



# THE CONVERSATION

The world's leading free, fact-based news source  
written by academics and edited by journalists.

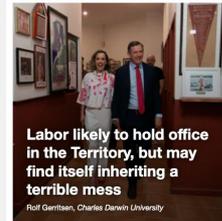
I'd like to acknowledge the Traditional Owners and ongoing custodians of the land we're meeting on today. I pay my respects to Elders past, present and emerging.

The Conversation also acknowledges the expertise of Indigenous researchers who've written for us.



# The Conversation

- Founded in 2011, The Conversation is an **independent** source of news and views, sourced from the academic and research community and delivered direct to the public.
- Our team of 24 professional editors work with university, CSIRO and research institute experts to unlock their knowledge for use by the wider public.
- The Conversation is a free resource: free to read and free to share.
- Very accessible - written at the level of an intelligent 16 year-old.



# Why?

- Clean information is as vital to democracy as clean water is to health.
- The Conversation works with academic experts to **inject evidence** into public debate.
- Our only agenda is to rebuild **trust** and serve the public by making knowledge available to everyone rather than a select few.
- Australia needs independent journalism now more than ever.



“

We're a little different from other news organisations.  
We only work with experts.  
We democratise knowledge.  
We do this as a charity.  
Without advertising.  
Without paywalls.

**Misha Ketchell**

Editor, The Conversation



# We are global

- Began in Melbourne in 2011.
- Now we have separate editions of The Conversation, in multiple languages, in sub-Saharan Africa, Canada, France, Indonesia, Spain, the UK and the US.
- Numerous articles are translated and republished by our international editions.



# We reach a large audience

August 2020

## The Conversation Australia / NZ

**7.9**

Million  
users onsite

**18.8**

Million  
reach through  
republication

## All Conversation editions

The Conversation has editions in US, Canada, UK, France, Spain, sub-Saharan Africa, Indonesia, and Australia / NZ.

**24.6**

Million  
users onsite

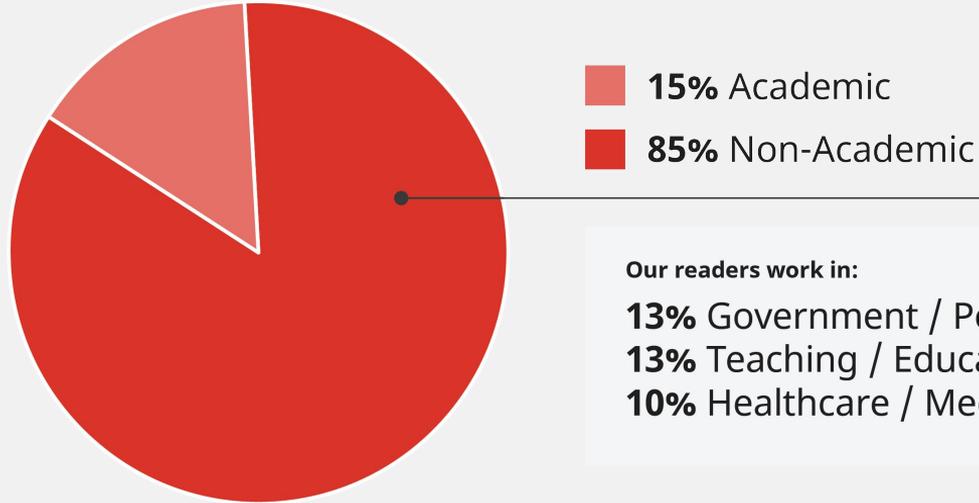
**60.1**

Million  
reach through  
republication

“In a moment pandemic reporting has been overtaken by partisan infighting, The Conversation has thrived by staying focused on the science.”

*Columbia Journalism  
Review*

# We reach a diverse audience



Our readers work in:

**13%** Government / Policy

**13%** Teaching / Education

**10%** Healthcare / Medical

*Kids like us too!*

## Articles on Curious Kids

Displaying 1 - 20 of 359 articles



THE CONVERSATION  
Australia

Know a young person with a burning question they want answered by an expert?

Ask your question at [curiouskids@theconversation.edu.au](mailto:curiouskids@theconversation.edu.au).

