

THE CONVERSATION

2023 Impact Report



**Making sense of
a complex world**

Inform, inspire and share knowledge.

The Conversation exists to inform you, to feed your curious intelligence and to bring valuable nuggets of brilliance and knowledge to you.

Whether it's making sense of a complex world, equipping you with the facts and context you need to process the day's news, or helping you discover something quirky and interesting that you never knew about, we're here to bring you trustworthy journalism that enhances your life.

Our talented and experienced journalists partner with scientists, scholars and experts to get you valuable, nuanced information that is rarely found elsewhere due to the decline in newsroom staffing across the country. Our articles debunk propaganda and fight misinformation; they bring the valuable research tucked away within university walls to you, and they explain complicated, layered issues that parachute journalism can never do justice to.

You, dear reader, are who we do it for. You are the reason that we are here.

A Snapshot of our Organization's Staff and Impact

194k
newsletter subs



We currently have 194,664 unique newsletter subscribers.

22k
unique donors



We have 22,173 unique donors since 2017.

19k
articles



We have 19,046 articles, on topics from astronomy to Zoroastrianism.

1.1
billion pageviews



We've accumulated 1.1 billion pageviews since launch.

85
academic members



We have 85 academic members spanning colleges and universities.

13.5
million readers



More than 13.5 million readers per month, on our website and in hundreds of publications across the country.

35
staff members



We have a total of 35 staff members, with 11 self-identifying as people of color.

Our Impact

There are so many ways to measure the impact of our work.

One indicator that we take very seriously: the emails our readers send, the praise and encouragement readers like you generously offer sharing how our articles have made a difference to you. From being a part of bedtime routines to giving someone a whole new perspective on a topic, we are thankful every time you send us an email telling us what we mean to you.

And then there's the kind of impact we see when our authors are interviewed by local, national and international news organizations, when they're invited to testify at a hearing or when they are able to expand on a topic by securing a book deal because of what they wrote for The Conversation.

An article on The Conversation typically has a long readership and outreach cycle - after it's run on our site. Let's take the article [Stop using 'Latinx' if you really want to be inclusive](#), as an example. The author, Melissa Ochoa, was interviewed by other media, she had her article reproduced in print (The Boston Globe republished a version of the article in print on a full page) as well as in many online news sites. Additionally, her article was published on an education site to show students how to construct an argument. She received emails from teachers and researchers from universities in different parts of the country thanking her for providing them with a source they could use to stop using Latinx in their institutions and start using an alternative instead.

Our newsletters keep (organically) growing their reader base and reach. We've heard many anecdotes of how our articles are referenced by policymakers, used by teachers in classrooms and shared by civic groups to educate citizens.

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Our articles are republished by many different kinds of news outlets all over the country, and even internationally, reaching audiences that might not normally visit our site or have any way to otherwise access this content. We give away our content for free in keeping with our mission of disseminating important and relevant information to as many people as possible in the spirit of democratizing knowledge. Over the past year, a thousand different news outlets, many of them trusted local sites from Alabama to Alaska, have shared our content with their audiences. Our articles are republished daily in web portals operated globally by MSN and Yahoo, and featured in apps like Apple News, SmartNews and NewsBreak.

- » **Local Legacy Media:** Henderson, KY Gleaner • Walker, MN Pilot-Independent • Alliance, OH Review • Sheboygan, WI Press • Newton, KS Kansan
- » **Nonprofit Media:** Hoptown Chronicle (Hopkinsville, KY) • High Country News • ICT News (“The voice of Indigenous people”) • Nieman Journalism Lab
- » **National Media:** The Washington Post • Scientific American • CNN • CBS News • Newsweek

We love hearing from readers who discover us through our republishers and from those who republish us like these two people here.

A reader

I am a retired railroad worker and each week, I read “Kid’s Korner” in the “Lancaster Farming” newspaper. I just want to let you know that, even though this column is intended for kids, I’ve learned so much from the various experts who answer the questions. The topics are always varied, interesting, and informative, and the explanations are easily understood, even by us “big kids!” I only write this now, in order to thank you for this wonderfully informative column. I look forward to it each week.

- Vincent

An editor who shares our content through his news outlet

For an instant my eyes only saw “shutdown” and “The Conversation” in the subject line, and I panicked. Then I realized it’s still only the government. Civilization goes on. Thank you for being around.

- Pierre Tristam

Editor, FlagerLive.com (a hyperlocal site on Florida’s Palm Coast)

Our Highlights

Our journalism, which relies on expertise, on research, and on scientific inquiry, lays the groundwork for change, for action - and what we're proudest of: an accurately-informed citizenry.

