



Wiki Education Media Campaign Request for Proposals

Proposals requested by January 3, 2022

Primary contact:

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Who we are

Wiki Education is a small nonprofit that empowers students, scholars, scientists, archivists, librarians, and other members of academic and cultural institutions to share their knowledge with the general public through Wikipedia, Wikidata, and other open collaboration projects on the web.

We run two major programs:

- **[Wikipedia Student Program](#)**: In our flagship program, we support college and university instructors who assign their students to improve Wikipedia articles. Students gain key 21st century skills like media literacy, writing and research development, and critical thinking, while content gaps on Wikipedia get filled thanks to students' efforts.
- **[Wiki Scholars & Scientists Program](#)**: We run synchronous, virtual courses on how to contribute content to Wikipedia and to Wikidata, the open knowledge database that powers virtual assistants like Alexa and Siri. We've collaborated with organizations like the American Physical Society, National Archives, Smithsonian, and 500 Women Scientists to bring more accurate information to Wikipedia.

Throughout our programmatic work, we are informed by two major initiatives:

- **Communicating Science**: As the pandemic has made abundantly clear, it's not enough to have scientific discoveries: Scientists also need to be able to convey complex information to the general public. In writing for Wikipedia, science students and professionals learn how to distill complex information in simple language. Through both our programs, we teach key science

communication skills, and in the process, the world's most-used science reference — Wikipedia — gets better.

- **Knowledge Equity:** Wikipedia has well-documented equity flaws: Only 22% of Northern American contributors are women, and 89% of U.S. contributors identify as white. These relatively homogenous demographics lead to significant content gaps in the encyclopedia's coverage. Wiki Education is working to fix this problem. More than 67% of our program participants identify as women, and 45% identify as a person of color. Our content initiatives include significant efforts to add biographies of diverse people to Wikipedia.

And the impact we have is tremendous. English Wikipedia is a global project, with content contributors located all over the world. Wiki Education is the only Wikipedia-supporting nonprofit working at scale: We bring 19% of the new active contributors to English Wikipedia. Already, we've added more than 85 million words to Wikipedia: That's the equivalent of 64 volumes, or nearly two full sets, of the last print edition of Encyclopedia Britannica. Wiki Education's impact is tremendous — and we're not stopping here.

What we want to do

We would like to create a media campaign aimed at increasing the visibility of our organization among three key audiences:

- Potential funders: Our fundraising strategy focuses on institutional grants and major gift funding from individuals. To increase our impact, we'd like to grow our base of funders, which means making more people know the story of our organization and our impact.
- Potential course sponsors: Our Scholars & Scientists Program runs in a fee-for-service model: Organizations sponsor an entire course, then offer it to their members. We would like to raise visibility about the program to potential partners.
- Potential participating instructors: We're always seeking new college and university faculty to teach in our Wikipedia Student Program, especially in content areas relevant to our Communicating Science and Knowledge Equity initiatives.

We envision this campaign involving creating and enacting a media strategy to get placement in national publications. We're interested in traditional print publications, web magazines, and audience-specific outlets in philanthropy, higher education, and cultural institution sectors.

What kind of firm we are looking for

We're a nonprofit that measures outcomes, not activities, and we want to partner with a PR firm who works the same. We want you to not just be happy with pitching a

bunch, but satisfied when the pitching results in the kinds of stories we want to see in the kinds of publications we want them in.

Since we're looking for a national media strategy, you need to be connected enough to help secure coverage for us in the type of publications we are seeking coverage in. But we also don't want to be one of your smallest clients. The budget we've allocated for this is big for our organization, and we want to work with a firm who can prioritize a client with this kind of budget.

Finally, we are driven by our mission and our work. We genuinely care about making Wikipedia and Wikidata more representative, accurate, and complete, about giving students those increasingly important digital media literacy skills, and about getting high-quality information to the general public. We want you to also be inspired by our mission and to work with us as a partner to help us achieve great impact.

Deliverables

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

Budget

\$25,000–\$30,000

Projected Timeline

- December 8: Request for proposals issued
- January 3: Due date for proposals
- Mid January: Initial interviews with prospective vendors
- January 18: Contract awarded
- February: Story lines developed, campaign plan finalized
- March: Media campaign launches