: '1. All authors must complete a disclosure statement' and '2. Jonti Horner must approve the piece'; 'Collaborators' listing 'Michael Lund' (Editor) and 'Jonti Horner' (Lead Author) with a dropdown menu set to 'Lead Author'; 'Interviewees' with a plus sign; 'Disclosures' with a red 'X' and 'Jonti Horner' and an 'Add' button; and 'Brief (sent)' with 'Word count: 800' and 'Deadline: May 25, 2016 12.00pm (8)'. There are also icons for email and a plus sign next to the collaborators and interviewees sections.

We edit all our articles to be more 'readable'



The screenshot shows a writing tool interface with a readability score of 95. A red box highlights the 'Readability' tab in the top right corner, and a red arrow points from it to the score. The interface includes a toolbar with icons for undo, redo, bold, italic, link, and insert, along with a 'Saved.' button and a word count of 1,445. The main text area contains several paragraphs of text, including a paragraph about the board of directors of The Conversation France and a paragraph about the November 13 attacks in France. A 'Close' button is located at the bottom left of the readability panel.

Readability

You are currently writing for high school students. This allows you to reach a wider audience.

Word count:	1,445
Average words per sentence:	16.61
Syllables per word:	1.68
Character count:	8,799

How can I improve the readability of my article?

- Sentences with 17 words or less are easier to understand.
- Keep paragraphs to a maximum of three sentences.
- Eliminate acronyms.
- Avoid jargon.
- Avoid stringing together multiple prepositions.
- Don't verb nouns.

1,445 words

Readability

the board of directors of The Conversation France, alia's ambassador to France, about Australia's role and his own country's approach to creating a

aliam people feel a particular solidarity with the ber attacks?*

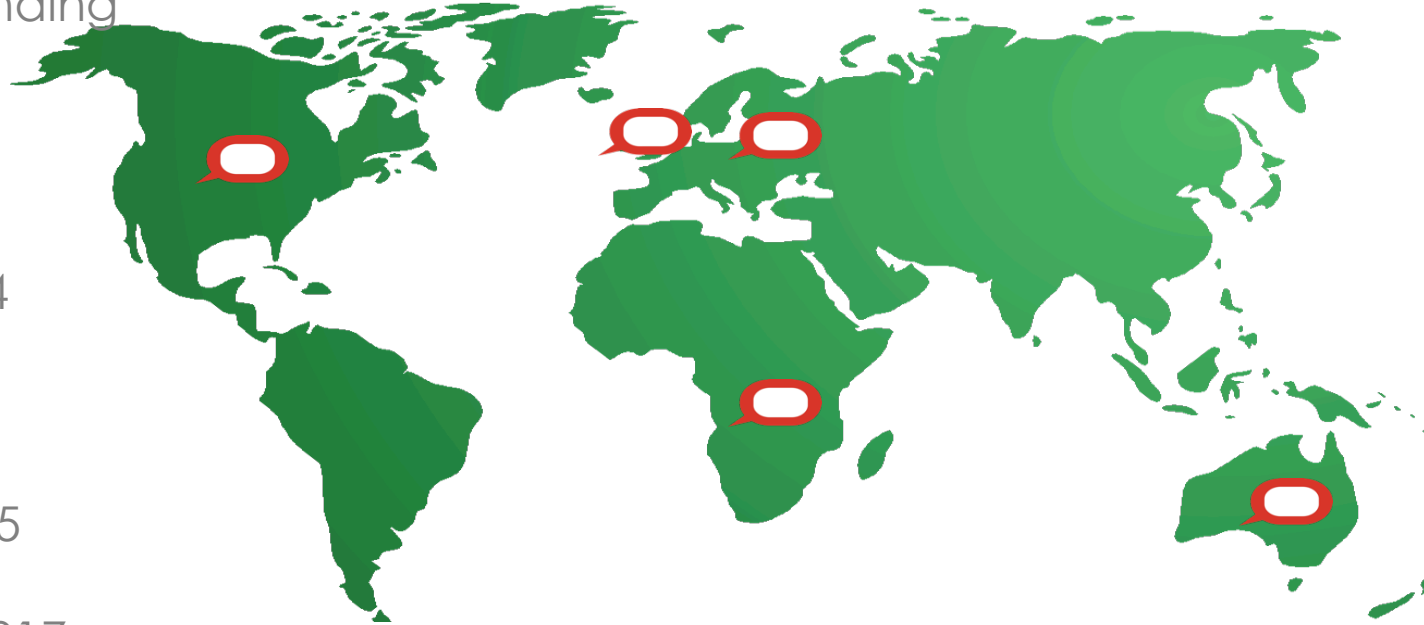
ovember 13 affected Australians very deeply. There n that hadn't been seen since the Charlie Hebdo nce 9/11. All around the country, in cities and in ere lit up in French colours – the Sydney Opera erra, in Brisbane. There was an immediate public France.

think, is that nearly one million Australians travel e given that there are only 24 million of us. So, it stralians would identify with France through our ned, but they could also visualise the acks took place; they could visualise the stadium. vulsion.

