

THE CONVERSATION

Share knowledge. Inform decisions.

Guide for new authors

Who can write for us?

- Academics, researchers or PhD candidates with a [member university or research body](#).
- [Indigenous Knowledge holders](#) who are collaborating on new research involving a member institution.
- Authors must be writing original work within their area of research expertise.
- Authors must disclose all potential conflicts of interest. We will decline articles with clear vested interests.
- Our preference is for articles with one author. Let us know if you plan to write with a co-author; they can't be added once an article is in progress.
- Contributors are not paid.
- We *do not* publish paid or unpaid public relations material.
- Authors are required to disclose to editors if artificial intelligence is used in the preparation of an article for The Conversation and provide details of how the AI was deployed.



How to sign up

- Go to our [Become an Author page](#).
- Verify your member institution email.
- Fill in your profile with a descriptive job title eg. Professor of Indigenous Studies or PhD Candidate, Pharmacy – not just “Lecturer”.

Boost your chances of a successful pitch

We receive far more pitches than we can publish. So *before* you pitch – read [The Conversation](#). Join 220,000+ others who read our free daily [AU&NZ email newsletter](#) or [NZ weekly email](#).

You'll see how experts explain complex topics in clear, plain English. You'll also save time – because you won't pitch something our readers already know.

Ready to pitch?

Once you're signed in as an author, go to the [Australian](#) or [New Zealand](#) pitch page. Click “Yes”. Answer these questions:

1. In one sentence, what will your article say? (50 word limit)
2. Why do our [non-academic] readers need to know about this? (100 words)
3. What key points/examples will you use? (150 words)
4. Do you or any co-authors have any conflicts of interest?

What do we publish?

- Timely, evidence-based, plain English analysis of issues in the news.
- New research, of interest to a broad, non-academic audience.
- Timeless analysis or “explainers”, making sense of complex issues.

Pitch to publication

Life cycle of a story

1. You “pitch” to us, or we contact you.
2. If accepted, we agree on what you’ll write and the word count (usually 600-800 words).
3. Sign into your author account.
4. Write and file your draft.
5. Your editor edits, adds images and crafts a headline.
6. We hand it back for checks, changes and your final approval.
7. Once it’s been approved by you and a senior editor, we’ll publish.
8. We work to get other media locally and worldwide to [republish](#) it.
9. Post-publication, [authors are often approached](#) by journalists, industry leaders, policymakers and other researchers. You can track those impacts on your author dashboard.



Writing tips

- Pitch in advance – don’t wait til your findings are “old news”.
- Include a taste of your best quotes, examples, images, video or charts.
- Is your issue making headlines now? Pitch fast. Let your media team know.
- If it’s not urgent, ask for media team feedback before you hit submit.
- Write short sentences. Aim for 30 words or fewer.
- In your first three to four sentences, cover: what’s new? Why does it matter to non-expert readers? Why now?
- If it’s your own new research – say so!

Read more [tips](#) from our chief of staff.

Author approvals

At The Conversation, nothing can be published without final approval from the lead author. You’re safe to tell us about embargoed or confidential new research – including in pitches.

If you are the lead author, you will be asked to review your story before it’s published, including all edits on the main text, images and the headline.

Our editors write headlines designed to appear high up in Google searches and attract republishers. A good headline can mean the difference between 10,000 vs 100,000 page views.

Please do your final review carefully, before hitting approve. A senior editor then does a final check. They may also request changes for you to approve.

Post-publication changes are rare and only for corrections. These will be noted on the article.

Comments on our homepage are now closed by default, unless you ask us to open them. Social media posts usually allow comments, as it helps far more people see your work. But we can close those comments too, if need be.

Good luck! We hope to see you join The Conversation.

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Australia & New Zealand