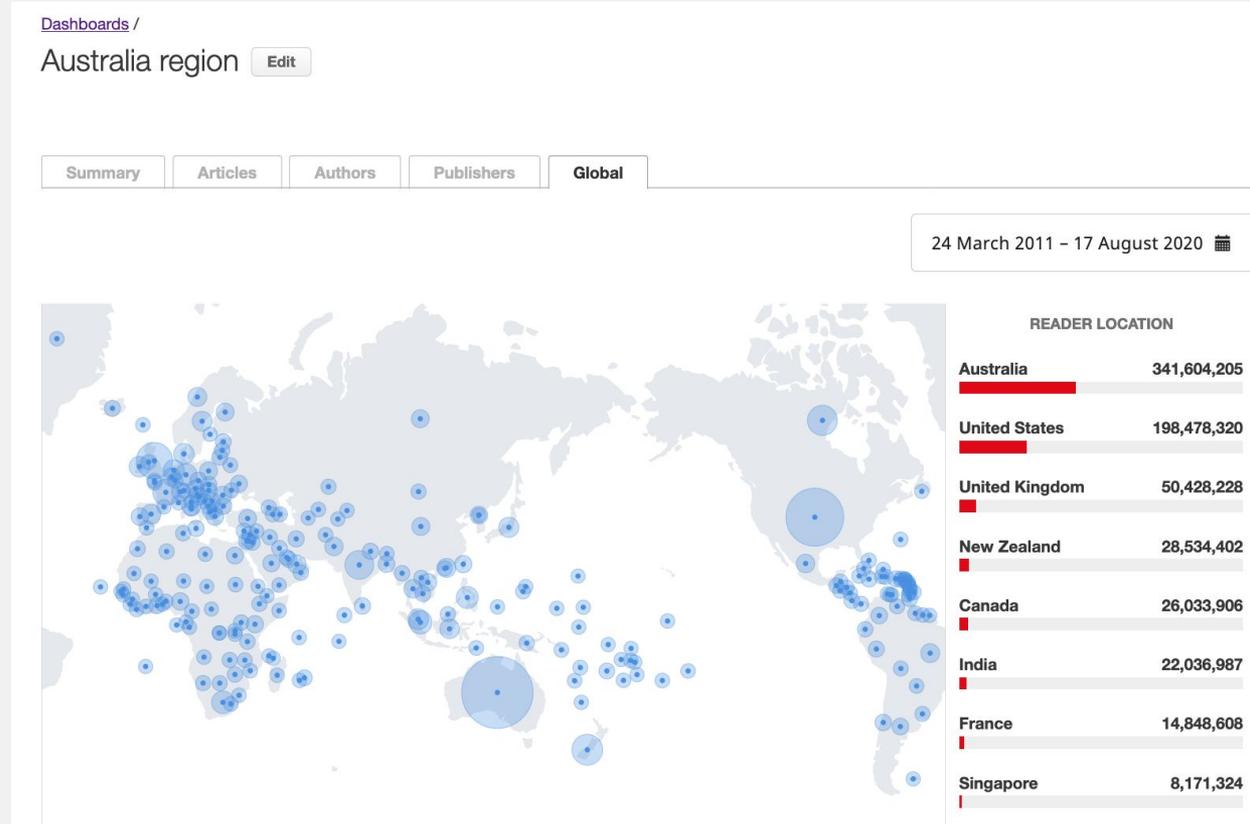
# We reach a global audience through our network of 20,000 republishers

- We believe in the free flow of information.
- So all our stories are free to read or republish – which is how we reach millions more readers through global media outlets.



# We reach an international audience

- More than half our readers are from countries outside Australia and New Zealand.
- USA, India, UK and Canada are the top four countries of origin.



## 3 key types of stories we publish

# Timely: New research, often tied to a journal article



The ancient landscape at Yarrabubba preserves traces of the world's oldest known asteroid impact. Shutterstock

The world's oldest remaining asteroid crater is at a place called Yarrabubba, southeast of the town of Meekatharra in Western Australia.

