



THE CONVERSATION

2024 Impact Report



Building an informed public, one article at a time

theconversation.com

Inform, inspire and share knowledge.

This year has been quite a year. No matter where we are geographically, politically, intellectually or emotionally, we all have experienced the ratcheting up of polarization and misinformation here in the U.S., and the endless stream of headlines about wars, atrocities and disasters from so many different parts of the world.

But that's why we're here: to be an antidote to the misinformation, to put the headlines into perspective, to give you the analysis you need to make sense of the complex world we live in.

Our newsroom, with more than two dozen editors, collaborates with the best and brightest minds in research, academia and science to bring you the kind of evidence-based journalism you can't find anywhere. Instead of "parachute journalism" or anecdotal news that spreads through social media, we give you articles that stand on the foundation of years of research and that take down propaganda and misinformation.

The editors on the politics desk are committed to keeping you accurately informed about the state of your democracy, regardless of who wins the White House. They are also committed to ensuring that you know what you need to know to be civically engaged.

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

199 k
newsletter subs



We currently have 199,165 unique subscribers and 370,000+ subscriptions.

22 k
unique donors



We have 22,173 unique donors since 2017.

21 k
articles



We have 21,400 articles published since our launch in 2014.

1.3
billion pageviews



We've accumulated 1.3 billion pageviews since launch.

90
academic members



We have 90 academic members spanning colleges and universities.

141
million readers



In our last fiscal year, our articles were read more than 141 million times – through our website and in hundreds of publications across the country.

37
staff members



We have a total of 37 staff members, with 11 self-identifying as people of color.

Our Impact

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

Regardless of the lens you look through, one thing is certain and true: The Conversation's work has the kind of impact its founders could only have dreamed of.

- » **We are 10 years old!** Through the twists and turns and the decimation of the media ecosystem, we have survived and even thrived, thanks to our readers and supporters.
- » With more than a thousand republishers, The Conversation reaches readers in every part of the country. And while there is so much more to do and so many more people to reach, this gives us an incredibly diverse network of readers who are choosing knowledge and truth over misinformation by reading our content. Web portals that are operated globally by MSN and Yahoo and apps such as Apple News, SmartNews, Flipboard and NewsBreak also feature our articles every day.
- » We are educating the next generation of readers and voters. Our articles are used in curriculum, shared by teachers and students alike – and even used in standardized tests like SAT and ACT. Civics classes might be a thing of the past, but teachers are using the content from our democracy desk to educate their students, thanks to our partnership with organizations like ActivelyLearn and CommonLit.



Our Stories

Stories you don't want to miss.

And then there's the impact that individual articles have. Policymakers, legislators, influencers, journalists at other media outlets and people of many different backgrounds and in many different professions read and act upon our articles. Here are just a few examples:



Our authors are often invited to give testimony to different governing boards as well as government agencies, committees, and bodies. For example, this past September, the author of an article, the EPA has tightened its target for deadly particle pollution - how states need more tools to reach it, was invited to testify for the Texas House Environmental Regulation Committee. [Read the story](#)

The researcher behind Heists Worth Billions briefed chapters of the Association of Certified Fraud Examiners (ACFE) and a general attorney's office regarding his findings. [Read the story](#)

Several policymakers at the U.S. State Department, the United Nations and the African Union texted Abigail Kabandula, who wrote an important article on South Sudan's long-delayed election, to acknowledge the significance of the article and its subject matter. Some also shared it on their LinkedIn pages. [Read the story](#)

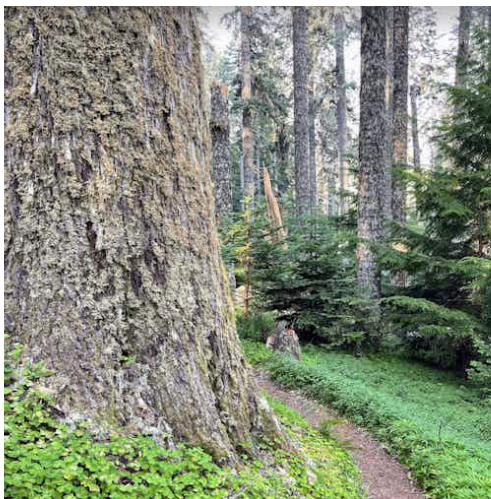


THE CONVERSATION



We are especially proud when our articles inspire someone. A reader emailed a wonderful thank-you note to the author of an article on why so many big tech whistleblowers are women. The writer shared that the article became the foundation for their master's thesis! We are so excited and can't wait to read their final dissertation! [Read the story](#)

No offense to Bill Gates or Mark Zuckerberg, but the research of the author who wrote this article about college dropouts was cited and discussed in front of the U.S. Supreme Court. It was referenced in an amicus brief to the U.S. Supreme Court and the U.S. Court of Appeals in *Students for Fair Admissions, Inc. v. President and Fellows of Harvard College*. [Read the story](#)



We see that these articles are powerful. A piece on old forests being critically important for slowing climate change and meriting immediate protection from logging ignited what its authors called a movement in the scientific community. It wasn't just republished in multiple outlets – it led to almost 200 scientists sending a signed letter to the president and other leaders in Washington that called for a moratorium on harvesting mature and old-growth forests until new forest management plans are adopted. [Read the story](#)

Our Highlights

Our local initiative strengthened and expanded.

