



# 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](http://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](mailto: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](mailto:vprprograms@okstate.edu).
- These ideas are based on current news events.
- Respond quickly before another university does!