Our [new study](#) puts a precise age on the cataclysmic impact – showing Yarrabubba is the oldest known crater and dating it at the right time to trigger the end of an ancient glacial period and the warming of the entire planet.

### What we found at Yarrabubba

Yarrabubba holds the eroded remnants of a crater 70 kilometres wide that [was first described in 2003](#), based on minerals at the site that showed unique signs of impact. But its true age was not known.

### Authors



#### Aaron J. Cavosie

Senior research fellow, Curtin University



#### Chris Kirkland

Professor of Geology, Curtin University



#### Nick Timms

Senior Lecturer, Curtin University



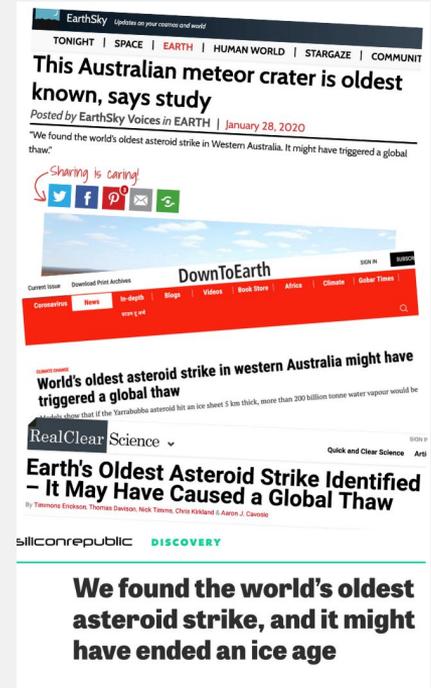
#### Thomas Davison

Research Fellow, Imperial College London



#### Timmons Erickson

Visting Research Associate, Curtin University



## 3 key types of stories we publish

# Timely: Rapid analysis of issues in the news

### Authors



**Jennifer Curtin**

Professor, University of Auckland

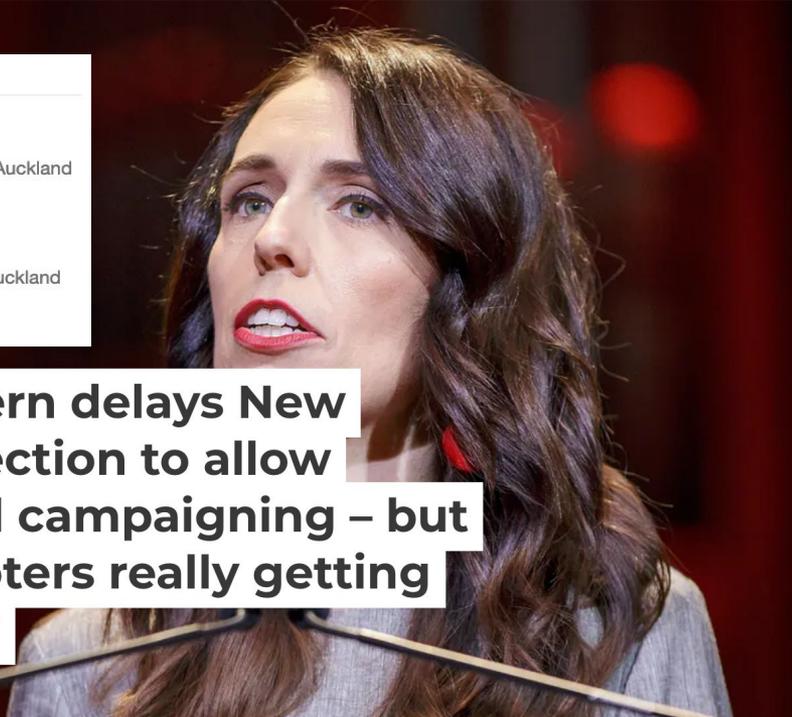


**Lara Greaves**

Lecturer, University of Auckland

**Jacinda Ardern delays New Zealand's election to allow conventional campaigning – but where are voters really getting information?**

August 17, 2020 10:39am AEST



The decision to delay New Zealand's 2020 general election to 17 October, according to Prime Minister Jacinda Ardern, was partly about voter and candidate safety and partly to allow parties to campaign fairly.

