You talkin’ to me?
Who should give an ear?

Wiki community with a formal organization?

YES

Organization with a designated spokesperson?

NO

Spokesperson with formal education or experience?

YES

SO, BASICALLY, EVERYONE :)
Specifics of media (just one aspect)

• **Synchronous** media
  – Aired in real time: TV, Radio
  – The scarce resource is **time**
  – Usually requires physical presence

• **Asynchronous** media
  – Fixed on a material medium: press
  – The scarce resource is **space**
  – Usually requires post-processing

• **Online** media combine the best of both worlds.
Journalists’ prejudices

Encyclopedist (n.)
\textit{in-\textipa{\texting{in}-,s\textipa{\texting{s}}-kl\textipa{\texting{t}}-p\textipa{\texting{t}}-dist}}
\neq
Volunteer (n.)
\textit{v\textipa{\texting{v}}-l\textipa{\texting{l}}-en-\textipa{\texting{t}}-ir}

\textit{Volunteer} = \textit{Amateur}
To whom it may concern:

I expect to be contacted by the officially designated media spokesperson.

Yours sincerely,
The Journalist
The *evergreen* questions

- How many people are contributing (locally / globally)?
- Do you meet other Wikipedians in person?
- Which topics are best / least covered?
- How many articles does *our* Wikipedia have?
- Why is *our* Wikipedia different from the English one?
- Do you obtain money for editing?
- How is the money from the donation campaigns used?
- Can I {have an article; come to write} about myself?
An [[Image:]] is worth a 1000 [[word]]s

• Be prepared to provide some graphical content, journalists L♥VE it!

• Just several ideas:
  – LOGOTYPES: Your local version of the logo of WP / chapter
  – AUTHORITY: Jimbo
  – REAL LIFE: your last meetup / edit-a-thon / wiki expedition
  – SUCCESS: winning pictures of the local WLX contests
  – SCREENSHOT: e.g. of WP home page, page in edit mode, etc.
  – HUMOR: wiki humour

...and are not always skilled enough to prepare it by themselves...
Back up with statistics

• Besides visual content, journalists are also hungry for statistics!

... no matter how little they understand them...

... and how even less skilled they are to prepare them alone...
Know their secret desires

They would like to know your motivation to contribute to Wikipedia, your first edits, your non-neutral POV about Wikipedia.

For media, bad news is good news, and you are likely to be contacted w.r.t. some (perceived) wiki-drama.

Always be ready to ‘sell’ them some of the success stories, which Wikipedia in general, and your local wiki community has to offer. 🙂
Know their secret desires

Ask the journalists for their contacts, and do give yours. Invite them to subscribe your wiki community’s public mailing list.

Promise them to contact them first the next time your community generates a news worth covering.

You might not be able to dispel this fallacy, but try to impress the journalists with new things they didn’t know and expect.

Journalists like to be ‘insiders’

Journalists like exclusivity

Journalists think they know it all
...and yet journalists have to be educated.

...that local WP is not identical with English WP.

...that attribution matters...

...and they better research than translate...

...and how to do it properly...

...that volunteering matters...

...and why it needs to be promoted...

...and that even if they don’t trust Wikipedia’s reliability...

...their children do.
Future work

• Several Learning patterns can pop up from this experience

• Already started: [[:m:Grants:Learning patterns/Volunteers vs. Journalists: Top-of-mind considerations]]

• In the To-do list:
  – [[:m:Grants:Learning patterns/Volunteers vs. Journalists: Considerations for synchronous and asynchronous media]]
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