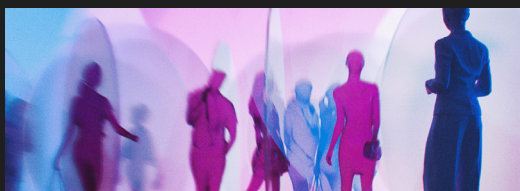


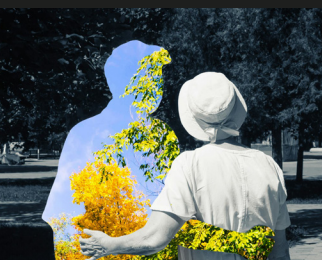
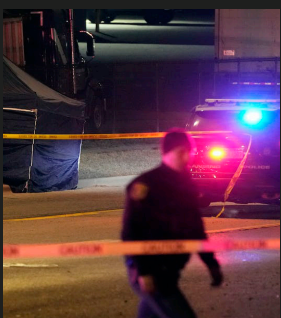
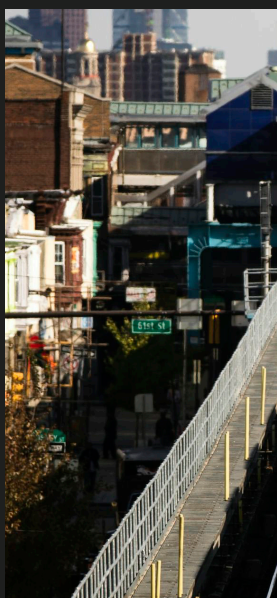


# Impact 2025

## Year in Review



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# Cutting Through the Chaos to Bring You Context

The news didn't take a breather this year. (If you haven't noticed!) It didn't slow down or pause. If anything, it kept picking up its pace, its intensity and sense of urgency. Journalists everywhere had to keep up.

Here at The Conversation, our small but mighty team has done more than keep up with the news. Our editors have taken you behind the headlines and brought you – and tens of millions of people – calm, well-researched analysis and explanations of what's going on, as well as historical context. And when there's talk of tariffs or nuclear-powered missiles or daylight saving time or anything that our readers have questions about, our authors (who are researchers by day and writers by night) produce insightful explainers. What's more, we bring you stories that are interesting, fascinating and not seen anywhere else.

We have a unique model where journalists in our newsroom collaborate with researchers and scientists who have spent years studying a topic. These researchers have interviewed scores of people, analyzed the data, studied the history and examined whatever it is that they study – from astronomy to Zoroastrianism. These are our authors. Our editors shape and sculpt their work – whether it's written or video – and transform the content that typically makes up an academic paper into an article or video that's interesting, relevant and impactful.

This year, we again saw our work making a difference, and this report gives you a brief overview: policymakers read our articles and acted on them; influencers shared them and expanded their reach and visibility; and perhaps most importantly, readers across the country wrote to us about being inspired by them.

Our donors make it possible for us to produce our evidence-based journalism – and for that we are grateful. We don't make grand gestures, but we appreciate each one of our readers and supporters immensely. Thank you.



## A Snapshot of our Organization's Staff and Impact

**16k**  
researchers



We have 16,747 researchers who have written with The Conversation.

**1.4**  
billion pageviews



We've accumulated more than 1.4 billion pageviews since launch.

**119**  
million readers



In the past 12 months, our articles were read more than 119 million times – through our website and in hundreds of publications across the country.

**191k**  
newsletter subs



We currently have 191,000 unique subscribers and 328,000 subscriptions.

**23k**  
articles



We have 23,862 articles published since our launch in 2014.

**82**  
academic members



We have 82 academic members spanning colleges and universities.

**40**  
staff members



We have a total of 40 staff members, with 10 self-identifying as people of color.

## Our Impact

You've heard knowledge is power. Our goal is simple: to empower you, our readers, with accurate, evidence-based journalism so that you can benefit – whether it's new research in health that could guide your next conversation with your doctor about supplements, or an explanation of how to deal with AI agents, or an insightful look at what we in the United States can learn from innovative, affordable housing solutions in the rest of the world.

» **REACH:** We rank as the most-read nonprofit news site in the country, according to Nieman Journalism Lab, a publication of the Nieman Foundation at Harvard University. We reach people through our website, social media, a range of newsletters and an extensive network of republishers. With more than 1,000 news outlets of varying sizes and across widespread geographies carrying our content every month, The Conversation is read by a vast – and demographically diverse – audience.

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The Conversation has been such a boon to our small-but-mighty newsroom, thanks to the thoughtful, timely articles that it continually produces. We're always impressed by the breadth of The Conversation's reporting and the inventive journalistic angles it finds – and we can trust that it's finding the just-right expert to deliver the information and context our readers are craving.

