



RESEARCH

and THE CONVERSATION

PARTNERING TO PROVIDE OSU EXPERTISE AND RESEARCH TO THE PUBLIC



WHAT IS THE CONVERSATION?

- The Conversation is a non-profit media organization. As a member institution, OSU receives requests for its experts to write stories to educate and inform the public.
- The stories are “explanatory journalism” that elaborate on research or current news.
- The Conversation does not solicit op-eds or commentary pieces.
- Stories in The Conversation can be picked up by many media outlets and shared around the nation and world.

WHY WRITE FOR THE CONVERSATION?

- As a land-grant university, OSU needs to let the public know about new information and knowledge that can help them live their best lives.
- This helps you better define and document your research in terms the public understands.

HOW DOES IT WORK?

- The scholars do the writing while collaborating with editors from The Conversation.
- The scholar keeps the byline.
- Editors help clarify the stories for the general public.
- The time frame for an article varies from only a day to a few weeks.
- The scholar has final approval on the story.
- The Conversation publishes stories under a Creative Commons — Attribution/No derivatives license. This means media outlets can republish articles online or in print for free, but they are not allowed to edit the material.

THREE WAYS TO START WRITING

Pitch a Story

The Conversation has an online portal where experts can pitch any story idea for consideration.

- Go to okla.st/conversationpitches.
- Sign up for an account if you do not already have one.
- Fill out the pitch form with all required information and submit.
- An editor from The Conversation will respond if there is interest.

Editor Partnership Program

OSU has an editor at The Conversation to help develop story ideas and provide feedback and direction on story ideas.

- Meetings are available by request to discuss research or possible story ideas.
- To sign up for a meeting contact harrison.c.hill@okstate.edu.

Expert Requests

Each day, The Conversation sends out a list of expert requests, which are story ideas for someone to cover.

- Interested in receiving these emails? Contact vprprograms@okstate.edu.
- These ideas are based on current news events.
- Respond quickly before another university does!

