Paying respect: a lesson from CDU
Welcome to my Country: seeing the true beauty of life in Bawaka

Djapana – sunset – at Bawaka in North-East Arnhem Land. Sarah Wright, Author provided

Tony Abbott is spending this week in North East Arnhem Land, part of his long-held hope “to be not just the Prime Minister but the Prime Minister for Aboriginal Affairs”. We asked our experts: what stories does the PM need to hear while he’s in the Top End?

When ngapaki, non-Indigenous people, come to Bawaka they see the beauty of the blue sea and
University challenge: global reputation

UQ falls out of top uni rankings

Chris Honnery

The University of Queensland has dropped out of the top 100 prestigious universities around the world, according to new reputation rankings.

Times Higher Education's Top 500 Most Reputable Universities in the World for 2016 list will be released today, and UQ no longer rates among the world's best.

The list was based on a survey of more than 10,000 published academics worldwide, who were asked for their top university in terms of research and teaching.

UQ, which prides itself on being in the "world's top 50" according to the separate QS World University Rankings, has dropped out of this year's list after rating in the 81-90 band last year.

"Reputation is the global currency of higher education," the said. "It may be subjective, if not always fair, but it matters deeply."

The clear lesson, in the sixth year of this annual list of the world's most prestigious universities, is that we have a firmly entrenched elite group of global university super stars," Mr Baty said.

"But outside this tiny super group, the global higher education world is changing, and some leading lights in the US and UK, for example, household names, have lost ground, while universities in China, Hong Kong, Japan and South Korea are all making progress.

"We now have a Chinese university in the world's top 100," he said.

@LizMinchin, Senior Editor @ConversationEDU
Rankings rely on putting your uni on the map

Watt's it all mean: Given UQ's out-of-the-box performance in today's ARC grants (to be released at 9am), Hoj has left been scratching his head as to why both it and Monash topped this year's Nature index for research publications in a swag of prestigious journals, but both dropped out of the top 100 of the Times Higher Education's reputation ranking. Part of the issue which reputation rankings, bemoaned Hoj, is that most people don't know where Queensland is, never mind be able to sell it.

THE AUSTRALIAN
MAY 6, 2016 7:57AM
How do you beat the tyranny of distance?
Women still find it tough to reach the top in science

March 24, 2015 6.15am AEDT

Republished internationally, including to IFLS’s 22 million followers
Indonesia’s vast mangroves are a treasure worth saving

April 20, 2015 2:52pm AEST
5 years of a fast-growing Conversation

Monthly Audience

3.3 million users on site
35 million reach through republication

Analysis and Comment

Health Check: how to get off the couch and into exercise

Starting an exercise regime from scratch can be daunting. Krissa Corbett Kavouras/Flickr

Disclose political donations in ‘real time’: Sinodinos
Michelle Grattan, University of Canberra
Cabinet Secretary Arthur Sinodinos has urged that political donations should be disclosed in 'continuous real time'.

Antibody injections could be

@LizMinchin, Senior Editor @ConversationEDU
CDU’s member analytics – and who gets them

Dashboard

646,374 Reads
126 Articles
by 47 Authors
3,458 Comments

GLOBAL REACH

Australia 70%
United States 13%
United Kingdom 3%
India 3%
Canada 2%
New Zealand 1%
Germany 1%
France 1%
Singapore 0%
South Africa 0%

READS BY DAY

Articles Published
Less | More

July 14, 2011 – May 23, 2016
Now underway: developing impact metrics

Tim Cahill joins The Conversation as Chief Data Scientist. He is Adjunct Research Fellow at Swinburne University of Technology and Director at Research Strategies Australia. He was formerly Director, Research Performance and Analysis at the Australian Research Council.
Some stories are too urgent to wait for a journal

As Papua New Guinea faces worsening drought, a past disaster could save lives

@LizMinchin, Senior Editor @ConversationEDU
As Papua New Guinea faces worsening drought, a past disaster could save lives

Date: 26 Aug 2015
Source(s): Conversation Media Group, the

I was amazed by the response to my article on Papua New Guinea’s worsening drought, including seeing it republished by the United Nations Office for Disaster Risk Reduction. I really appreciated how you helped craft it into a good piece that’s been read by policy practitioners around the world, including in the US, PNG, UK and beyond.

