**Talking about The Conversation**

[The Conversation](https://theconversation.com/us) is an independent, nonprofit online publisher of commentary and analysis, authored by academics and edited by journalists for the general public. It publishes short articles (800-1000 words) by academics on timely topics related to their research, with a goal **“**to promote truthful information and strengthen journalism by unlocking the rich diversity of academic research for audiences across America.”

RIT is a member of The Conversation. As a member, we receive regular queries from them seeking authors on specific subjects. We also pitch story ideas to their editors. The pieces are not traditional “op-eds,” but rather explanatory journalism based on research, with each piece edited by Conversation staff in a give-and-take with the author.

These days, everyone is busy. So dropping everything to write 800 words for an online publisher might not seem a good use of your time. But let us tell you why we think it’s actually *a very good use of your time*.

The Conversation site receives some 2 million visitors each month. And with republication, it’s seen by more than 9 million people a month. Its pieces are picked up by Associated Press, and sent out to newsrooms around the country. Some of the most recognized names in journalism – Time, Newsweek, CNN, PBS, Slate – republish works from The Conversation.

Just the RIT experience in the short time of our partnership has been dramatic. The 16 articles pushed in the last six months have been read by nearly 350,000 people, and republished by [Scientific American](https://www.scientificamerican.com/article/how-do-forensic-engineers-investigate-bridge-collapses-like-the-one-in-miami/), [NPR](https://www.pbs.org/newshour/nation/why-wikipedia-often-overlooks-stories-of-women-in-history), [San Francisco Chronicle](https://www.sfchronicle.com/news/article/Space-weather-threatens-high-tech-life-12790256.php), [Newsweek](http://www.newsweek.com/space-space-storms-space-weather-technology-opinion-866372) and [outlets across the United States](https://www.mysanantonio.com/news/article/What-is-a-tariff-An-economist-explains-12755119.php), Europe and Asia. As a result of those articles, the writers have received requests for interviews for other media around the world, including academic publications. And each day, even more people read those stories, even more people learn about the strength and insights of RIT’s faculty.

If you have an idea to pitch or want to be considered for requests from The Conversation staff, email University Communications Director [Ellen Rosen](mailto:erruns@rit.edu). Or consider joining us for one of the upcoming workshops at which Conversation Editor Jeff Inglis will often tips on crafting pitches and developing story ideas.

**Scholarship and the Media:** Workshop on writing about your research for the general public. (choose one of the following times)

* 3 to 4:30 p.m. Thursday, Sept. 13
* 10:30 to noon, Friday, Sept 14
* 1:30 to 3 p.m. Friday Sept. 14

All workshops will be in Slaughter Hall, room 2130. Seating is limited.