Close

A global knowledge network

- Australia: launched March 2011 (founding TC)
- UK: May 2013
- US: October 2014
- Africa: April 2015
- France: Sept 2015
- Canada: June 2017
- Indonesia: Sept 2017



Audience

ON SITE AUDIENCE

3.3
million
users
on site

CREATIVE COMMONS REPLICATION

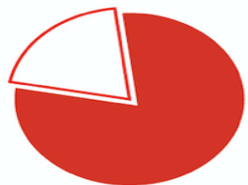
35
million
reach
through
replication

22^k
republishers



80% of our readers are NOT academics. More than 1/4 teachers use our content in class.

Our Readers Are



80% non-academic



49% male, and
51% female



83% have an
undergraduate
degree or higher



66% employed full
or part time
22% studying full or
part time



52% have a
household
income of over
\$100,000



56% are under
45

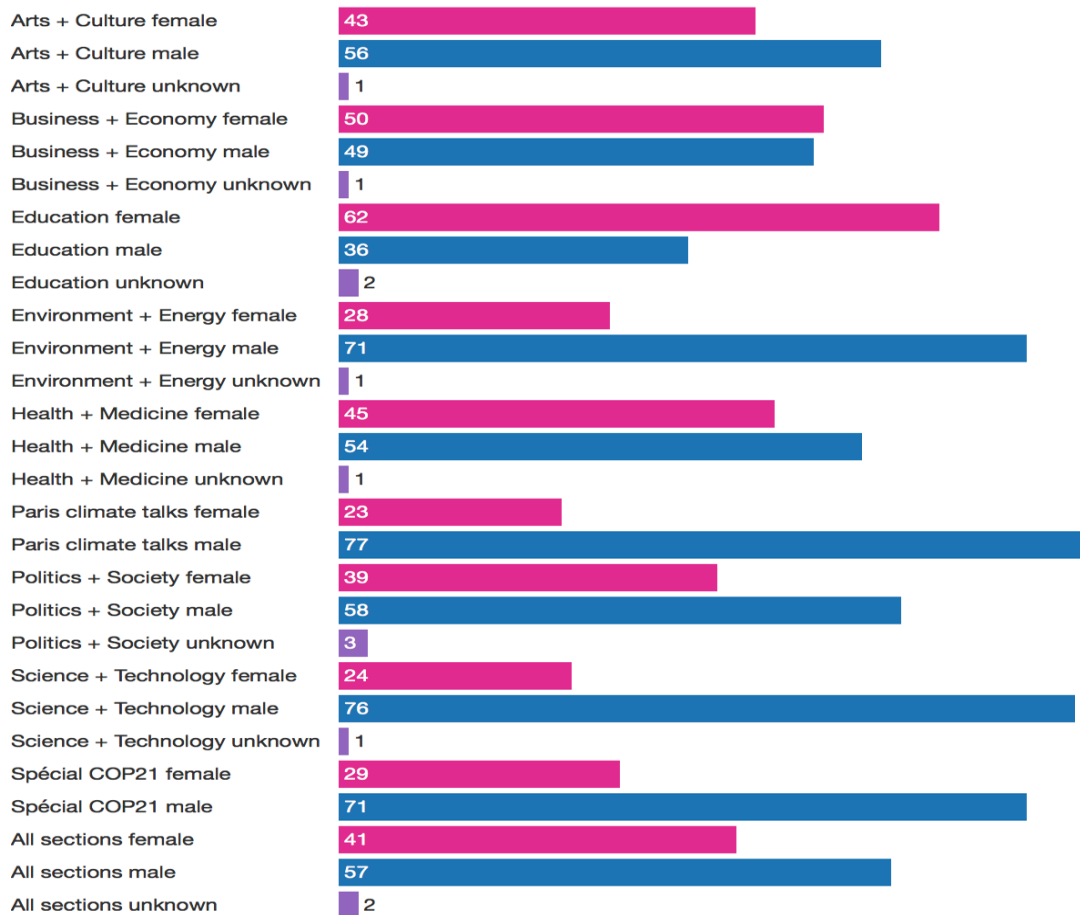


19% academia
13% gov, policy or public sector
13% teachers
10% healthcare/medical



26% of teachers use
The Conversation as a
classroom resource

Male and female authors, by section, 2015



In some of our sections, we were publishing up to 76% male authors.

THE CONVERSATION

Academic rigour, journalistic fair

Search analysis, research, academics...

Arts + Culture Business + Economy Cities Education Environment + Energy FactCheck Health + Medicine Politics + Society Science + Technology

Follow Topics Gonski 2.0 Donald Trump FactCheck Q&A Employment Brexit Finkel Review Census 2016 Curious Kids



From Elvis to Cobain, The Sound of Falling Stars revives those dead before their time

William Peterson, Flinders University

The Sound of Falling stars brings 31 male singers who died young, including Sid Vicious, Jim Morrison and Jeff Buckley, back to life, and forces us to question our role in their fates.