Dr Mike Bourke, Visiting Fellow, Australian National University

@LizMinchin, Senior Editor @ConversationEDU
You don’t have to work in Canberra or Sydney

Domestic violence and Facebook: harassment takes new forms in the social media age

November 30, 2015 2:14pm AEDT
To have a national policy impact

Dr Ostini was invited to join the inquiry’s academic panel by the office of Queensland Senator Glenn Lazarus, which became aware of Dr Ostini and Dr Hopkins’ research into technology violence in relationships through an article they jointly published on The Conversation website.

“One concern I raised at the Inquiry was that regional police don’t know how to respond when women come to them wanting to report revenge porn… One recommendation of the inquiry report was for all frontline police to receive training in how to respond. I think it’s a big win.

“My co-author Susan & I are very small fish – even at our own university – and yet because we’d written our articles for The Conversation, we got an opportunity to contribute to a national policy discussion that otherwise wouldn’t have come our way.” Jenny Ostini, University of Southern Queensland
Sharing knowledge has measurable value

Compiled by John Pickering, University of Queensland

4 articles in The Conversation
Republications include:

* Conversation readership: 216,458

* Total media reach attributable to The Conversation: 2,831,826 readers/viewers

* Total advertising space rate value: $1,905,084
5 years of a fast-growing Conversation

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THE CONVERSATION
Academic rigour, journalistic flair

Analysis and Comment

Health Check: how to get off the couch and into exercise

Starting an exercise regime from scratch can be daunting. Krisssa Corbett Kavouras/Flickr

Formally starts as Malcolm Turnbull goes to the governor-general
Michelle Grattan, University of Canberra
Prime Minister Malcolm Turnbull is going to Government House to obtain a double-dissolution poll on July 2.

Disclose political donations in ‘real time’: Sinodinos
Michelle Grattan, University of Canberra
Cabinet Secretary Arthur Sinodinos has urged that political donations should be disclosed in 'continuous real time'.

Antibody injections could be

@LizMinchin, Senior Editor @ConversationEDU
Editors in UK, US, Indonesia, Sth Africa & France

Where we have editors now + global article views generated by each region – Australia (inc Jakarta), Europe, US & Africa – in 2015 alone.
The Conversation’s influential followers here & overseas

#Closing the research gap between Africa and the rest of the world
@TC_Africa

Richard Dawkins
No you’re not entitled to your opinion. Or you’re not entitled to have it taken seriously unless you have evidence. bit.ly/OaLtxl

Ricky Gervais
I wish everyone had to read and understand this before they were allowed to talk to me bit.ly/OaLtxl @RichardDawkins @SamHarrisOrg

Noor Al Hussein
Syria’s refugees: time to get serious about preventing next generation of Arab Youth
@US_Conversation

John Podesta
Climate change threatens species abundance. Polar bears tied to melting ice face habitat loss.
@US_Conversation

@LizMinchin, Senior Editor @ConversationEDU
Good afternoon,

Below are our AM stories for tomorrow. Note these are subject to change. Click on the author name to access their profile and all available contact information.

**AM Stories, scheduled for 21st January**

**Nine business bets for our emerging digital economy**
As we become more literate in the digital economy, these 9 opportunities will only grow.

Marek Kowalkiewicz

**ATAR cut-off scores are mostly meaningless – here's why universities should resist publishing scores**
It is more important to make sure students entering universities get the support they need, rather than to have preconceived views of where universities should set ATAR cut-offs.

Peter Dawkins
How the ABC finds you via The Conversation

The Conversation's rich database allows us to find the right person at the right time. And The Conversation's daily "heads up" email – which outlines which academics and what articles it is publishing – has become a crucial tool that many ABC producers now rely on to find trusted experts who can explain the big issues people care about.

Both resources are used by producers to source ideas and people to appear on our radio and television shows, with particular use made by RN's AM and Breakfast, local and national radio – especially the morning shows which help drive the news agenda for the day.

As the national broadcaster, the ABC provides essential context and vital information to millions of people every day through the web, television and radio. The Conversation helps us do that better.