As much as anything, Ardern wanted to restore some sense of political certainty amid the ongoing COVID-19 crisis.



Jacinda Ardern has moved the election date to 17 October and says she will not be changing it again.

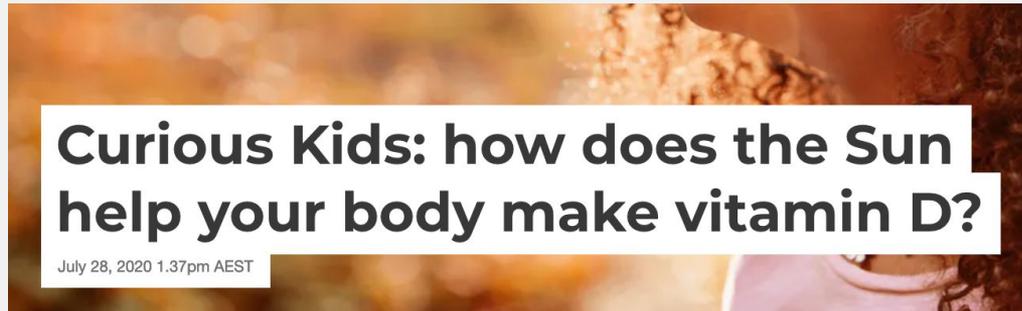
She wanted to provide Parliament and the public "certainty, a sense of fairness, and a sense of comfort to voters that this will be a safe election".

[rnz.co.nz/news/political...](https://rnz.co.nz/news/political...)



### 3 key types of stories we publish

**Timeless: tells an interesting story, answers an interesting question**



# We play a vital role in sharing research



After publishing with The Conversation our authors also:

- Are invited to speak at conferences (13%).
- Discuss the article with students (32%), colleagues and the public (76%).

## Cost-effective national and international impact



Raechel Johns, Michael James Walsh and Naomi Dale wrote University of Canberra's most-read article last year\*, with more than 310K article views worldwide with 73% of readers outside Australia. Their article was translated and published by The Conversation Spain and republished by 30 other news outlets including The Guardian, ABC, Huffpost Spain, El Mostrador (Chile), and Channel News Asia.

*\*Past year figures are for 1 July 2019 to 30 June 2020*

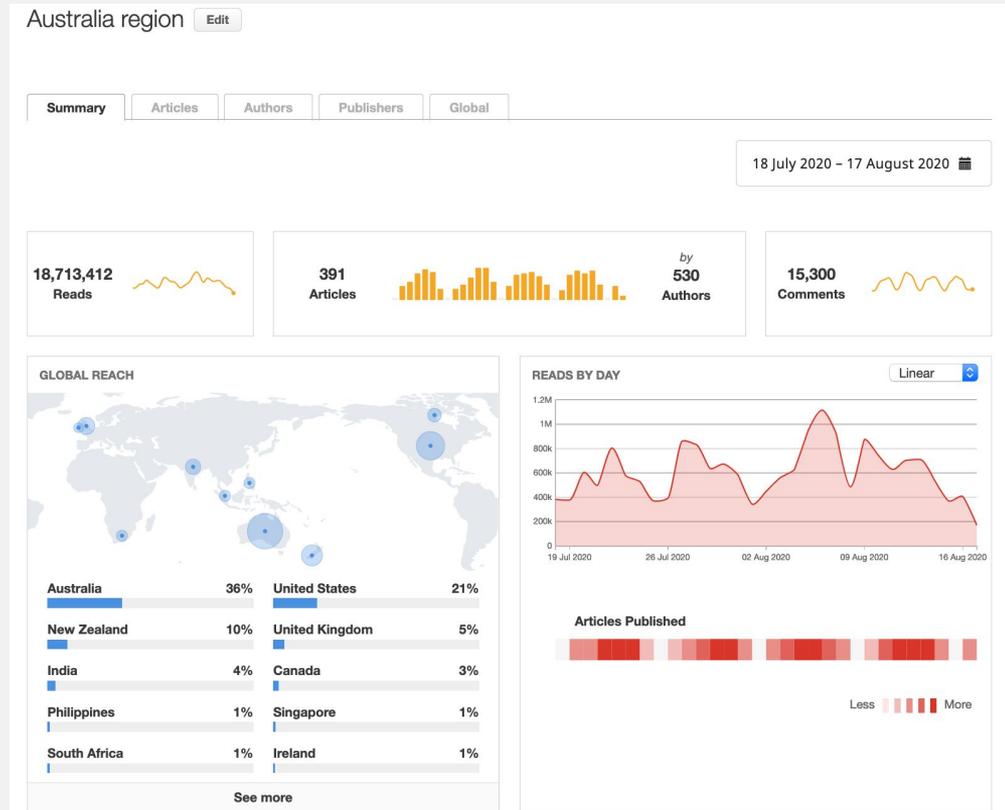
"When comparing the number of views of The Conversation article with the number of downloads of the original academic journal article (643), we feel that publishing in The Conversation has been a great opportunity and one that has enabled our research to be engaged with by the general public in ways we did not envisage."