– Molly Simms, Editorial Director, Katie Couric Media, a website that started syndicating The Conversation's articles regularly in 2025

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For example, a story last month going [beyond the headlines](#) to explain a recall of atorvastatin, written by a pharmacy professor, was read 1.7 million times in less than a week – with over 80% of the readership coming from other news outlets that published our story under our Creative Commons license. (Always free to read and republish!) An explainer on an allergic reaction called [alpha-gal syndrome](#) (also called a red meat allergy) spreading from tick bites was picked up by 87 news outlets almost immediately. Our stories get translated into foreign languages and republished in other parts of the world, too. **We're also doing more to meet audiences where they are** – and our videos are increasingly showing up in their social media feeds and their Insta and TikTok.

# THE CONVERSATION

» **The next generation matters.** From our Curious Kids pieces, in which we answer questions from the very young, to the content that's picked up and used in classrooms by teachers, we educate students of all ages. Our articles consistently make their way into school curriculum. And teachers also see us as a valuable resource to share with their students. The articles used in education span many subjects – such as what to know about news on TikTok, or how booming secondhand clothing sales may help solve the sustainability crisis in the fashion industry, or even international politics, such as an article on Ayatollah Ali Khamenei, Iran's supreme leader.

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I love **The Conversation**! As a high school chemistry and physics teacher, I use your articles to bring new science and ethics ideas to my students. I share your articles with ideas ranging from sociology, politics, education and science with my fellow teachers as well as with my family and friends. I think my favorite thing about **The Conversation** is I receive articles on a variety of subjects, from a variety of perspectives not driven by advertising nor algorithms.

– Rita L., a reader

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» We publish 10-12 articles a day. It's always rewarding to hear how these articles show up in many different settings – **from informal gatherings to formal committees to city councils and government departments.** Here are a few different types of examples that illustrate how we make a difference:



**The manatees of Florida** should appreciate us. Manatee lovers do for sure! An article, [Untreated sewage and fertilizer runoff threaten the Florida manatee's main food source, contributing to malnutrition](#), was linked in a mass email campaign urging elected officials in Florida to act on development practices harming manatee habitat.



Research featured at a Missoula City Council meeting during **wildfire discussions** connected the findings from our article to local policy discussions on public health and safety: [Wildfire smoke can make your outdoor workout hazardous to your health – an exercise scientist explains how to gauge the risk.](#)

**In Denver, they're paying attention to research.** We're called The Conversation and true to our name, we certainly facilitated a lot of discussion around a local issue. A local article [about how removing parking requirements results in more affordable housing being built](#) got a fair amount of buzz, drawing more than 468,400 readers and more than 1,900 comments on Facebook.



You might recall that Greenland was in the news a few months ago. We left the blow-by-blow coverage to others. [We published an article](#) about how Greenland's rapidly melting ice and landslide-prone fjords make oil and minerals (at the heart of the discussions) dangerous to extract. A senior staff officer in the State Department shared it with her colleagues and reached out to the researcher, **noting its insights and wanting to learn more.**

A story about [how AI is about to radically alter military command structures](#) got a lot of attention. Soon after, the U.S. Indo-Pacific Command and U.S. Space Command invited the author to talk about the article, which was also circulated among generals in the Marine Corps.



***This is what we do best: providing insights, context, history and explanations not found elsewhere, to help you and government officials make better decisions***

## Our Highlights

Here are a few highlights of what we've done over the past 12 months:

**We usually host several webinars and in-person events every year to connect with our readers and supporters.** One of this year's highlights, which drew an enthusiastic crowd, was the launch of our anthology, *The Conversation on Higher Education*, in Brookline, Massachusetts. We hosted a **thought-provoking discussion** aptly titled *What Good is a University*, led by Executive Editor Beth Daley. The audience had an endless stream of questions, and our panelists, passionate and knowledgeable, had answers. This was the first of the **two books published this year in the Critical Conversation series**, our collaboration with Johns Hopkins University Press. The other book was *The Conversation on Extreme Weather*, and we plan to host an event around it in early 2026



**Now we are five!** Our local initiative is building trust, sharing knowledge and returning research to communities in hubs across the country – Philadelphia, Detroit, Colorado, South Florida and, very soon, we will be rolling out a new local edition in Pittsburgh!

We are growing our local roots by employing homegrown journalists who are a part of the communities we're covering – and who understand what matters there. For example, thanks to the work of our Detroit editor, Eleanore Catolico, a piece about housing and zoning policies by Michigan State University's Deyanira Nevárez Martínez was picked up by six separate Detroit publishers: *BridgeDetroit*, *Michigan Advance*, *Deadline Michigan*, *Lansing City Pulse*, *WDET* and *El Central*. Similarly, in a stormy sea of difficult news, a story about the places that make Philadelphians happy was picked up by The Philadelphia Inquirer and a local TV station, and the author's research, previously known to a couple of hundred readers, suddenly vaulted to close to 340,000.