Gaven Morris  
Director News
Plain English ‘readability’ = greater global reach

Our Readers Are

80% non-academic

Readability

You are currently writing for high school students. This allows you to reach a wider audience.

Word count: 920
Average words per sentence: 20
Syllables per word: 1.63
Character count: 5,753

How can I improve the readability of my article?

- Sentences with 17 words or less are easier to understand.
- Keep paragraphs to a maximum of three sentences.
- Eliminate acronyms.
- Avoid jargon.
- Avoid stringing together multiple prepositions.
- Don’t use nouns.

What human emotions do we really want of artificial intelligence?

@LizMinchin, Senior Editor @ConversationEDU
How we’re different: proper disclosure

Disclosure
This will appear alongside your article

Our goal is to ensure your work is not compromised in any way. We therefore ask all authors to disclose any potential conflicts before publication. This avoids any post-publication issues and claims of conflict.

Do you work for, consult to or own shares in any company or organisation that would benefit from this article?

Yes  No

Do you receive, or have you previously received, any relevant external funding, including Research Council grants?

Yes  No

Do you have any other relevant affiliations that should be disclosed? This includes currently being a member of or volunteer for a political party, industry association, not-for-profit group or other politically active bodies.

Yes  No

If you have any questions about what you should disclose, please contact your editor.
Authors retain final approval
We also take online comments seriously

Community standards and participation guidelines

We want The Conversation to be a place for intelligent discussion. By posting, you are contributing to independent, fact-based debate. We want the discussion of an article to be more illuminating than the original article and we need your help to do that. Please help us keep these guidelines to help keep things on track.

In brief

- Don’t attack people and don’t respond to attacks — report them and move on
- Keep your posts on topic and constructive
- Take responsibility for the quality of the conversations you take part in
- Above all, respect others and their opinions.

Be you

We require real names: they help us maintain a transparent forum. We reserve the right to delete comments made under aliases.

Be considerate

We’re here to talk about ideas, not the people behind them.

We’ll delete: personal attacks directed at anyone; all forms of discrimination (or posts that could be interpreted as such); posts we believe exist only to provoke or mislead; posts identifying or sharing personal contact details. We will also delete comments that do not follow the community guidelines.

chelsea bond @drebond - May 20
My latest piece on Why I struggle with SBS's #strugglestreet @AnnastaciaMP @InalaWangarra theconversation.com/why-i-struggle ... via @ConversationEDU

Why I struggle with the idea of Struggle St filming in my suburb
Residents of Inala, a poor neighbourhood in Brisbane, don’t need a voyeuristic TV show telling its audience the same tired narrative about pov... theconversation.com
How do you join The Conversation?
Dear colleague,

Following morning conference, today we are seeking academics on the following. If you have someone to recommend, please provide the name to the listed editor who will get in touch with the expert to gauge their interest and discuss the brief.

1. **Arts + Culture** Looking for analysis/article/thematic reading on Tim Winton’s Island Home. What does it tell us about the way Australia shapes us. Contact Paul Dalgarno.

2. **Arts + Culture** An explainer on psychogeography – with reference to Ghost River, by Tony Birch, and/or Island Home, by Tim Winton. (Or any other pertinent texts that could illustrate psychogeography in a literary context). Contact Paul Dalgarno.


4. **Health + Medicine** Law firm Maurice Blackburn is considering a case arguing poker machines are in breach of consumer law because of misleading and deceptive conduct, including "losses disguised as wins". I am looking for a consumer psychologist or neuroscientists who studies addiction to discuss possible stories based on the move. Contact Reema Rattan.

Additionally, please let us know of new or near-completed research so we can follow up for potential coverage.

This daily expert request briefing is sent exclusively to media teams at partner and member universities. To add colleagues to this distribution list,
Or pitch on our site (big changes are coming)

Author guide: pitching & writing for The Conversation

TheConversation.com is an independent, not-for-profit educational website, helping academics and researchers share their expertise with a broad, global audience.

We currently publish editions in Australia, the UK, US, South Africa and France: theconversation.com/au, theconversation.com/uk, theconversation.com/us, theconversation.com/africa and theconversation.com/fr. We also have a Jakarta Editor.

But our reach extends far beyond those countries through free, international republication.

