

Report title: Comms report to Board	Author: Stevie Benton, Communications Organiser
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Report description: This report covers the period of February – April 2013	



Projects from the last three months

There have been some important pieces of work over the last few months. Perhaps the most important event was the release of the Compass report early in February. This led to some interesting press coverage (links are available on the February 2013 report on wiki). For some outlets the interest lay in viewing WMUK as a case study and this was the angle that some publications took.

Also in February we hosted the second media training session for staff, trustees and volunteers. This was a big success and feedback was generally good.

In March we hosted a media event at TechHub for journalists and tech start-ups. Jimmy Wales came to present to the audience and showed his support of the chapter. This was the most important outcome of the event. Some good relationships with journalists have also developed and a feature was commissioned by CivilSociety.co.uk about how to share learning within an organisation, likely to be published in May.

In April I visited the San Francisco offices and spent time with Jay Walsh and Matthew Roth (in particular) from the WMF communications team. This was a very valuable experience and led to a better understanding of how our organisations can continue to work together.

I continue to work on the annual review. The first draft is almost entirely finished and the designer is currently working on layout. I will be on annual leave until 9 May, and will pick this up on my return. It will be printed in time for our AGM in Lincoln.

GLAM-Wiki was a big success and very popular on social media. There are also many videos of the presentations on Commons and YouTube.

QRpedia was extremely challenging. Trying to get sign off on an announcement with Roger was incredibly draining and tiring. Hopefully we can all move on soon.

Projects in the next three months

Over the next three months I will finalise the annual report, work to promote our AGM, be involved in Wiki Loves Monuments. One of the most important tasks I will be working on is developing relationships with journalists. I hope to spend less time firefighting and more time working proactively this quarter. Depending on the success of the UK Wikimania bid this may be a priority, too. I also expect to be involved in preliminary promotion of this year's education conference.

Decisions and actions required:

For review and comment: In [my previous report to the board](#) I provided an update on my [key recommendations](#) from my [communications strategy](#). Rather than choose to interpret silence as agreement I'd like to refer these to the board once again. Please do review the content and share your thoughts.