The place to go for fact-based journalism.

Improve society. Unlock knowledge.

Independent fact-based news, analysis & expert opinion, written by academics & researchers.

Vinita Srivastava
Senior Editor, Culture + Society
Producer + Host
Don't Call Me Resilient
The Conversation Canada
Our mission: Share knowledge. Inform decisions.
Journalism that fills the gaps

+4,800 articles
+4,000 authors

+100 million views since launch

500+ republishers

Global audience
Pandemic-related audience growth

Overall monthly views

January 2019 - November 2020

January: 1,500,000
March: 3,000,000
May: 4,500,000
July: 6,000,000
September: 4,500,000
November: 6,000,000

2019: Light grey line
2020: Dark grey line
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
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 | 7:13pm EDT

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'emlups were part of a larger colonial program to liquidate Indigenous nations of their histories, culture and foreclose on any future. To do this, Canada sought to make a space to ‘kill the Indian in the child’.

Author

Veetoo Callaham, Associate Professor, Institute of Indigenous Research and Studies, L’Université d’Ottawa/University of Ottawa

Disclosure statement

Veetoo Callaham: 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 Call Me Resilient
Questions?