Wiki Education Video Project Request for Proposals

Proposals requested by April 12, 2023

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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 95 million words to Wikipedia: That's the equivalent of more than 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 are currently engaged in a project funded by the Patient-Centered Outcomes Research Institute (PCORI), in which we are running a series of Wiki Scientists courses to empower subject matter experts in medicine to improve Wikipedia articles, particularly by (when appropriate) adding citations to PCORI's Systematic Reviews.

As part of this project, we will create two one-minute videos, which will help us meet the goals of the project:

1. One video aimed at recruiting participants/medical professionals to edit Wikipedia through our program
2. One video aimed at getting prospective partner organizations excited about the role Wikipedia plays and how they should prioritize improving it as a part of their missions to inform the public

Broadly, the videos should center patients: focus on the opportunity to inform patients through Wikipedia's massive reach; this is where patients go for more information about symptoms, diagnoses, treatment plans, preventative measures, etc. The world uses Wikipedia to learn about every subject, and medical content is no exception. Medical content is accessed on Wikipedia more than the websites of the National Institutes of Health, WebMD, Mayo Clinic, the National Health Service,

the World Health Organization, and UpToDate. Recent research even suggests Wikipedia shapes scientific understanding and legal decisions. Wikipedia's wide readership, instant availability, and source verifiability makes it one of the most powerful vehicles for reaching patients, practitioners, and caregivers.

Though the videos should mostly focus on Wikipedia and why it's so important to do this work, they should emphasize that Wiki Education facilitates the work and is a key part of successfully adding expertise to Wikipedia.

We are imagining the videos to be animated, similar in aesthetic to a video about editing Wikipedia in medicine that participants will watch as part of our course. However, we are not experts in video production, so we are open to other suggestions, such as potentially incorporating some element of a testimonial in the videos.

What kind of firm we are looking for

We're a nonprofit that measures outcomes, not activities, and we want to partner with a video firm who works the same. We want you to not just be happy with creating a video, but satisfied when the video reaches the kinds of people we're seeking and compels them to join our initiative. In your proposal, please share case studies that demonstrate outcomes for clients for past work you've produced.

We 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 participants those increasingly important digital media literacy skills, and about getting high-quality information out to the public, breaking down barriers of medical and scientific research. We also hope you're inspired by our goals and will work with us as a partner to help achieve our mission.

Deliverables

- Two (2) one-minute (60 second) videos:
    - One video aimed at recruiting participants/medical professionals to edit Wikipedia
    - One video aimed at getting prospective partner organizations excited about the role Wikipedia plays and how they should improve it

- Both videos must be released under a Creative Commons Attribution-ShareAlike 4.0 International (CC BY-SA 4.0) license.

Budget

$10,000–$15,000

Note this work is funded through a Patient-Centered Outcomes Research Institute (PCORI) Eugene Washington PCORI Engagement Award (EADI #26698).

Projected Timeline

- March 20: Request for proposals issued
- April 12: Due date for proposals
- mid-late April: Initial interviews with prospective vendors
- May 1: Contract awarded
- May–June: Work on videos
- June 15: Final videos delivered