

The Conversation Canada Workshop March 1, 2023

Date	Location	Notes
Wednesday March 1, 2023 1:00pm to 2:30pm	In person - UC 442	RSVP to Kimberly Moser, News Service Manager, Communications & Marketing kmoser@uoguelph.ca

Description

[The Conversation](#) is a digital network of not-for-profit media outlets that publishes news and analysis curated by professional editors, from the academic and research communities. Since 2017, The Conversation Canada, a division of The Conversation, has worked directly with Canadian academics to publish research and share it with a broad audience. **About the Workshop** This 90-minute interactive workshop is open to any University of Guelph faculty member, researcher, academic, postdoctoral or PhD candidate who wants to showcase their unique research or expertise, expand their media influence, or increase exposure to their work as a contributor to The Conversation. Scott White, editor-in-chief of The Conversation will share the publication's mission to assist academics with knowledge mobilization. White will provide an overview of the key topics and subjects The Conversation seeks out, offer advice on how to pitch ideas as well as tips on creating a great piece that attracts attention. Participants are encouraged to bring story ideas for discussion. White brings a wealth of knowledge to his role as CEO/editor-in-chief of The Conversation Canada. He previously served as editor-in-chief of The Canadian Press and VP, content strategy and business development at Postmedia. White has an MBA from the Rotman School of Management and is a graduate of the journalism program at Toronto Metropolitan University. **Researchers and Faculty Featured Prominently** U of G is a founding member of The Conversation Canada and the University's faculty and researchers are often featured prominently, including these recent examples: • [The food systems that will feed Mars are set to transform food on Earth](#) • [How Indigenous philosophies can improve the way Canadians treat animals](#) • [New anti-poverty initiative focuses on lived experiences to help shape policy](#) In 2022, The Conversation Canada published more than 50 stories contributed by U of G academics, leading to 1.5 billion page views, many of which led to further national media coverage.Alert Classifications**Category:** Workshops and Events

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