## CSU's joined The Conversation. You can too.

Share your expertise with 35 million people, see your work republished in major media outlets worldwide, build your public profile and attract new academic and industry collaborations.

CSU has become a member of <u>The Conversation</u>, an independent source of news and views, sourced from the academic and research community and delivered direct to the public.

This means more opportunities for you to contribute articles and commentary on your areas of expertise and your research in order to reach a large audience.

CSU encourages its academics and researchers to provide public comment and engage in intellectual debate in their acknowledged area of professional expertise.

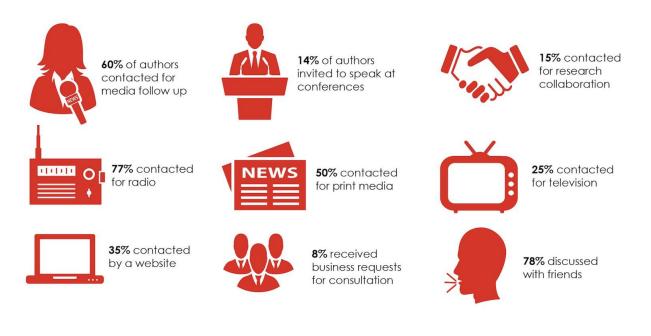
Freedom of expression by our academics and researchers in their specialist field allows CSU to meet one of the main aims of a University, which is the creation, extension and dissemination of knowledge.

## Why you should register and contribute to The Conversation

The Conservation's monthly readership is 3.3 million users onsite, with a reach of 35 million through republication.

There are five international editions – Australia, UK, US, Africa and France – together representing one of the world's largest virtual newsrooms of 90 editors and 30,000 experts.

Here are some of the benefits authors for The Conversation experience:



## What you need to do

The first step is registering as an author; this involves entering a biography, photo and information about your area of expertise. <u>https://theconversation.com/become-an-author</u>.

The Conversation's author guide will help with the process but if you need more guidance, please contact Emily Malone, CSU Media on <a href="mailto:emalone@csu.edu.au">emalone@csu.edu.au</a>.

Once registered, you are able to pitch ideas for articles and stories direct to The Conversation for consideration.

Once an idea has been accepted you will be able to submit a draft and receive feedback and suggested edits in order to ensure it's readable for a general public audience.

Anything you contribute as an author to The Conversation you have final approval over before publication under your name.

Keeping CSU Media in the loop when contributing articles will mean the CSU can further promote your work and publish the article simultaneously on the CSU News site. Contact CSU Media via <u>news@csu.edu.au</u>.

Every morning CSU Media will get an expert call out, which provides the opportunity to put forward academics for commission on that day's stories- so you might get a request from CSU Media.

## Support and training

The Conversation has resources to help you identify what to write about, how to pitch it and how to craft your contribution.

CSU Media can also provide you with The Conversation's guide for CSU academics presentation which outlines the process and gives you tips to get your pitch looked at and your article published. This presentation is available by emailing <a href="mailto:news@csu.edu.au">news@csu.edu.au</a> and put "The Conversation Guide" in the subject line.

Take the time to visit The Conversation website <u>https://theconversation.com/au</u> to see how it works and how you can contribute.