A broad audience, from kids to politicians

Our Readers Are
- 80% non-academic

Monthly Audience
- 2.7 million users on site
- 23 million reach through republication

64% employed full or part time
22% studying full or part time
52% have a household income of over $100,000
56% are under 45

17% academicians
12% gov, policy or public sector
13% teachers
10% healthcare/medical
26% of teachers use the Conversation as a classroom resource

Pitch an idea

Got a news tip or article idea for The Conversation?

Tell us

@LizMinchin, Senior Editor @ConversationEDU
What kind of stories are we looking for?

**New research**

Reducing emissions alone won’t stop climate change: new research

**News hook**

Indonesia needs more than hashtags to defy terror

**An explainer**

Explainer: what is mass?
What kind of stories are we looking for?

FactChecking a politician or influential figure

Fact Check: is there zero economic benefit from high immigration?

October 8, 2015 2.14am AEDT

A fresh (sometimes contrarian) take on an old issue

Do we need more police, or are there better ways to cut crime?

January 15, 2016 6.22am AEDT

A new listicle

Five trends that will define the world’s forests in 2016

January 19, 2016 6.23am AEDT
Can you tell readers something they don’t know?

The Conversation Australia has just **18 section editors**, who receive **hundreds of pitches daily**. We have to prioritise the pitches we can accept.

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<th>Inbox</th>
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@LizMinchin, Senior Editor @ConversationEDU
Instead of submitting a pitch like this...

"I plan to write an article that ultimately questions the concept of socialism as a historical ideology, its buzz-word-status in the 21st Century and the new emerging values, built on pragmatic social-democracy that have possibly overtaken Socialism. I will then explain my conclusion as to why Socialism is well and truly out of context in modern Australian politics and my proposition of a ‘new way forward’, which calls for the reasonable regulation of capitalism, champions the right to cultural, racial and religious freedom and calls for a modernisation of democratic politics, which combines the engagement of industrial relations, paired with ethical business leadership in economic and social reform."
April 30 marks the end of WA’s controversial baited drumline program for mitigating shark hazard.

We have undertaken a survey of over 550 ocean-users and find that ocean-users encounter sharks regularly, and oppose mitigation strategies that involve killing.

On April 30 our short paper detailing results will be published online in the journal ‘Australian Geographer’. As such, a piece for The Conversation published on April 30 or May 1 would be very timely.
A Menzies story worth more national attention

If you’re born underweight, like this little baby on the left, it can make a world of difference to your lifelong health. Menzies Health, CC BY-NC-ND

Authors

Gurmeet Singh
Senior research fellow and director of Life Course Studies, Menzies School of Health Research

Susan Sayers
Principal research fellow, Menzies School of Health Research

Disclosure statement

Gurmeet Singh receives funding from NHMRC.

Susan Sayers does not work for, consult, own shares in or receive funding from any company or organization that would benefit from this article, and has disclosed no relevant affiliations beyond the academic appointment above.

The Conversation is funded by CSIRO, Melbourne, Monash, RMIT, UTS, UWA, ACU, ANU,
We worked together to show why it matters

Australia’s 7 Up: the revealing study tracking babies to adults

Tony Abbott is spending this week in North-East Arnhem Land, part of his long-held hope to be not just the Prime Minister but the Prime Minister for Aboriginal Affairs. We asked our experts: what stories does the PM need to hear while he’s in the Top End?

It’s Australia’s own 7 Up, following the progress of 686 tiny babies into adulthood, through sickness and health, for the rest of their lives. What started with one researcher working out of a linen cupboard 27 years ago has become the largest, longest-running and most significant study of the lives of Indigenous babies in Australia.

<image id="56973" align="right" source="Menzies Health" caption="All grown..."/>
Together, we can reach new & bigger audiences

"I’ve always been cautious of doing media and had generally avoided it… Working with Liz & The Conversation on our Aboriginal Birth Cohort article was by far the best media experience I’ve had. I’d encourage other researchers to do it too."

