



Wiki Education Foundation Media Campaign Request for Proposals

Proposals requested by November 21, 2016

Primary contact:

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Background

We're a nonprofit that brings together the worlds of Wikipedia and academia. Our primary project currently is the Classroom Program, which helps university professors to run effective Wikipedia editing assignments in their courses. In short, professors assign students to improve Wikipedia articles instead of writing traditional research papers. The students get a unique opportunity to do work that has a large audience and educates others, the professors can improve public understanding of their specialties, and Wikipedia becomes better and more comprehensive.

We've supported 27,000 students already; our goal is to support tens of thousands more in the coming years as we scale our program. Since we started the program in 2010, students in our program have added 25 million words to Wikipedia, or the equivalent of 85,000 printed pages of content. That's 56% of the total words in the last print edition of *Encyclopedia Britannica*. During the times of the term when our students are most active, they are contributing 10% of all the content being added to underdeveloped, academic content areas on Wikipedia. Wiki Ed is dramatically increasing the availability of information on Wikipedia, all while giving students key 21st century job skills like critical thinking, media literacy, fact-based writing, and communication.

In 2016, we kicked off the largest initiative to improve content on Wikipedia in a specific subject area: the Year of Science. We are projecting that by the end of 2016, more than 5,500 students at 151 universities will have added more than 5 million words of content

in the sciences to the English Wikipedia (you can watch the numbers grow daily here: https://dashboard.wikiedu.org/explore?cohort=Year_of_Science). Already, 100 million people have read the articles our students have improved as part of the Year of Science, and we expect that number to grow dramatically in the final months of the initiative as students in our fall term group of classes start improving articles.

What We Want To Do

We would like to create a media campaign aimed at increasing the visibility of our organization among higher education instructors who may be interested in teaching with Wikipedia but don't know we exist. We have reason to believe lack of visibility is a current roadblock to our success. We ask a question on our survey of participating instructors at the end of each term why more of their colleagues don't participate, and we always hear that they are unaware that they can teach with Wikipedia or are unaware that Wiki Ed and our support resources exist.

We asked where our current professors get their news in our last instructor survey; 56% said the New York Times and 33% said NPR, making those our top targets for this media campaign. Other popular answers included BBC, Al Jazeera, the Atlantic, the Chronicle of Higher Education, the Guardian, the LA Times, and the Washington Post. We've had coverage in the [Washington Post](#), the [LA Times](#), and [Motherboard](#); we're interested in seeking coverage as well in other other popular news sources among faculty, as well as exploring other media that professors we haven't yet reached but who would be right for our program might read.

We think we have a compelling story of our impact, both to Wikipedia and to the student learning. And as we wrap up the Year of Science, we think this is a unique opportunity to showcase the impact of our year-long initiative to national media, with the goal of reaching professors to encourage them to participate in our program.

What Kind of Firm We Are Looking For

The Wiki Education Foundation is a unique nonprofit that enhances student learning and adds more high-quality content to the English language Wikipedia than any other organization. Because of our unique position, the ideal firm would share our vision for getting the story of our nonprofit's impact out to the world and to help us bring more university instructors into our program.

Deliverables

- Create a media strategy to increase the visibility of Wiki Ed as we wrap up the Year of Science.

- Working with Wiki Ed's Programs staff, identify appropriate stories of student work to pitch.
- If deemed appropriate after the determination of strategy, secure placement of an op-ed from Wiki Ed senior leadership.
- Create and execute pitches about Wiki Ed, with specific angles targeted to specific publications/journalists.
- Ensure appropriate level of coverage of Wiki Ed in various publications.

Projected Timeline

November 2: Request for proposals issued

November 21: Due date for proposals

Late November: Initial interviews with prospective vendors

December 15: Contract awarded

Late December to early January: Story lines developed, campaign plan finalized

Early to mid January: Media campaign launches