

# THE CONVERSATION US

## WHAT IS THE CONVERSATION?

The Conversation is an independent source for informed commentary and analysis. Access to independent, high quality, authenticated, explanatory journalism underpins a functioning democracy, and The Conversation aims to promote better understanding of current affairs and complex issues by publishing brief articles written by the academic research community and edited by journalists for the general public.

The Conversation believes in the open access and free flow of information, and publish under Creative Commons license, which allows free republication of any article they publish. The Editorial Charter protects The Conversation's independence, and they require authors to disclose any conflicts of interest.

## STRENGTHENING US MEDIA

The Conversation US' republishers reflect the diversity of the content brought forward by each scholar. The Conversation informs the readers of hundreds of publications, from established brands to new media start-ups.



## WRITING FOR THE CONVERSATION

To be published by The Conversation you must be currently employed as a researcher or academic with a university or research institution. PhD candidates under supervision by an academic are also welcome to write for The Conversation.

The Conversation is particularly interested in:

1. Timely, evidence-based analysis of issues in the news,
2. Articles explaining new research and its significance for a non-expert audience, and
3. Timeless, plain English 'explainers' of complex issues.

Editors at The Conversation's also solicit articles on a range of topics from the cost of having children in the U.S. to mental health services in public schools, both of which resulted in corresponding articles authored by faculty members at the University of South Florida.

USF faculty have pitched and published articles that offer insight into their current research. To view a full list of articles published by USF faculty, visit [www.theconversation.com/institutions/university-of-south-florida-1359](http://www.theconversation.com/institutions/university-of-south-florida-1359).

## HOW TO PITCH

To pitch The Conversation, first, create an account by visiting [www.theconversation.com/us](http://www.theconversation.com/us) and clicking "Become an author," located in the upper, right corner of the page. Once you have created your account, you will have access to your user dashboard. From the dashboard, you can click "Pitch an Article Idea," located in the panel at the left of the page.

The pitching form asks a series of questions relating to your proposed topic. It is important that you tie your pitch to one of the three reporting styles preferred by The Conversation (see "Writing for The Conversation"). The University of South Florida offers assistance to faculty interested in promoting their research and pitching article ideas to The Conversation.

For more information on how to best pitch The Conversation, please contact USF's Director of Strategic Communications, Tanya

# PARTNERING WITH UNIVERSITY COMMUNICATIONS & MARKETING

## *Telling the USF Story*

### WHY IT MATTERS?

- Affirms the value of research and its impact on the general public,
- Highlights faculty expertise in a wider forum, drawing attention from journalists worldwide,
- Attracts support from traditional and non-traditional funding sources,
- Strengthens USF's international reputation, opening doors to future research opportunities and collaborations.

### WHAT MAKES A GOOD STORY?

- Timeliness
- Unique
  - > National/ International - Groundbreaking
  - > Local/internal - Rare to Tampa Bay and USF
- New
- Lead author
- Visuals are essential
  - > Inform UCM of visual opportunities prior to them taking place.
  - > If local, we may send a professional photographer.
  - > Researchers are expected to capture their own images of them working in the field.
  - > Active, no posed shots please.

### HOW WE CAN HELP:

- Website Articles
- Photography
- Social Media Videos
- Media Outreach

### IMPORTANT INFORMATION:

Contact UCM once informed research is approved for publication. This allows for ample time to write a news story and pitch to national reporters. The process often results in more in-depth news stories that are published immediately upon the embargo being lifted. It's important to note a study is no longer under embargo once an academic journal posts it online.

Submit story ideas at: [bit.ly/usf-news-submit](https://bit.ly/usf-news-submit)



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