– Dr Gurmeet Singh, Menzies School of Health Research
THE CONVERSATION

@LizMinchin, Senior Editor @ConversationEDU

theconversation.com
Staying safe: dealing with critical comments

Life below the poverty line: lessons from eating on $2 a day
Karen Charlton
Associate Professor, School of Medicine, University of Wollongong

In reply to Stephen Ralph

Some may consider acts of fundraising and increasing awareness as tokenistic, but in this case the Oaktree Foundation that set up the annual Live Below the Line challenge is run entirely by volunteers aged 26 and younger and is an initiative Australia can be proud to be associated with. This year the Australian LBL arm has raised $7.4m and donations have not yet closed. The funds will help educate children and build infrastructure in East Timor, a close neighbour of Australia and one in which 37% of the population live below the poverty line and 40% are malnourished - a sobering thought, right on our doorstep. So I say, bring it on - we need more of those rich cat Australians being "tokenistic" even if only for 5 days a year. I did give myself a pat on the back - it was a gruelling week.
Remember the silent, polite majority!

Karen Charlton
Associate Professor, School of Medicine, University of Wollongong

In reply to Stephen Ralph

Some may consider acts of fundraising and increasing awareness as tokenistic, but in this case the Oaktree Foundation that set up the annual Live Below the Line challenge is run entirely by volunteers aged 26 and younger and is an initiative Australians can be proud to be associated with. This year the Australian LBL arm has raised $7.4m and donations have not yet closed. The funds will help educate children and build infrastructure in East Timor, a close neighbour of Australia and one in which 37% of the population live below the poverty line and 40% are malnourished - a sobering thought, right on our doorstep. So I say, bring it on - we need more of those rich cat Australians being "tokenistic" even if only for 5 days a year. I did give myself a pat on the back - it was a gruelling week.

Brad Farrant

In reply to Karen Charlton

Thanks for the article Karen. Also good to see you take on the defenders of the status quo who constantly try to undermine any and all attempts to address the equity problems we face.
Dr Radha O'Meara is Lecturer in Screenwriting in the School of Culture and Communication at the University of Melbourne. She has studied in Australia, the USA and Germany and taught at universities in Australia and New Zealand. Radha teaches Writing for Screen (CWRI20009) and Advanced Screenwriting (CWRI30014), and coordinates the Master of Creative Writing, Publishing and Editing.
Why Radha’s pitch stood out

Radha pitched her story only a few days after attending this masterclass, without receiving any extra help. So how did she get an instant Yes?

As The Conversation’s Deputy Arts Editor Madeleine de Gabriele said:

“Radha's pitch was clear and concise, and linked to a recent news event.

“It was really easy for me to tell what the article would be about, the argument Radha wanted to make and how it linked to her expertise.

“Once the article came it, it matched the structure laid out in the pitch and – most importantly – had a couple of excellent, punchy examples to illustrate her point.”
Sexist screen representations of women start in the script

February 23, 2010 6.03am AEDT
Academic impact from non-academic media

“As well as getting lots of public attention on an issue I consider important, there was also academic pay-off. I got many encouraging comments from academic colleagues, and several suggested that they could use my article in The Conversation as a reading for a first year class to introduce ideas and kick off discussion.

“The link to my article was tweeted by Linda Aronson, who is one of the most well-known and well-respected script doctors and screenwriting academics in the US. Her books are amazing – such as http://www.amazon.com/The-21st-Century-Screenplay-Comprehensive/dp/1935247034. I & many others use them to teach every day.

“It was terrific: Linda emailed me out of the blue to tell me how much she liked my article in The Conversation. Now I have contact with someone I had previously only admired from afar! Thanks!”

Dr Radha O’Meara  |  Lecturer in Screenwriting
Coordinator: Master of Creative Writing, Publishing and Editing
School of Culture + Communication  |  Faculty of Arts
We share via 22,000+ republishers globally

Around 50% of our readers are from outside Australia. The breakdown is:

1. Australia
2. United States
3. United Kingdom
4. Canada
5. India
6. France
7. South Africa
8. New Zealand
9. Germany
10. Singapore

@LizMinchin, Senior Editor @ConversationEDU
Real-world impacts for our authors

What happened as a result of your article?

- 60% of authors contacted for media follow up
- 77% contacted for radio
- 35% contacted by a website
- 14% of authors invited to speak at conferences
- 50% contacted for print media
- 25% contacted for television
- 8% received business requests for consultation
- 78% discussed with friends
- 15% contacted for research collaboration