ABOUT THE CONVERSATION

The Conversation (theconversation.com) is an independent, nonprofit publisher of commentary and analysis, authored by academics and edited by journalists for the general public. It publishes short articles (800-1,000 words) by academics on timely topics related to their research.

The Conversation's mission is "to promote truthful information and strengthen journalism by unlocking the rich diversity of academic research for audiences across America."

WHO READS THE CONVERSATION? ▶ ▶ ▶

The Conversation articles are regularly republished in national outlets such as *The Washington Post, Time, Newsweek, CNN, Scientific American* and many more. Through partnerships with The Associated Press and Community Newspaper Holdings Inc., articles are picked up in local newspapers – providing analysis in communities that otherwise would not hear from these academics. By writing, academics can reach audiences in publications locally, nationally and internationally. Through publication and republication, The Conversation articles have 6-7 million reads per month.

WHAT DOES THE CONVERSATION LOOK FOR IN AN ARTICLE? ▶ ▶ ▶

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

» **Is it of interest to a general audience?** Articles are read across the United States and internationally by non-academics. What does a lay person want or need to know?

» **Is the idea timely?** Timeliness can mean many things: new research, analysis of something in the news, commentary pegged to historic anniversaries. 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?** Articles are not comprehensive, but rather make critical points of which the public needs to be aware.

How to pitch an article to The Conversation:
Work with the University Communications team to write a short description of the article (four to five sentences). The Conversation editors will give you feedback before you invest your time in writing. You can send your idea to the University Communications writer you regularly work with or email the team at uanews@email.arizona.edu.

We suggest you read a few recent articles to get a better sense of The Conversation's writing style.

THE PROCESS ▶ ▶ ▶

The editorial process is collaborative. Once a piece is commissioned, The Conversation editors work with authors to establish the angle and structure of the piece. Every piece is carefully edited for clarity and accuracy and is read by a second editor and copy editor before publication. Authors have control over the final copy: The Conversation editors cannot publish without author approval.

BENEFITS OF WRITING FOR THE CONVERSATION ▶ ▶ ▶

Writing for The Conversation helps ensure the voices of scholars and researchers are front and center in the public square; improves academic communications skills; drives more readers to scholarly articles; and connects scholars in sometimes unexpected ways to both other academics and the general public.

Authors have access to an author dashboard that shows the number of reads the article received, the geographic location of those readers and in what media outlets the article has appeared. These metrics can be used to demonstrate public engagement and education.

Hear what other academics have to say in this video, Why You Should Write for The Conversation: https://youtu.be/Y2YaWPnaFnE.

Want to brainstorm an idea? Contact us at uanews@email.arizona.edu.

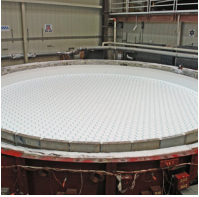# TOP 10 UNIVERSITY OF ARIZONA ARTICLES IN THE CONVERSATION

What's the difference between sexual abuse, sexual assault, sexual harassment and rape?
MARY P. KOSS

The terms "sexual abuse," "sexual assault," "sexual harassment" – and even "rape" – crop up daily in the news. Many people want to understand these behaviors and work to prevent them. It helps if we are consistent and as precise as possible when we use these terms.

Nearly 370,000 reads
Top publishers: Public Radio International, Houston Chronicle, Lee Enterprises

How do you build a mirror for one of the world's biggest telescopes?
BUDDY MARTIN, DAE WOOK KIM

As optical scientists, our contribution to the next generation of telescopes is figuring out how to craft the gargantuan mirrors they rely on to collect light from far away. Here's how we're perfecting the technology that will enable tomorrow's astrophysical discoveries.

More than 100,000 reads
Top publishers: Scientific American, Time, Business Insider, Space.com
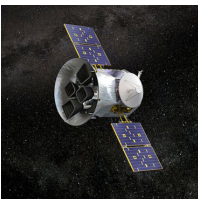
One step toward making criminal justice less biased
CHRISTOPHER ROBERTSON

Is training enough to eliminate racial bias? We don't think so. Our work on bias in the criminal justice system suggests that preventing racial information from reaching key decision-makers could be the best way to make justice truly blind.

More than 100,000 reads
Top publishers: The New Republic, PBS (including Newshour, Nova and Point Taken), Salon, Associated Press
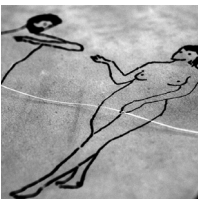
NASA's TESS spacecraft is finding hundreds of exoplanets – and is poised to find thousands more
DANIEL APAI, BENJAMIN RACKHAM

With NASA's new exoplanet-hunter space telescope TESS, the all-sky search is on for possibly habitable planets close to our solar system. These are exciting times for astronomers and, especially, for those of us exploring exoplanets.

More than 100,000 reads
Top publishers: Science Alert, Live Science, Space.com

Genetic Adam and Eve may have walked on Earth at the same time
MICHAEL HAMMER

All scientific evidence points to the fact that, if you go far enough back, all life on Earth is related through common ancestry. Turns out that applying the same sort of analysis shows that all humans alive today are descendants of one man and one woman who walked our planet thousands of years ago.

More than 90,000 reads
Top publishers: Ars Technica, RealClearScience, United Academics

Suffering for science: why I have insects sting me to create a pain index
JUSTIN SCHMIDT

Insects sting to improve their lives and increase their opportunities. The stings provide protection, thereby opening doors to more food resources, expanded territories, and social life within colonies. By studying stinging insects, we gain insight into our own lives and the societies we live in.

Nearly 80,000 reads
Top publishers: Huffington Post, IFLScience, Gizmodo

How Trump's trade war affects working-class Americans
JEFFREY KUCIK

Scholars of international political economy recognize that trade hasn't always been good for poorer Americans. However, the economic fundamentals are clear: Tariffs make things worse.

Nearly 70,000 reads
Top publishers: Channel News Asia, PennLive, The Raw Story

The understated affection of fathers
KORY FLOYD

Often for men, showing affection is more about what they do than what they say. Their ways of communicating love can be subtle. And while to outside observers they may seem like weak substitutes for genuine affection, to many fathers and sons they're every bit as meaningful as words, kisses and hugs.

More than 65,000 reads
Top publishers: Quartz, Scientific American, Business Insider

US communities can suffer long-term consequences after immigration raids
ELIZABETH OGLESBY

Research conducted in Massachusetts, Iowa and South Carolina from 2007 to 2013 shows that large-scale raids are experienced locally as disasters, even by those not directly affected. The raids can also be galvanizing, as when humanitarian responses turn into new political alliances that reshape the meaning of community and create ways to stand up for immigrant rights.

More than 60,000 reads
Top publishers: UPI, City Metric, CityLab, CNBC

Climate change is shrinking the Colorado River
JONATHAN OVERPECK

As the current "hot drought" shows, climate change-induced warming has the potential to make all droughts more serious, turning what would have been modest droughts into severe ones, and severe ones into unprecedented ones.

More than 55,000 reads
Top publishers: High Country News, EarthSky, International Business Times