WIKIMANIA
STOCKHOLM

Using Radio to Attract New Readers

A case study of the project *Find it on Wikipedia!!!*

Uzoma Ozurumba (Igbo Wikimedians User Group)
Chris Schilling (Wikimedia Foundation)

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Radio is a powerful media influence in the world.

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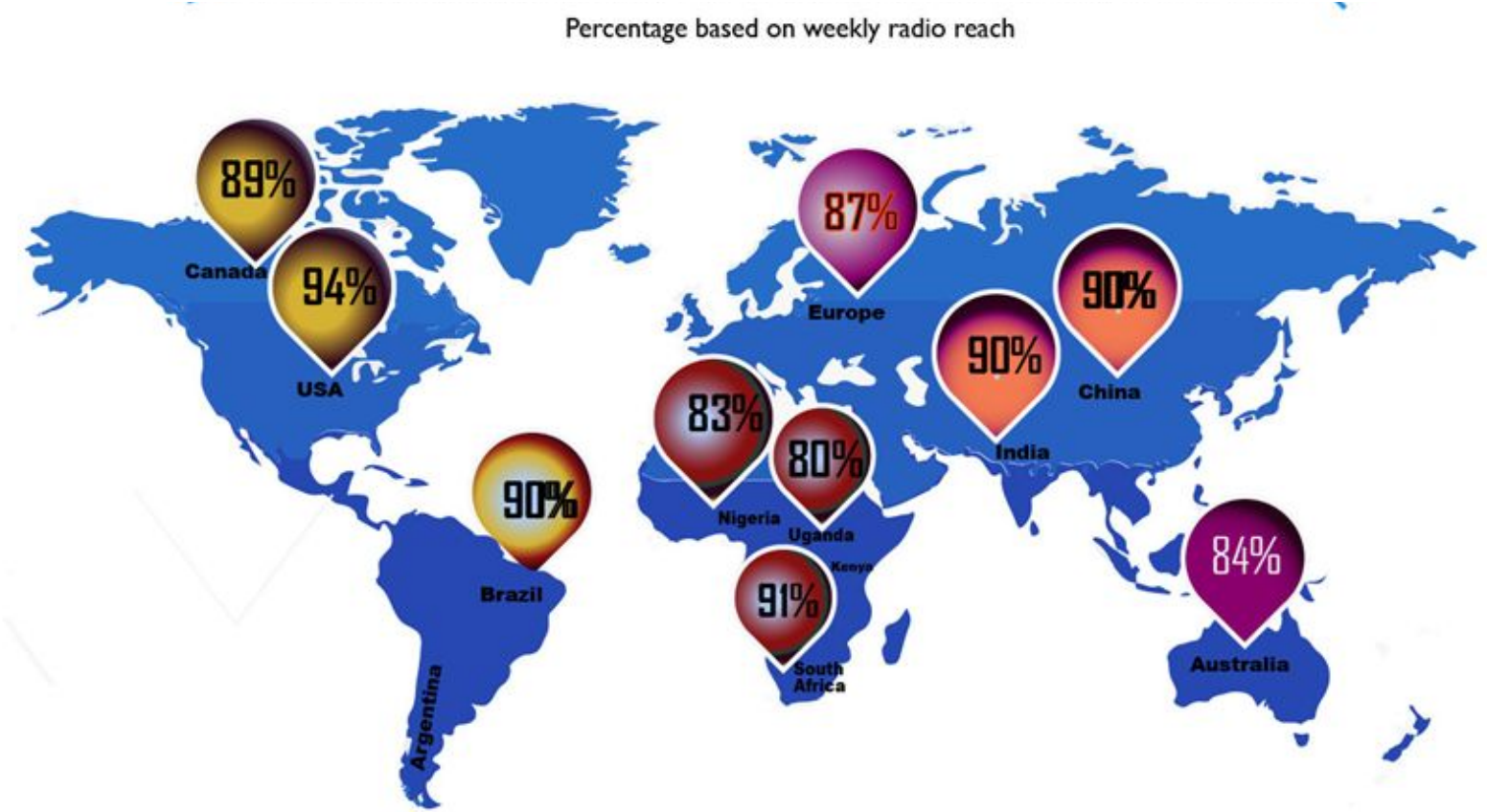
Percentage based on weekly radio reach



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Harnessing the radio

- **Game shows** where listeners answer questions about Wikipedia articles
- Catchy **jingles** about Wikimedia projects
- **Reading sessions** to review or highlight Wikipedia articles

Grants:IdeaLab/Inspire/Archive/New readers

< Grants:IdeaLab | Inspire | Archive

This page contains changes which are not marked for translation.

We funded nine projects submitted through this campaign through the Rapid Grants program! Read all about them on the Wikimedia Blog!

You are welcome to continue providing feedback, improving ideas, and moving any ideas that need funding into grant applications.

Note: Inspire Campaigns and IdeaLab are collaborative idea-building spaces to prepare proposals for Wikimedia Foundation grants and proposals for local Wikimedia projects. Ideas that require community consensus (such as policy changes) can be discussed and revised here, but must be proposed at the appropriate place in your local Wikimedia project to be implemented.

Submit & review ideas | About this Campaign | Join a Team

ideas created: 428
participants: 529
days left: 0

About Inspire Campaigns

Inspire Campaigns are month-long events to focus collaborative efforts on some of the most pressing challenges of the Wikimedia movement. This is a time to share and create new ideas. Readers can get introduced and inspired to start their interest towards Wikipedia.

After the campaign, Grants are available to turn these ideas into collective action. For projects that do not need funding, planning and logistical support is available.

What is the current theme?

The current theme is **new readers**, and it's about raising awareness of Wikipedia where you live.

Did you know that only 33% of internet users in India have heard of Wikipedia? Think about all of those other internet users who do not know about Wikipedia and our communities. There are many other regions where people are unaware of Wikipedia. If you lived in one of these places, what would you do to attract new readers for Wikipedia? We want to hear your ideas.

Why is awareness important?

Awareness is the first step in building new use, support, and participation in Wikimedia projects. We know that low awareness of Wikipedia is associated with low usage, and without usage people will never become contributors or advocates for free knowledge.

Idea Leaderboard
Ideas by type

How IdeaLab works
Friendly Space expectations
Translators hub
Prior campaigns

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A case study: Find It On Wikipedia!

Who is the audience?

- Radio listeners in Abuja, Nigeria
- Listeners engage with radio programs via social media (Twitter, WhatsApp)
- Listeners usually search for information in English

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A case study: Find It On Wikipedia!

Project idea

- Ask listeners trivia questions based on content from the Main Page of English Wikipedia
- Listeners search and use social media to send in answers
- Fastest fingers earn a small prize (e.g. a gift card)

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A case study: Find It On Wikipedia!

Project plan

- Develop a weekly segment on Good Morning Nigeria Show on Cool 96.9FM in Abuja

- Invite participation through a social media campaign with radio station

- Main goals:
  - Encourage listeners to engage with Wikipedia
  - Increase readership

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Listen to
Find it on Wikipedia!

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Project Outcomes

- Six (6) radio programs between late April and mid-June 2018
- Cool 96.9 FM has ~8% radio share in Nigeria[1]
  - Est. 30K-40K listeners in Abuja
- 230 unique participants over social media

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What's next?

Find it on Wikipedia Contest

https://w.wiki/78U

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THANK YOU!

DJ Jethro on WRMC @ Moravian College, 2007

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