Why I disagree with Nobel Laureates when it comes to career advice for scientists

Merlin Crossley, UNSW

Journal Impact Factors are unreliable and may be gamed. But can they still offer value?



Australians want insurance against the burden of old age

Susan Thorp, University of Sydney

As the population ages, Australia needs a new way of funding aged care. Insurance could be the answer.

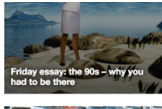


How to help kids navigate fake news and misinformation online

Joanne Orlando, Western Sydney University

We must have open conversations with kids so they're able to identify reliable news online.

More Analysis and Comment

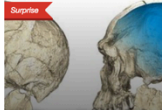


Friday essay: the 90s - why you had to be there



Carbon emissions

Australia has stalled on car efficiency



New Moroccan fossils suggest humans lived and evolved across Africa 100,000 years earlier than we thought

health in the age of overtime

What's the point of sex? It's good for your physical, social and mental health

Hey, sexy: objectifying cats occur more frequently than you might think

Pitch an idea

Got a news tip or article idea for The Conversation?

Tell us

Our Audience

The Conversation has a monthly audience of 5 million users, and reach of 35 million through Creative Commons republication.

Want to Write?

Write an article and join a growing community of more than 52,100 academics and researchers from 2,069 institutions.

Register now

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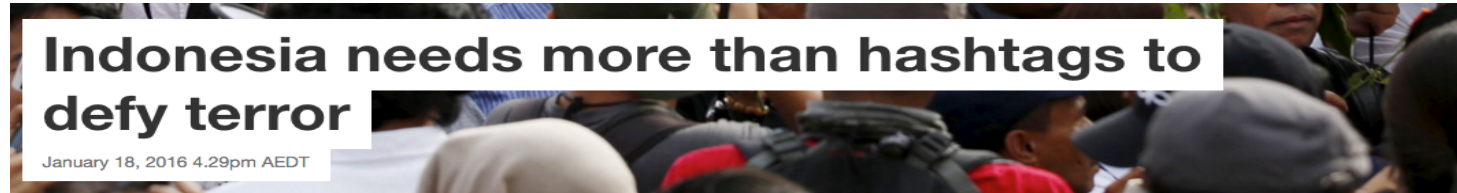
theconversation.com/become-an-author

When to write

New research



News hook



An explainer



When to write

FactChecking a politician or influential figure



Fact Check: is there zero economic benefit from high immigration?

October 8, 2015 2.14am AEDT

This block shows a screenshot of a fact-check article header. The title is in bold black text on a white background. Below the title, the date and time are displayed in a smaller font. The background of the screenshot is dark and blurry.

A fresh (sometimes contrarian) take on an old issue



Do we need more police, or are there better ways to cut crime?

January 15, 2016 6.22am AEDT

This block shows a screenshot of an article header. The title is in bold black text on a white background. Below the title, the date and time are displayed in a smaller font. The background of the screenshot shows a person in a blue uniform, possibly a police officer, standing next to a blue container.

A new listicle



Five trends that will define the world's forests in 2016

January 19, 2016 6.23am AEDT

This block shows a screenshot of an article header. The title is in bold black text on a white background. Below the title, the date and time are displayed in a smaller font. The background of the screenshot shows a close-up of brown soil with some small plants growing.

Refining your idea

[?] Read before you write. What kind of stories do we cover? Do you think yours would work for a broad local and international audience?

[?] Have you done a quick keyword search?



Q Search analysis, research, academics...

[?] Is this your area of expertise?

[?] Pay attention to the news. What are people talking about?

[?] Do you know something no one else knows? Is it the kind of thing the general public – not just other specialists – might be interested in?

[?] Have you discovered something new?

So are you ready to answer these questions?

Pitch an article idea

- What's your story in one sentence?
- Why is this interesting or significant for non-academic readers?
- Do you have any photos, video, audio, graphs or other material to illustrate your story? *(That can make a huge difference.)*
- Is this issue particularly relevant now, or looking ahead? Or are you suggesting this as a timeless ['explainer'](#) of a commonly misunderstood issue?

The pitch: What's your story?

Story *

In one sentence, what's your story? (50 word limit)

DO:

- **Make it sound new, fresh, a new take.**
- **Do a keyword search before you pitch.**
- **Read and consume the media.**
- **Drive the debate forward**
- **Know how to explain your idea to a child**
- **Get to know friendly journos**
- **Leave your mobile on**
- **Act fast**
- **Pitch before you write**

DON'T:

- **Argue against yourself, downplay your expertise**
- **Say you already tried another outlet first.**
- **Say it was already published elsewhere**
- **Pitch when it is too late**
- **Mass email journalists**
- **File 3000 words when we agreed on 800**
- **Pitch an idea we have all heard before**
- **Go MIA after filing.**

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