Publishing with The Conversation

Scott White, Editor, The Conversation Canada
Nicola Katz, Federation for the Humanities and Social Sciences

March 28, 2018
Today’s agenda

• Housekeeping
• Speaker introduction
• Presentation by THE CONVERSATION
• Q&A
Housekeeping

• Use your chat box to ask questions anytime

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• Go to ideas-idees.ca/webinars for troubleshooting

• Slides and webinar will be posted after today’s event
Today’s speaker and moderator

Scott White
Editor
The Conversation Canada
(Speaker)

Nicola Katz
Acting Director of Policy, Programs, Communications and Membership
Federation for the Humanities and Social Sciences
(Moderator)
Journalism + Academia = Better Information!
“The purpose of journalism is to give people the information they need to make better decisions about their lives and society.”

*The Elements of Journalism*
*Bill Kovach and Tom Rosenstiel*
At a time when people need strong journalism more than ever, the business model of the legacy news industry is broken and may be beyond repair. What if Canadian academics, armed with years of knowledge, expertise and research relevant to many of today’s current events, could work with journalists to provide a new form of journalism in Canada?

A NEW MODEL
That’s exactly the model for The Conversation Canada – the seventh national edition of the global Conversation network. Since its launch in Australia in 2011, The Conversation has expanded to the U.K., the U.S., France, Africa and Indonesia.

CANADA IN A GLOBAL NETWORK
Academics can pitch articles to *The Conversation Canada* or our editors will reach out directly to find a scholar with expertise on the topic we want covered. We feature articles on a wide range of subjects: science, health & medicine, education, technology, politics, arts, economics & business, energy & environment and culture & society.

**HOW IT WORKS**
The Conversation Canada’s following since a June 2017 launch:

• 600+ articles published and 9 million page views; good social engagement
• Republished by CP, Chronicle-Herald, Toronto Star, Maclean’s, National Post, Washington Post, Quartz, Salon, the Guardian and science/medical sites
• 850+ registered academic authors from across Canada
OUR CULTURE & SOCIETY SECTION OFFERS UNIQUE PERSPECTIVES ON DISTINCTLY CANADIAN ISSUES
MANY INTERNATIONAL READERS

AMOUNT OF TIME SPENT ON CONTENT IS LONG BY MEDIA STANDARDS
The Conversation Canada is fully committed to starting a French-language edition in 2018. We are currently seeking funding to hire a “Launch Editor” who will commission articles and help raise funds. La Conversation Canada will work with French-language academics and researchers, develop partnerships and deepen relations with the French-language media in Canada.
We currently have support from 18 universities. *The Conversation Canada* advances their goals of expanding reach, building national and international profile, “knowledge mobilization” and promoting the work of young researchers. They get access to publishing metrics, workshops and training sessions from *The Conversation Canada* staff.

**WHY UNIVERSITIES BECOME MEMBERS**
MEMBERS AND SUPPORTERS

University of British Columbia
University of Toronto
University of Manitoba
Ryerson University/FCAD
Concordia University
Laurentian University
University of Waterloo
University of Calgary
Simon Fraser University
University of Alberta
University of Winnipeg
Memorial University
Emily Carr University
Queens University
Dalhousie University
University of Guelph
University of New Brunswick
York University
Thompson Rivers University
Bishop’s University
Carleton University
McMaster University
University of Saskatchewan
McCain Family Foundation
Lawson Foundation
SSHRC
CIHI
Brookfield Institute
Universities Canada

THE CONVERSATION
MEMBERS AND SUPPORTERS
We help translate academic knowledge to a wider public audience. Academics and researchers get access to a robust analytics dashboard which provides data they can’t get from traditional academic publications. The researchers can in turn use this data to demonstrate knowledge mobilization, an increasingly important element in grant applications.
DETAILED PUBLISHING ANALYTICS
The Conversation model is based on authors with expertise. To submit an article, you must be:

- A current researcher/academic with a Canadian university (professor, associate, adjunct, post doctoral, honourary/emeritus)
- A PhD candidate
- A Master’s student (with a professor as co-author)
To register as a potential author, go to: theconversation.com/become-an-author

Complete three short steps and you’ll be set to write.

1. Verify Institution
   Please identify your current institution.

2. Education History
   Tell us a bit about your formal qualifications.

3. Account Password
   Set your password, agree the terms and write!
Ask yourself these questions before pitching an idea:

- Is this your area of expertise?
- Can you translate tricky issues for others?
- Will this work for a broad Canadian and international audience, written and edited in plain language?
- What “news hook” makes this story timely or relevant?
Q & A

How to pose your questions:

Use GoToWebinar question box on your screen
Email us at membership@ideas-idees.ca
Tweet to the Federation @ideas_idees

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Thank you for attending today’s webinar!

✓ Fill in the webinar survey this afternoon

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