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FEDERATION FOR THE
HUMANITIES AND
SOCIAL SCIENCES

FÉDÉRATION
DES SCIENCES
HUMAINE

Vinita Srivastava

Senior Editor, Culture + Society

Producer + Host

Don't Call Me Resilient

The Conversation Canada

THE CONVERSATION

Our mission:

**Share knowledge. Inform
decisions.**



Journalism that fills the gaps



+4,800 articles
+4,000 authors



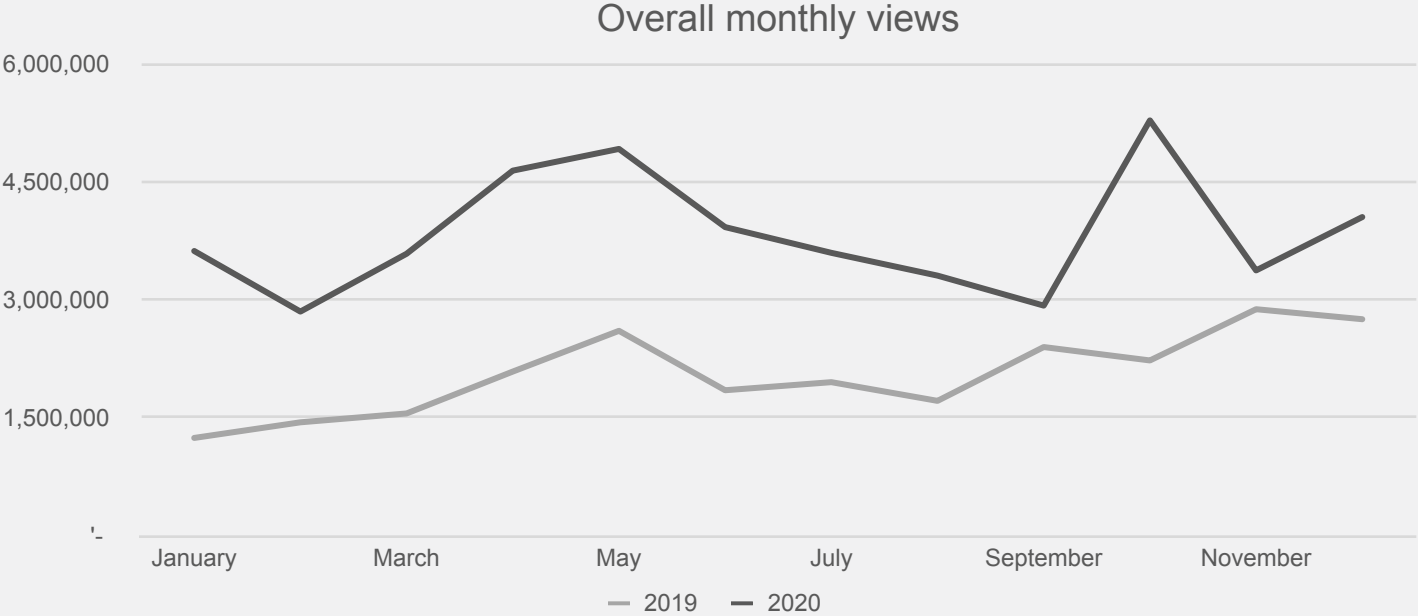
500+
republishers



+100 million
views since
launch

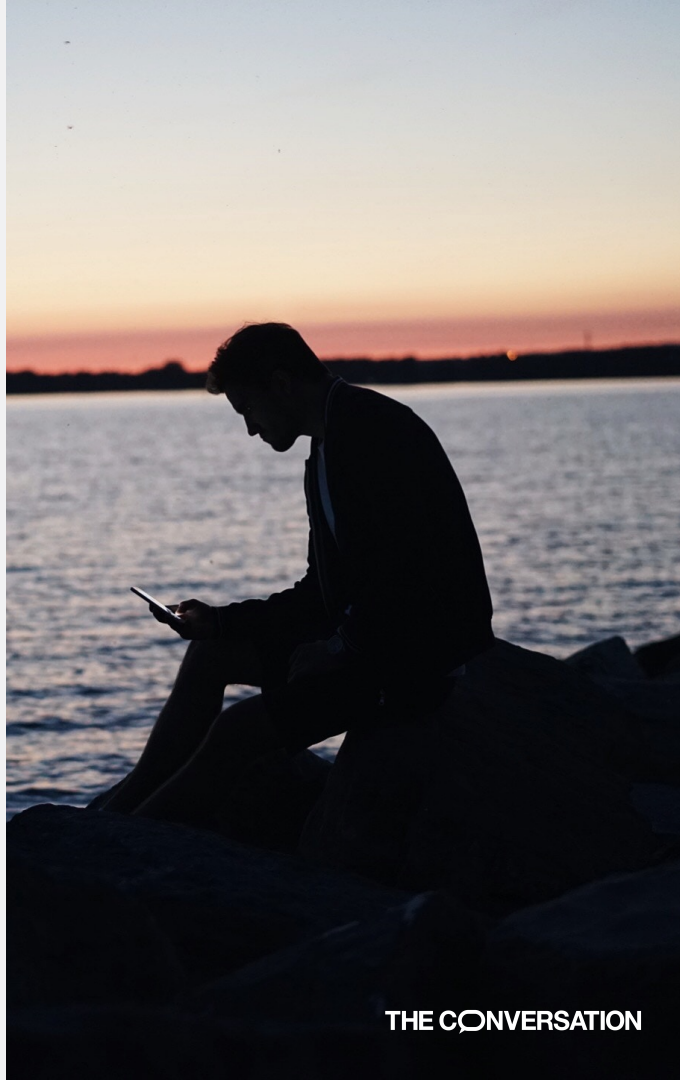
Global
audience

Pandemic-related audience growth



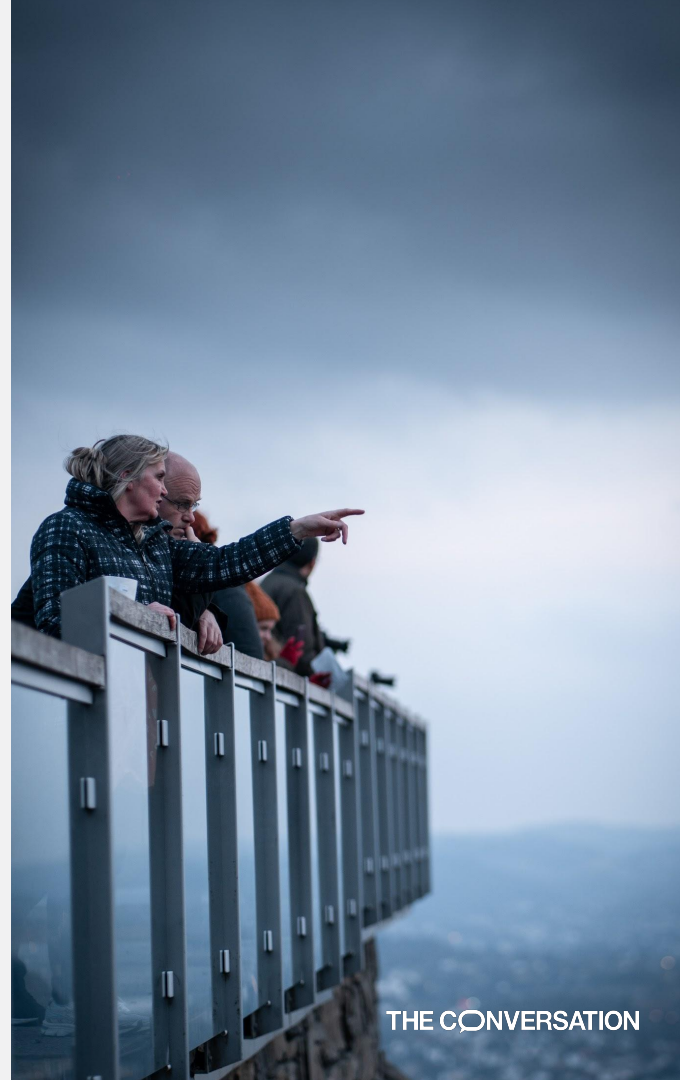
Our audience

- 50% of our views are "on site"; 50% through republishers
- About 30% of our audience is from Canada; 40% is from the U.S.; the rest is spread across the globe
- About 75% of readers come to our site via search; SEO is a major part of our audience strategy



Working together

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



Our authors

- *The Conversation* model is based on authors who have an expertise in the subject they are writing about.
- Our authors must be a current researcher or academic with a Canadian university: professors, associate, adjunct, post doctoral and honourary roles (emeritus positions). PhD and Master's students can also submit, but MA students must have a professor as a co-author.
- Community-based Indigenous researchers working with a university partner can also be a co-author.

Author Survey

Did publishing your article lead to any of the following?

- Contacted by other media 60%
- Discussions with students 35%
- Invitation to speak at conferences 17%
- Contacted for research collaboration 13%
- Contacted by government 8%
- Contacted by business 8%



Culture + Society section

- The Culture + Society section was created to provide a distinct home for stories about critical race, reconciliation and other important social issues.
- Vinita Srivastava and Haley Lewis are our C+S Editors who oversee coverage on a wide range of topics that are often overlooked by mainstream media.
- We are anxious to connect with Indigenous academics and researchers so they can share their knowledge with a wider audience.





