

Wikimedia Foundation Press Release Sample and Template

Headline: Press release/[Insert headline here]

Secondary Headline (optional)

Most traditional press releases and news stories provide a short, attention-grabbing headline, followed by a more specific and explanatory secondary headline. This format provides journalists with a ready-made headline.

Second Paragraph:

1-3 sentences to expand on first paragraph and provide background information. Explain significance/impact, statistics are optional.

Expand on the general details provided in the first paragraph. If any of the 5 W's and 1 H were not explained in the first paragraph, the second paragraph should contain that information. In addition, it should effectively provide the general background of the event in question and act as the foundation for the rest of the article.

Fourth Paragraph:

1-3 sentences with any additional details not mentioned in previous paragraphs. Ideally, the essential details should have been covered in the first two paragraphs of the press release. If not, provide the remaining details here. Otherwise, the fourth paragraph can be used to clarify, to include any additional details which may be less central to the overall story, or to give background information.

Sixth and Seventh Paragraphs:

The Wikimedia Foundation's press releases generally have 5-7 paragraphs. These paragraphs typically provide additional details.

Press release

Telenor makes Wikipedia available to 135 million customers in Asia and Europe

(San Francisco, California and Oslo, Norway – February 28, 2012) **Telenor Group and the Wikimedia Foundation today announced a new partnership to offer Wikipedia free of traffic charges on mobile devices** to Telenor customers in **Asia and Southeastern Europe**. By making versions of Wikipedia available to 135 million mobile customers, Telenor Group and the Wikimedia Foundation demonstrate a shared commitment to increasing access to the free and open knowledge available on Wikipedia.

This initiative is part of **the Wikimedia Foundation's mobile strategy, which focuses on reaching the billions of people around the world whose primary opportunity to access the Internet is via a mobile device.**

“The Wikimedia Foundation is working to remove barriers to free knowledge, and for most people around the world right now, cost and accessibility are the two biggest hurdles,” says Barry Newstead, Wikimedia Chief Global Development Officer. “We applaud Telenor for joining us to deliver free access to Wikipedia for their customers. Through this partnership, we move a step closer to providing the sum of all knowledge to everyone in the world.”

This partnership supports Telenor's commitment to bring more value to its mobile customers. Especially, the company has pioneered the development of value-adding services to rural and underserved communities in Asia. Telenor involve millions in Asia through the I-Genius project, which has already reached out to 300,000 Bangladeshi students and school-children with a call to explore open knowledge on the internet.

“We are delighted to have the opportunity to work with the Wikimedia Foundation. Telenor have pioneered affordable, mobile communications across much of Asia, and we have built a track record of offering vital services with a significant outreach” says Kristin Skogen Lund, Executive Vice President and Head of Digital Services at Telenor Group. “With this agreement, we are first in Asia to bring a vast knowledge source to the millions in underserved communities across the region.”

The 3-year partnership between Telenor Group and the Wikimedia Foundation will cover 135 million users. The agreement is signed by seven countries: Thailand, Malaysia, Pakistan, Bangladesh, India, Montenegro, and Serbia. By the end of the year, more markets are expected to join. The agreement will be implemented step by step throughout 2012, with the first markets launching during the second quarter.

Each local Telenor affiliate will establish technical solutions together with the Wikimedia Foundation. Customers with a Telenor SIM will be able to access a version of the encyclopedia for as many times as they like in a given period, at no charge, as long as they stay within Wikipedia's pages.

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First Paragraph:

San Francisco, CA—[date press release published]—[1-2 sentence summary of the story]

The first paragraph, usually 1-2 sentences, should contain the 5 W's and 1 H (**Who, What, Where, When, Why and How**). The Why and How may be reserved for later paragraphs if more appropriate. Utilizing the principle of the 5 W's and 1 H will most effectively and efficiently allow the reader to grasp the general idea of the article.

Third Paragraph:

Quote from representative for the Wikimedia Foundation. In most of Wikimedia's past press releases, the first quote appears in the third paragraph. This allows room in the first two paragraphs to sufficiently develop the central details of the story before adding the Foundation's commentary. The quote is typically from a prominent representative of the Foundation such as Jimmy Wales, Sue Gardner, or Jay Walsh, but other representatives may be preferable, depending on what contributes the most to the story. In this example, the quote is from Barry Newstead.

Fifth Paragraph:

Optional additional quote from either the Wikimedia Foundation or another organization relevant to the story (in this sample press release, there is a quote from the Telenor Group). Otherwise, the fifth paragraph can contain either a second quote from the Foundation, or additional details of the story.

For more information on Wikimedia Foundation recommended practices for communications, please refer to the Wikimedia communications package, available at: <http://ur1.ca/8hhyh>

