



THE CONVERSATION

UT is a member of The Conversation—an independent source for news articles and informed analysis written by the academic community and edited by journalists for the general public. Through our partnership, we seek to provide a better understanding of the important work of UT’s faculty.

All articles on The Conversation’s website are authored by scholars who write on their area of expertise, working with professional editors to ensure that their knowledge is conveyed in language accessible to the widest possible audience.

SIGN UP FOR OFFICE HOURS

Join the News and Information Team and an editor from The Conversation for office hours at 10:30 or 11 a.m. on Tuesdays. This is an informal opportunity to share faculty expertise, latest research, or lend insight into a trending topic. Want to learn more? Sign up for office hours by emailing utnews@utk.edu.

HOW THE CONVERSATION'S MODEL SHARES FACULTY EXPERTISE

Since January of 2020, The Conversation published **56 articles** by **52 UT faculty members**. The articles had **over 1.5 million reads** with more than 400,000 reads outside the United States.

The articles were republished in **233 countries** including Canada, the United Kingdom, and Australia.

The articles have been republished in more than **140 outlets**, including the Boston Globe, Chicago Sun Times, EcoWatch, Fast Company, IFL Science, Slate, St. Louis Post-Dispatch, U.S. News and World Report, and Vox.

THE CONVERSATION IS A KEY TACTIC IN HIGHLIGHTING RESEARCH THAT IMPROVES LIVES AND CHANGES THE WORLD.

The News and Information team is committed to helping faculty members find success in pitching articles.

OUR TEAM WILL:

- Suggest pitches to faculty members based on trending news topics
- Field expert requests from The Conversation and collaborate with faculty on potential opportunities
- Connect editors researching specific topics for The Conversation with faculty members
- Provide ongoing presentations to faculty about the benefits of writing for The Conversation
- Work to further amplify an article’s reach through university-specific channels
- Notify local outlets and relevant trade publications to articles from The Conversation available for republication

DON'T JUST TAKE OUR WORD FOR IT

"I have published four items in total and with each piece, I am grateful for the active hand the editors take in helping me translate my research into actionable public knowledge. Especially valuable are the analytics provided by the Conversation, allowing me to see the footprint of my commentary, the number of readers and where those readers are."

DEREK ALDERMAN

College of Arts and Sciences,
Professor of Geography

"I wish I could hire these editors to read over everything I write! They made my article so much stronger. I also feel like I now have a relationship with the editors, which will only make it more likely that my proposals will be accepted in the future. They have even asked me to submit more, so I'm hoping to do that in the spring. I would happily write for The Conversation again, and I'm very thankful to you and others in the UT media office for providing me with this opportunity!"

CHRISTOPHER OJEDA

College of Arts and Sciences,
Assistant Professor of Political Science

"The editor guided the outline of the piece and helped craft the initial draft into something that was a bit more widely accessible to a general audience. I did receive feedback on the piece from non-UT/non-local people who commented on it, so I do think it brings our work to a wider audience outside of my usual journal publications."

NICOLE MCFARLANE

Tickle College of Engineering,
ADVANCE Associate Professor

"The editorial assistance and submission system made the process particularly easy. I especially appreciate the dashboard for authors which allows for article tracking and interactions with readers."

ANDREW MUHAMMAD

UT Institute of Agriculture,
Professor of Agricultural and Resource Economics

"My article in the Conversation allowed me to show how relevant my work is in the context of real-world problems. I enjoyed writing an article about a current event that is purely based on my science, and think it is important for scientists to provide such resources to the public. I also got to get my work out to a larger audience than I would through scientific articles or other outlets. It is one of the writing pieces that I am most proud of. The editors were extremely professional. They gave me freedom to tell my story while giving me suggestions that helped improve it. I look forward to working with the Conversation again when the next relevant news story hits."

KELSEY ELLIS

College of Arts and Science,
Associate Professor of Geography

"The university partnership with The Conversation is extremely helpful, especially for junior faculty. The staff not only helps to minimize academic jargon but also provides visibility for your research."

DEADRIC WILLIAMS

College of Arts and Sciences,
Assistant Professor of Sociology