No longer 'the disappeared': Mourning the 215 children found in graves at Kamloops Indian Residential School

June 1, 2021 7:17pm EDT

People across Canada, including this scene in Edmonton, have left shoes and candles at public displays in recognition of the discovery of children's remains at the site of a former residential school in Kamloops, B.C. THE CANADIAN PRESS/Jason Franson

Email

Twitter

Facebook

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Print

42

1.4k

Content warning: This piece contains distressing details about Indian Residential Schools

A macabre part of Canada's hidden history made headlines last week after [ground-penetrating radar located the remains of 215 First Nations children](#) in a mass unmarked grave on the grounds of the former Kamloops Indian Residential School.

Like [150,000 Indigenous children that were taken from their families and nations and placed in residential schools](#), the 215 bodies of children, some as young as three, located in Tk'emlúps were part of a larger colonial program to liquidate Indigenous nations of their histories, culture and foreclose on any future. To do this, Canada put its modern systems to "kill the Indian in the child."

Author



Veldon Coburn
Assistant Professor, Institute of Indigenous Research
and Studies, L'Université d'Ottawa/University of
Ottawa

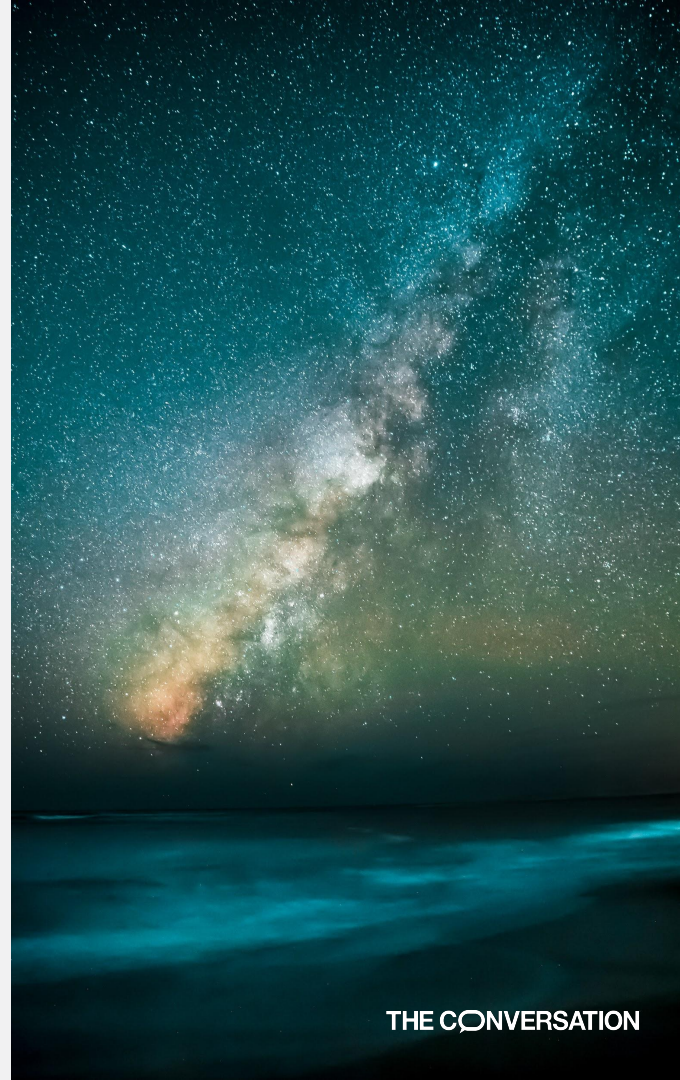
Disclosure statement

Veldon Coburn receives funding from the Canadian Institutes of Health Research and the Social Sciences and Humanities Research Council.

Partners

Why write?

- We help translate academic knowledge to a wider public audience.
- Academics get access to a robust analytics dashboard which provides data to show where and how often their article was read.
- Authors can use this data to demonstrate knowledge mobilization, an increasingly important element in grant applications.



What makes a good story?

- Does it have a link to a current news event?
- Does it draw on new research that is about to be published?
- Does it offer a unique or unexpected perspective?
- Does it offer a practical solution to everyday life challenges?



Writing tips

- Because you'll be writing for a general audience, the prose should be conversational and free of jargon.
- Near the top, you should try to include what, in journalese, is called the “nutgraf”: the main point of the article and why it's important now.
- We prefer our articles to be grounded in your own experience, or the work of others in your field. So, less of an op-ed and more of a research-based analysis.
- Any information presented (like statistics, relevant research, quotes, information obtained from other articles) should be cited within the text via hyperlinks.

Your pitch

Can you easily answer these
two questions?

1. In one sentence, what's your story? (50 word limit)
2. Why is it interesting or significant for non-academic readers? (100 word limit)

A new podcast

**Don't
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Questions?