We have been partnering with universities and local news outlets in four pilot locations – Philadelphia; Boulder, Colorado; Southern Florida and Detroit – to produce relevant and impactful evidence-based journalism for those areas. Our local editors have connected the communities in these areas with the research about them – and highlighted how it could be useful. We’re supporting the local media ecosystem in these regions by giving them the kinds of analysis and explainers that would be hard to find elsewhere – from stories about factors driving down gun violence to new treatments in hospitals for dope withdrawal and much more. We’re helping researchers return research to the communities they’ve been studying. Take a look at what we’ve been doing in [Philadelphia](#) and [Detroit](#).

Two amazingly accomplished individuals joined our board this year – one who is a young journalist making waves and the other who has deep (and highly respected) roots in the world of academia.



Dr. E. Gordon Gee

Currently serving for a second time as president of West Virginia University, Dr. E. Gordon Gee has been a leader in higher education for more than four decades. He holds an honors degree in history from the University of Utah and a J.D. and an Ed.D. from Columbia. He has also served as president of Brown University, Vanderbilt and The Ohio State University. Dr. Gee has co-authored over a dozen books, including “Leading Colleges and Universities,” “Land-Grant Universities for the Future” and “What’s Public about Public Higher Ed?” (forthcoming), as well as papers on law and education.

THE CONVERSATION



Nayyera Haq

Nayyera Haq is a respected political commentator and regularly appears on CNN, MSNBC and HBO's "Real Time with Bill Maher" discussing global affairs, culture and policy. Nayyera also hosts the "TrailBlaze" podcast and talk radio on SiriusXM, where she amplifies diverse perspectives and thought leadership. With her dynamic career at the intersection of journalism and communication, Nayyera is a trusted voice in shaping public narratives.

Our book series also grew. The Conversation on Work came out this fall and is an in-depth look at the complexities and the rapidly changing nature of work.

That brings the total number of our anthologies published by [John Hopkins University Press](https://www.press.jhu.edu/) to five. We don't sell them on our site, but give copies away in our year-end fundraising campaigns, so we hope you'll have a chance to get them, one way or another.



We recently launched a "Giving Today" newsletter in collaboration with the AP and Chronicle of Philanthropy, and in November, we're launching a new newsletter on artificial intelligence to provide context and cut through the hype.

To reach younger readers, we launched a texting service and a WhatsApp channel, and joined new and growing social platforms such as Threads, BlueSky, Mastodon and Nostr.

To be on the list that gets texts from us, just text conversation to 617-944-6759



We got our readers a front seat over Zoom in discussions with eminent researchers on topics that matter to our daily life: our democracy, the toll of toxic stress and what you can do about it – and most recently, what natural disasters are doing to your insurance.

“

The Tucson Sentinel is a steadfastly local nonprofit newsroom, but our partnership with The Conversation provides our Southern Arizona readers with broad viewpoints and deep context from experts that augments our own original journalism. The work we republish provides insight on complicated issues that are relevant to our community, whether it's about threads of historical connections or untangling the latest science and research.

Dylan Smith

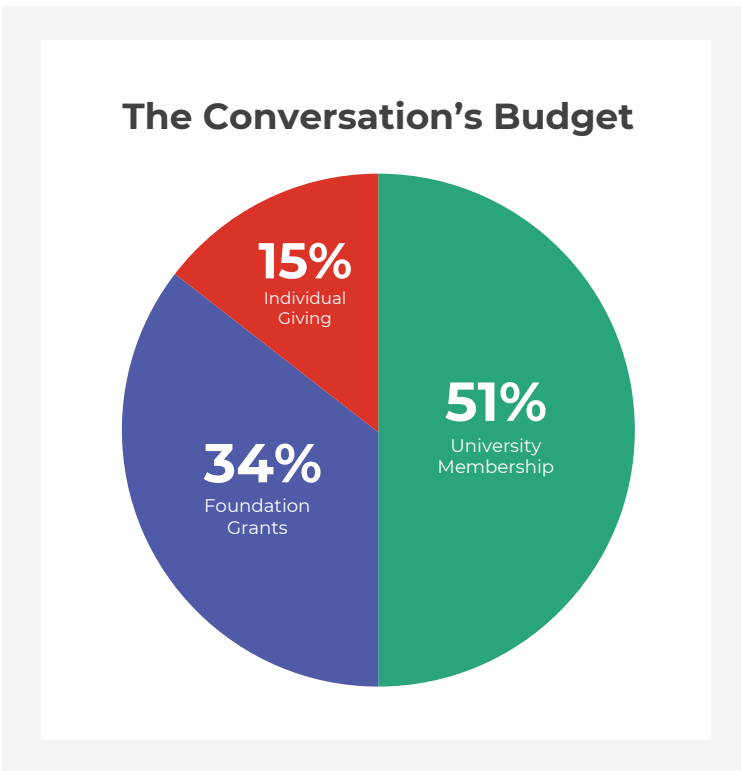
Editor & Co-Publisher, The Tucson Sentinel, a frequent republisher of stories from The Conversation under our free Creative Commons license

Our Revenue Model

Keeping information accessible to all, thanks to our supporters.

We decided in our early years that we will always share our content with our readers and republishers for free. We will never have a paywall. And the reason that we can make such decisions with confidence is because of the support we have from our funding partners – foundations, our member universities and generous individuals. You know who you are – and we are deeply and sincerely grateful for you.

Individuals make up a rapidly growing revenue stream, and we are grateful to all who choose to donate to us.



What our readers say

“I read The Conversation every day and I want you to be successful. Thank you for being a credible source of information on topics that are very relevant and important to the world today.”

Pradeep Anand

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.

“

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 94-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-Sindhar at priyanka@theconversation.com.