## THE CONVERSATION

We welcomed **three new members** to our board this year – a legendary investigative journalist, a media leader respected as an audience futurist, and a celebrated academic who was recognized as a New York Trailblazer in Higher Education in 2024.

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### **Ryan Y. Kellett**

A journalist and news industry strategist, Ryan was a 2025 Nieman-Berkman Klein fellow for journalism innovation at Harvard University, where he studies the intersection of the creator economy and journalism. He previously held leadership roles in audience development at Axios Media and The Washington Post. Ryan is also a board member and treasurer of the Online News Association.



**I joined The Conversation's board because the future of news is deep expertise and new knowledge creation. In a world where AI and creators are the largest disruptors to traditional media, The Conversation is well positioned to accelerate its mission to unlock the knowledge of experts for public good.**



### **James B. Steele**

Jim is a Pulitzer Prize-winning investigative reporter and bestselling author whose work has appeared in Vanity Fair, TIME and The Philadelphia Inquirer. He has been active in Investigative Reporters & Editors, the principal organization for investigative reporters, since its founding in 1975, and in 2025 was the keynote speaker at its 50th anniversary convention. He is also treasurer and a director of the Fund for Investigative Journalism, which provides grants to independent journalists.



### **Renée T. White**

Renée is a professor of sociology and special adviser to the president at The New School, where she previously served as provost. Renée holds an A.B. from Brown University and a Ph.D. from Yale University and has published five books. She serves on the board of the Ms. Foundation for Women, the Rachel Carson Council National Advisory Council and the advisory board of Seeds of Fortune. In 2024, Renée was named a City & State New York Trailblazer in Higher Education.



# THE CONVERSATION

**Team news:** We're lucky to have the editors that we do – sharp, dedicated, highly skilled, and all of whom work very hard to bring you the journalism you've come to expect. Naomi Schalit, who leads our Politics and Society desk, deserves an extra-loud shoutout this year – she was inducted into the New England Newspaper and Press Association Hall of Fame. We're thrilled to see her get the recognition she deserves! If you follow our politics coverage, you've probably noticed that we have analysis that often anticipates hot-button issues. And we often get to those stories before other media, who tend to play catch up when they cover the breaking news.



**Naomi Schalit**



**Alfonso Serrano**

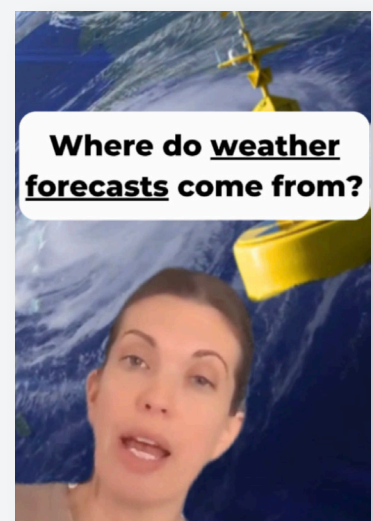


**Alla Katsnelson**

And we welcomed two new editors to our team: Alfonso Serrano joins Naomi on the Politics and Society desk, and Alla Katsnelson, Ph.D., is our second health and medicine editor.

**A lot more video:** Given the ever-increasing video consumption, we're now consistently producing a variety of short videos adapted from our articles. In a pivotal move, we're also making videos with academic researchers who haven't written articles.

The goal is to get the research to the people, and we're succeeding: These videos have been viewed almost a million times in 2025! So please find us on [TikTok](#), [Instagram](#), [YouTube](#) and wherever you find your videos!



# Our Revenue Model

## Keeping information accessible to all, thanks to our supporters.

We share our journalism with our readers and republishers for free. It's one of our foundational policies and lies at the heart of our mission and goals. We're thankful to our funding partners – foundations, member universities and generous individuals – who make this work possible.

Our annual budget is \$6.1 million. The biggest chunk of our funding comes from philanthropic foundations, followed by support from universities. Individual donors make up a rapidly growing revenue stream, and we are grateful to all who choose to donate to us.

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I so appreciate the overall approach of making scholarly work accessible. The Conversation is the ideal blend of data and information that is woven into trustworthy journalistic narratives. Sometimes with other news sources, the reporting is more data and facts but I don't quite understand the meta-narrative. Other times there is too much narrative commentary by the authors and I can't understand the facts underneath. The Conversation gives me both parts in the right amount. I am a Protestant minister in Massachusetts and I teach philosophy, ethics, and religious studies courses online at a college in Michigan. So you have become a trusted companion in my work.

– Corey S, a reader

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*If you're inspired by what you've read, please tell a friend (or several friends) about us. Visit us at [theconversation.com](https://theconversation.com). If you'd like to make a gift, please get in touch with Priyanka Sharma-Sindhar, [priyanka@theconversation.com](mailto:priyanka@theconversation.com).*