

# YOUR VOICE IS IMPORTANT... BE PART OF THE CONVERSATION.

[WWW.THECONVERSATION.COM](http://WWW.THECONVERSATION.COM)

Through MSU's partnership with The Conversation ([theconversation.com](http://theconversation.com)), faculty have gained exposure and new opportunities through publishing with this prominent national and international news outlet.

The Conversation is an independent source for informed commentary and news analysis, written by the academic and research community and edited by journalists for the general public. The Conversation aims to promote better understanding of current affairs and complex issues.

In writing articles on their area of expertise, scholars work with professional editors, but retain final approval.

The Conversation covers social sciences and the humanities, science and technology, health, education, and the environment, offering commentary on the big issues of the day, as well as the latest research news and breakthroughs.

Contributions ensure the voices of researchers are part of the public square, driving more readers to scholarly articles. Writing often connects scholars in unexpected ways to other academics, as well as the general public.

MSU faculty members have published more than 125 articles on The Conversation. These articles have been read more than 7.5 million times and been published in many national media outlets. Faculty members also have made professional connections as a result of exposure in The Conversation.

Through The Conversation, some of the news outlets publishing MSU faculty articles are:

- Washington Post
- CNN
- CNBC
- Salon
- The Guardian
- Smithsonian Magazine
- Business Insider
- Daily Mail
- Time
- Univision
- PBS
- IFLScience

In order to recognize the importance of sharing research with a wide variety of audiences, ORED will provide a \$500 incentive for any MSU faculty member whose work is successfully published in The Conversation.

Contact Allison Matthews at [amatthews@opa.msstate.edu](mailto:amatthews@opa.msstate.edu) or Harriet Laird at [hlaird@opa.msstate.edu](mailto:hlaird@opa.msstate.edu) in MSU's Office of Public Affairs to discuss article ideas. For more on writing for The Conversation, visit <https://theconversation.com/us/introduction>.

# FACULTY WHO HAVE WRITTEN FOR THE CONVERSATION REPORT MULTIPLE BENEFITS:



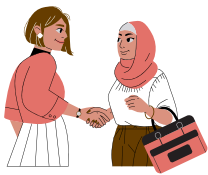
**57%**

were contacted by media for interviews in radio, print or television



**24%**

saw increased citations for scholarly articles



**36%**

received opportunities for academic collaboration



**16%**

reported influencing policy makers



**10%**

were invited to speak at conferences or participate in panels



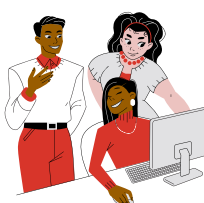
**14%**

used The Conversation metrics for funding or grant applications



**4%**

received book proposal or publishing opportunity



**12%**

were invited to write another article for a different outlet



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