We launched our investigative journalism desk this summer under the leadership of Kurt Eichenwald, former New York Times editor and best selling author of several books (including “The Informant,” which you might have seen as a movie). Their [first project](#) came out late this summer revealing how easily criminal gangs use sham bank accounts and online marketplaces to steal from almost anyone. Readers were stunned by what they discovered. On Yahoo News alone, the story was read more than half a million times and gathered close to 800 comments. It got picked up by many news outlets such as The Associated Press, MSN, the Chicago Sun-Times, Banker & Tradesman, American City Business Journals and, of course, various news aggregators like NewsBreak, Flipboard, and SmartNews. We have six other projects in the works, all led by Eichenwald – and all promising to shake things up.

This was the year in which we launched The Conversation's book series. These are thoughtful compilations of some of our best articles on selected topics. So far, these Critical Conversations have been on Gender Diversity, Biotechnology and Water. The next book is on Guns, and it will be out by the time you read this in November. Thought provoking and beautifully crafted, these are perfect gifts for curious minds. If you'd like to get one or all of them, they're available for purchase through John Hopkins University Press [on their site](#). We will be giving some away in our year-end fundraising campaigns, so do look out for them!



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This was also the year when we launched a book club, which actually has nothing to do with any of our books. But it's a way for us to celebrate a new book by one of our expert authors. We began with Manil Suri's *Big Bang of Numbers*, who answered questions from our science editor and many readers. We will be hosting another author and a brand new book early next year. We hope you'll join us!



Our work is increasingly being recognized in the journalism community. The Nieman Journalism Lab at Harvard's article, [Journalism with a PhD: The Conversation is pairing up academics with reporters for big investigation](#), and the Reynolds Journalism Institute at the University of Missouri's piece [Reviving expertise that 'once existed at many news outlets.'](#) recognized the value of our model. Our Director of Digital Strategy and Outreach, Joel Abrams, presented a forum on republishing models at a conference for nonprofit media organized by the Institute for Nonprofit News - INN Days. Our editors are frequently invited to speak at events of all types.

We're a national organization, part of an international network. But you might have noticed a few headlines lately that are tied to a certain region, such as Philadelphia or Detroit. We would like to go local. and will be experimenting with a new model in different pockets of the country. This involves partnering with local news outlets and local experts who are studying issues in a certain region and producing articles with The Conversation's secret sauce for the audience in that region.



Our Revenue Model

We love that our journalism is free for all to read, but it costs us money to produce. We are grateful for the support given to us by foundations, our member universities and generous individuals. We have a budget of \$5.69 million.

As a nonprofit, we rely on the generosity of those readers that can afford to give. In a time marked with economic uncertainty and inflation, we'd like to give a shout out and huge thanks to all our donors who step up and make our work possible. We don't have advertising or paywalls, and we can give our content away to news organizations at no charge at all. *We can disseminate meaningful knowledge and fight misinformation in every part of this country because of you.*

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In this whirlwind of an information age, trusted info is the golden chalice. The Conversation is like the roundtable of the brainiacs, with articles penned by experts who don't just skim the surface.

Guy Kawasaki

Chief Evangelist, Canva and host of the Remarkable People podcast

Happy 9th Birthday to us!

Since The Conversation U.S. launched in 2014, we've published more than 19,000 articles that have been read well over a billion times! And that is a fact.

Below are links to some of our most popular stories from each of our nine years:

Year 1

From our first day publishing on October 21, 2014 -- a story that is still sadly relevant today and highly read: [Slavery in America: back in the headlines](#)

Year 2

[What happens to men who stay abstinent until marriage?](#)

Year 3

[Have children? Here's how kids ruin your romantic relationship](#)

Year 4

[Should I kill spiders in my home? An entomologist explains why not to](#)

Year 5

[Who are the 1 in 4 American women who choose abortion?](#)

Year 6

From the heart of the COVID pandemic in 2020: [What the coronavirus does to your body that makes it so deadly](#)

Year 7

And then in 2021, as vaccines became available: [How effective is the first shot of the Pfizer or Moderna vaccine?](#)

Year 8

[Why are some people mosquito magnets and others unbothered? A medical entomologist points to metabolism, body odor and mindset](#)

Year 9

And from this past year: [Linguists have identified a new English dialect that's emerging in South Florida](#)

Thank You

Our goal is to inform, to educate and to engage – by producing news articles built upon the foundation of rigorous research, delivered with journalistic flair.

Thanks to supporters like you, we can empower our readers to access trustworthy research that otherwise would be hidden inside university walls. Your trust and partnership allow us (and our readers) to make a little more sense of the world we live in. You, our readers and supporters, are the forces that enable us to counter the misinformation that's chipping away at the fabric of our civic society.

We are grateful for you. Thank you.

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The Conversation's writing is based on research and the facts they've learned. It's not opinion. They provide you with the information you need to make up your own mind about what to think about a big story in the news. And they do it without the shouting and in words that are simple but not dumbed down. It is the kind of publication that we need in these polarizing times.

Terri Daley

Beth Daley's 93-year-old mom and daily reader

If you're inspired by what you've read, please tell a friend (or several friends) about us. If you would like to learn more about how to support us, write to Priyanka Sharma, Director of Development, at priyanka@theconversation.com.