

THE CONVERSATION

A quick guide to writing for *The Conversation Canada*

[The Conversation Canada](#) is a daily independent online publication, delivering analysis and explanatory journalism from the academic and research community directly to the public. It's a not-for-profit collaboration, where professional editors work directly with academics and researchers to publish articles for a wide audience. All of the content is published under a Creative Commons licence, which means major and specialty publications around the world can use content from *The Conversation* with full attribution to the author and their university. Queen's University is a founding member of *The Conversation Canada*. To date, 275 Queen's researchers have contributed 444 articles, generating more than 8.6 million reads globally.

What types of stories are they looking for?

Most of *The Conversation's* articles fall into one of these categories:

- timely, evidence-based analysis of issues making the news;
- articles explaining new research and its significance to a non-expert audience;
- timeless, plain English 'explainers' of complex issues.

Who can write?

To be a lead author on an article, you must be a current researcher or academic. Associate, adjunct, or honorary roles with universities are usually fine. PhD candidates and post-docs are also eligible. Master's students can write for *The Conversation Canada* if a professor is the lead author on the article. Authors can only write about their areas of expertise.

How to submit an article:

The first step is to [register as an author](#), then summarize and submit a [simple "pitch" form](#). Once submitted, the pitch is sent to the appropriate editor for consideration.

The University Relations team at Queen's is able to help you with this process and can review and edit pitch proposals. We also want to know what pieces are in the pipeline so that we can cross-promote your articles. Please contact, Melinda Knox, Director, Thought Leadership and Strategic Initiatives at knoxm@queensu.ca, if you are interested in writing for *The Conversation Canada*.

What happens next?

Once the editors at *The Conversation Canada* have received your pitch, they will let you know if they like your idea. You'll receive a response within a week (sooner if the pitch is time sensitive), but sometimes the volume of pitches means editors need more time to get back to you. If your pitch is accepted, the editor will send you an email with a link that allows you to submit the full story into their editorial system. The editorial system allows for collaborative and transparent editing. The editor will send you email updates about the progress of your story. Authors must also do a final approval before the article can be published.

After publication:

Authors have access to an analytics dashboard that shows how often the article has been viewed, what publications have published it, where it's been viewed around the world and other information. Queen's will also amplify the reach of your article by sharing it through channels such as the *Queen's Gazette* and central or faculty social media platforms.

For questions, please contact:

Melinda Knox, Director, Thought Leadership and Strategic Initiatives, knoxm@queensu.ca

Kayla Dettinger, Special Projects Officer, kvd1@queensu.ca

Julie Brown, Media Relations Manager, julie.brown@queensu.ca

Catarina Chagas, Coordinator, Strategic Initiatives, catarina.chagas@queensu.ca

Scott White, CEO | Editor-in-Chief of *The Conversation Canada*, scott.white@theconversation.com