

## Become a public voice

Working with *The Conversation* is more than just writing an article - it opens opportunities for scholars to become prominent voices in their fields, guiding the public with fact-based knowledge that helps to inform decisions. We asked our authors what happened after publication - 86% reported some kind of post-article impact on their career.



# 57%

are contacted by media for interviews in radio, print or television



# 24%

see increased citations for scholarly articles



# 36%

receive opportunities for academic collaboration



# 16%

report influencing policy makers



# 10%

were invited to speak at conferences or participate in panels



# 14%

used *The Conversation* metrics for funding or grant applications



# 4%

received book proposal or publishing opportunity



# 12%

were invited to write another article for a different outlet

As a result of their articles, our scholars have conducted interviews with:

- National & local NPR
- New York Times
- Washington Post
- Wall Street Journal
- National & local CBS News
- Sports Illustrated
- Vox News
- BBC
- Associated Press
- The Atlantic
- Sirius XM stations
- National & local ABC News
- National & local CNN
- Katie Couric Media
- And many, many more

## Sharpening Skills

*For many of our authors, working with us is their first experience writing for a general audience. Our editors provide one-on-one professional development experience in becoming a public voice. We asked our scholars about their experiences working with us.*

### Survey says...

**96%**

feel positively about their experience working with us.

**93%**

agree or strongly agree that they had a positive experience working with editors.

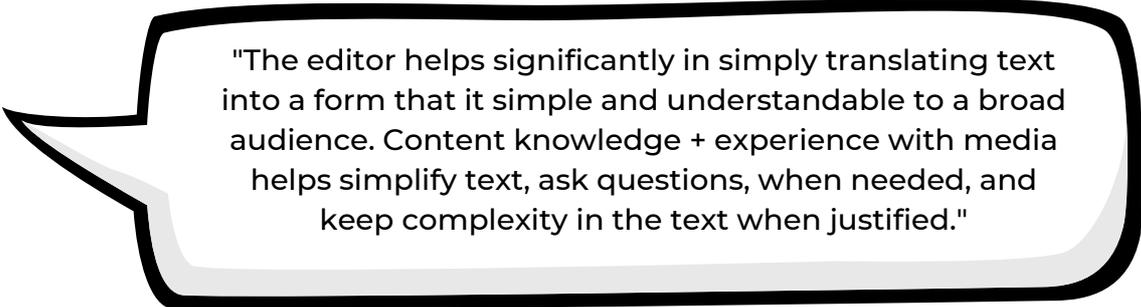
**95%**

say feedback given by the editor were given was helpful.

**94%**

are likely or very likely to recommend that a colleague write for The Conversation.

### Our authors say...



"The editor helps significantly in simply translating text into a form that is simple and understandable to a broad audience. Content knowledge + experience with media helps simplify text, ask questions, when needed, and keep complexity in the text when justified."

- "Communicating scientific topics to a broader group of readers is important for any scientist to be able to do, but it was more difficult than I had anticipated. By going through the editing process, I gained some experience."
- "I am an international scholar with English as a second language, and I'm been mostly writing academically for economics/management audiences, where the subject matters of my work tend to be dry and technical, so it's extremely valuable to have my editor's input on how to make the article easy to read for the general audience, choose the most relevant content while keeping the big picture clear."
- "At first, I did not like the prescribed format and organization. But as I started writing, I found it very helpful!"
- "I think the editors have done a good job with my work. They state their views strongly and succinctly and they leave the final decision to me. I can't say that every single back-and-forth is fun, but they're all civil and polite and the overall experience is congenial."
- "I really, really liked my experience working with the editors to improve my draft. I was surprised, actually, because peer review is often so painful. I expected it to be more difficult, but the editors I worked with were amazing."
- "I hadn't worked with journalism editors before. Learning about this type of writing was, I think, very valuable for writing that I have done (and will do) afterward."