Today’s news written by our academics

What is The Conversation?
- The Conversation is an independent, online news and views outlet written by academics.
- Its creative commons publishing licence means other outlets can republish their articles online or in print for free, so what starts in The Conversation could end up in the Washington Post.

What’s in it for you?
- You will reach new audiences, raising the profile of your research, inspiring young people to take an interest in your subject and informing public debate.
- It’s a communications channel with an established readership, so you don’t need your own blog.
- You can share your research and views in your own words.
- You get expert advice and support from The Conversation’s professional editors.
- It gives you easy access to readership and republication metrics.
- It’s an opportunity to develop your transferable writing and communication skills.

Don’t forget
- Never write your article until your pitch has been accepted.

Pitching your article
- Read before you write. Check out whether The Conversation has already covered your angle.
- You’ll need to encapsulate your article in 100-120 carefully-chosen words.
- A good pitch should intrigue: get to the point; explain your angle; why you and why now.
- Editors receive dozens of pitches a day so your subject line needs to stand out from the crowd.
- You can pitch your article directly to The Conversation through the website, or with the help of your in-house Communications Team.

Writing your article
- Think about the audience. The Conversation is written by academics but not for academics.
- The first paragraph is the most important. It must grab the reader’s attention. Two sentences outlining the essential facts of your article, what’s new, relevant or surprising should do the trick.
- Remember the five Ws: who, what, where, when, why, and sometimes how.
- Write how people talk: explain complex ideas simply; use examples to illustrate a point; don’t get too technical and avoid jargon.
- Instead of using standard academic referencing, provide links to other news articles, research papers or abstracts to back up your facts.
- Stick to 600-800 words, unless your editor has asked for more.
- Finish by summarising your main point, or raise a question about what happens next.