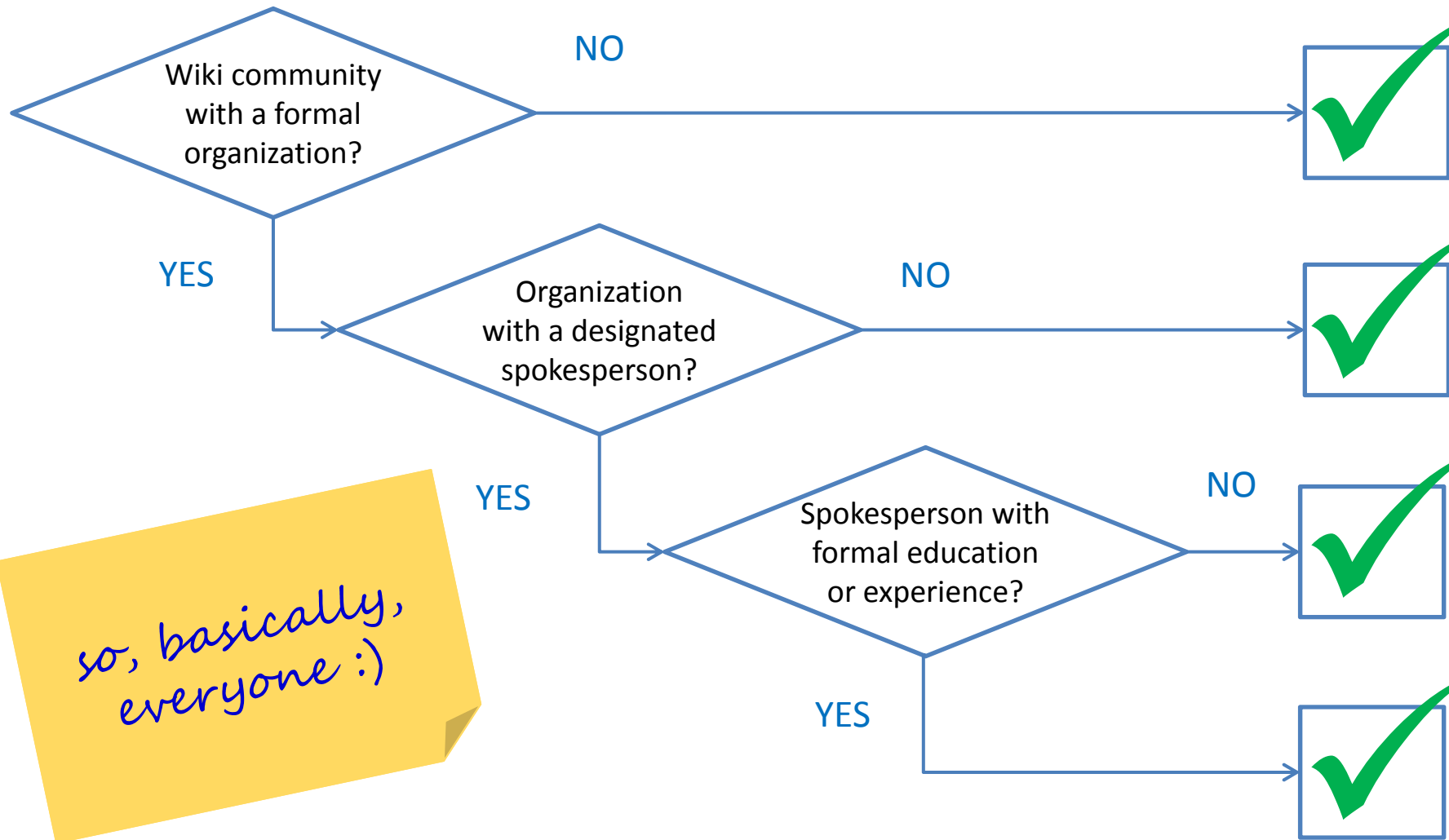


*me(dia)*  
You talkin' to ~~me~~?

*Vassia / user: Spiritia*

*wikimedians of Bulgaria UG*

# Who should give an ear?



*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.