**"We couldn't recommend highly enough to other researchers who want to engage the public to pitch their ideas to The Conversation."**

# Academics use our readership metrics

- Members can access real-time analytics.
- Contributors get their very own author dashboard.
- Useful for grant applications / impact and engagement metrics.



## Key points of difference

# Collaborative editing & shared final approval

The screenshot displays a collaborative editing interface. At the top, there is a navigation bar with buttons for 'History', 'Edit', 'Preview', and 'Mobile'. On the right side of this bar, there are buttons for 'Approvals' and 'Finish'. Below the navigation bar, the main editing area contains a headline field with the text 'The best article you've ever read!'. Below the headline is a rich text editor with various formatting options (bold, italic, link, etc.) and a 'Saved.' button. The editor shows the following text: 'This is text - hooray!', '## This is a heading!', '\*\*I AM TYPING ALL THE WORDS\*\*', 'This is an \*\*outreach\*\* article. It is \*\*FANTASTIC\*\*.', 'Type anything you want', and 'BEFORE WRITING PLEASE COMPLETE THIS DISCLOSURE STATEMENT ----->>>>'. To the right of the editor is a sidebar with two sections: 'Requirements' and 'Collaborators'. The 'Requirements' section lists two items: '1. All authors must complete a disclosure statement' and '2. Jonti Horner must approve the piece'. The 'Collaborators' section lists five users: Liz Minchin (Editor), Michael Lund (Editor), Molly Glassey (Editor), Veronika Meduna (Editor), and Jonti Horner (Lead Author). A red arrow points to the 'Request approval' button in the 'Approvals' dropdown menu.

History Edit Preview Mobile

Approvals Finish

Verbal approval Request approval

Headline

## The best article you've ever read!

H B I Link Image + Table Undo 100 words Readability

Saved.

This is text - hooray!

## This is a heading!

**\*\*I AM TYPING ALL THE WORDS\*\***

This is an **\*\*outreach\*\*** article. It is **\*\*FANTASTIC\*\***.

Type anything you want

BEFORE WRITING PLEASE COMPLETE THIS DISCLOSURE STATEMENT ----->>>>

Requirements

1. All authors must complete a disclosure statement
2. Jonti Horner must approve the piece

Collaborators

- Liz Minchin Editor
- Michael Lund Editor
- Molly Glassey Editor
- Veronika Meduna Editor
- Jonti Horner Lead Author

Lead Author

# Join us!

Join 135,000 subscribers to our morning newsletter.

On social media? Follow us @ConversationEDU

A screenshot of the website's header and a newsletter sign-up section. The header includes a home icon, 'Edition: Australia' with a dropdown arrow, a 'Donate' link, and a 'Get newsletter' link. Below the header is the site logo 'THE CONVERSATION' with the tagline 'Academic rigour, journalistic flair' and a search icon. The newsletter sign-up section features the heading 'Get newsletter', the title 'The Daily Newsletter', a description 'Get independent analysis on the issues that matter. Direct to your inbox by 7am each weekday, and on Saturday mornings.', and an 'Email' label above a text input field.

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## THE CONVERSATION

Academic rigour, journalistic flair

Get newsletter

### The Daily Newsletter

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Email