*Stage fever  
(fear of  
microphones)*

*Ask for  
reviewing the  
material before  
it gets  
published*

# Journalists' prejudices

Encyclopedist (n.)  
\in- ,sī-klə- 'pē-dist\  
≠

Volunteer (n.)  
\ ,vä-lən- 'tir\  
=

Volunteer  
=  
Amateur

# Journalists' prejudices

To whom it may concern:

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

Yours sincerely,  
The Journalist

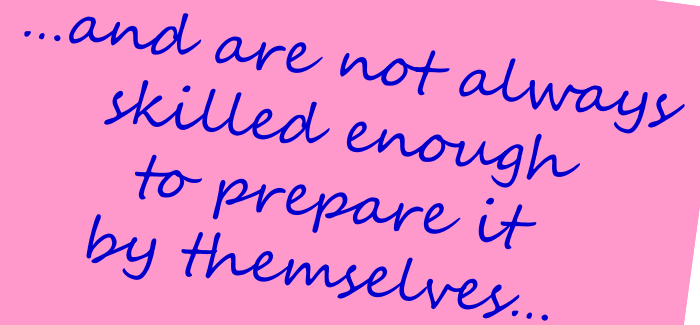
**WIKIPEDIA  
IS A SECRET  
SOCIETY**

# The 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!

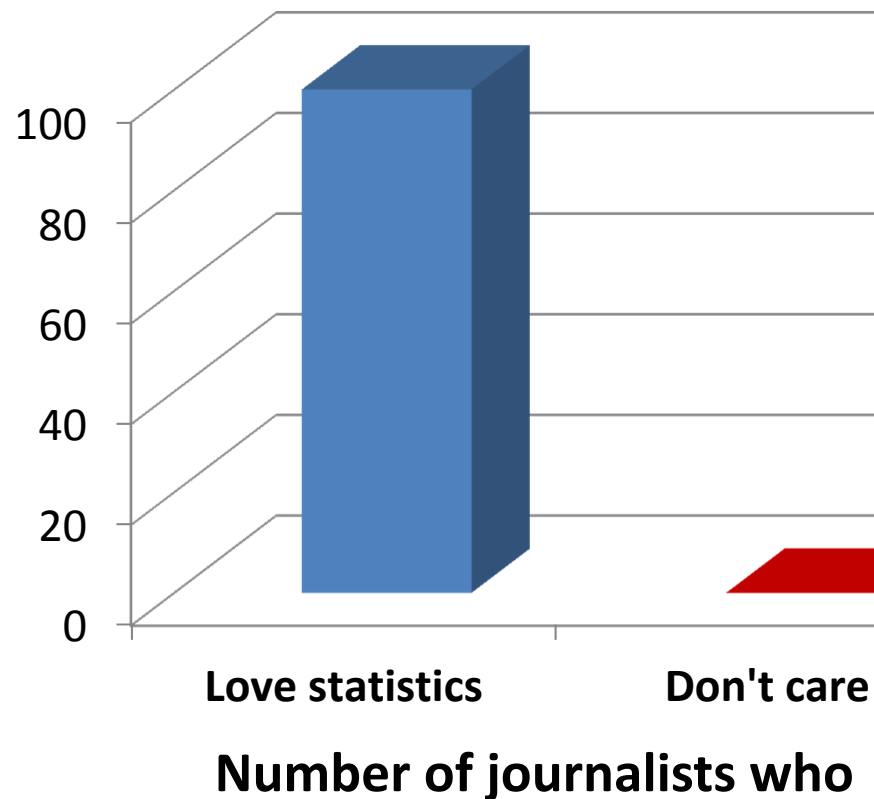


*...and are not always skilled enough to prepare it by themselves...*

- 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

# 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

*Journalists like personal POV*

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

*Journalists like DRAMA!!!!*

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

*Journalists like happy-end stories*

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

*Journalists like to be 'insiders'*

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

*Journalists like exclusivity*

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

*Journalists think they know it all*

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

... and yet journalists have to be educated.

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

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

...that  
attribution  
matters...

... 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:
  - [\[:m:Grants:Learning patterns/Volunteers vs. Journalists: Considerations for synchronous and asynchronous media\]](#)
  - [\[:m:Grants:Learning patterns/Volunteers vs. Journalists: The evergreen questions\]](#)
  - [\[:m:Grants:Learning patterns/Volunteers vs. Journalists: Maximizing the impact\]](#)
  - [\[:m:Grants:Learning patterns/Volunteers vs. Journalists: Educating new spokespersons\]](#)

# Future work

- Several Learning patterns can pop up from this experience
- Already started on Learning patterns/ Volunteers vs. Journalists: [considerations]]
- In the T
  - [[:m:Considerations:Learning patterns/ Volunteers vs. Journalists: Considerations]]
  - [[:m:Grants:Learning patterns/ Volunteers vs. Journalists: The evolution of the media]]
  - [[:m:Grants:Learning patterns/ Volunteers vs. Journalists: Maximizing the impact]]
  - [[:m:Grants:Learning patterns/ Volunteers vs. Journalists: Educating new spokespersons]]

Why don't you  
come and share  
*your*  
experience?!