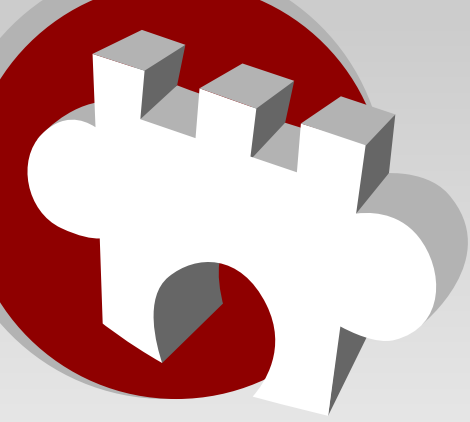
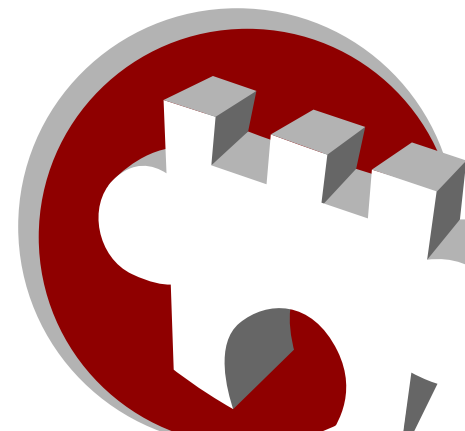
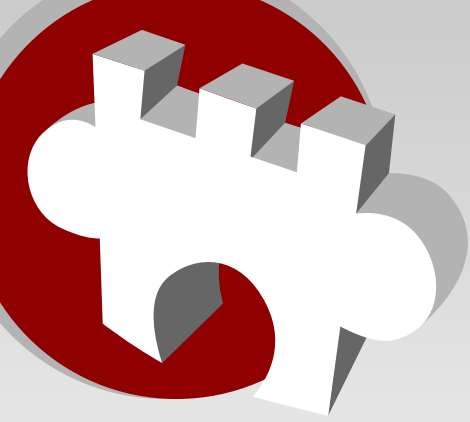


WIKI **loves**
monuments



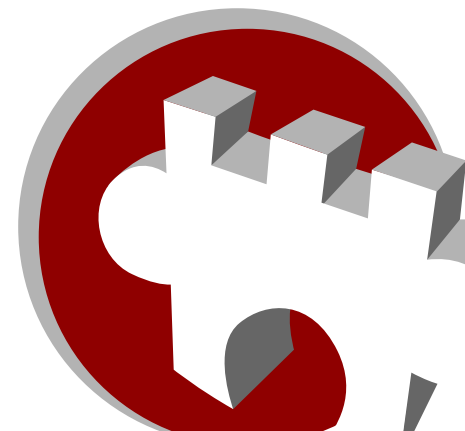
Tomasz Kozłowski
Wikimedia Polska
Kiev, 24 March 2012
tomasz.kozlowski@wikimedia.pl
Twitter: @twkozlowski

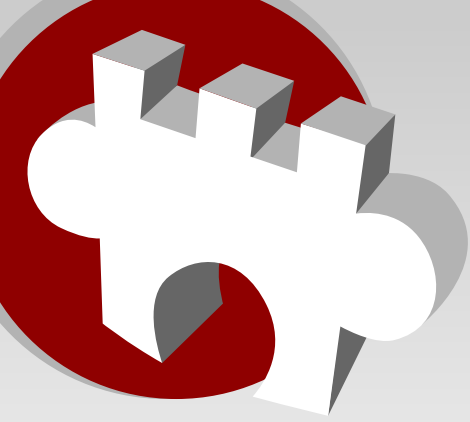




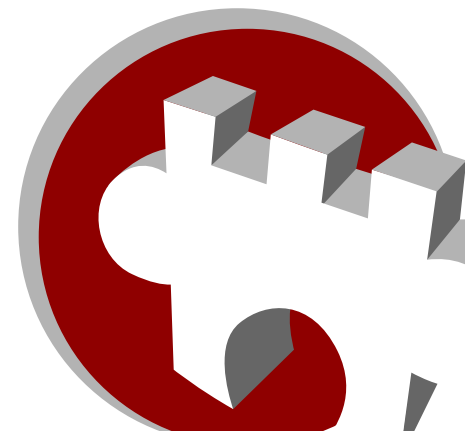
As a start

1. We have to take notes (Etherpad);
2. Please let me know if anything is unclear;
3. Please write down your questions;
4. We'll end the workshop with brainstorming and distribution of action points;
5. Enjoy!





HISTORY AND FUTURE IN SIX SLIDES



2010

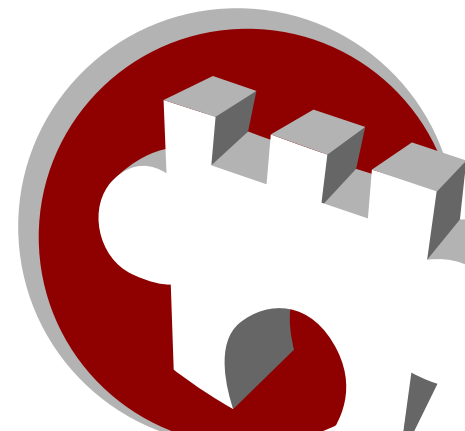
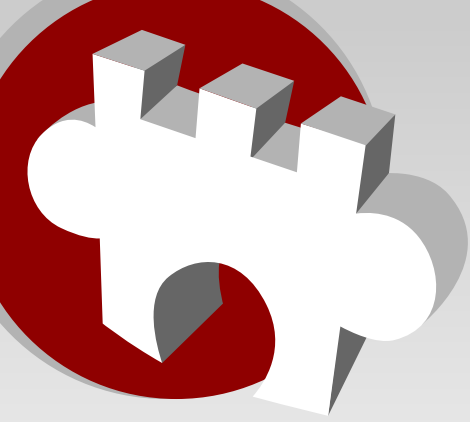
- The Netherlands;
- 60,000 monuments (not memorials!);
- Lists with addresses, identifiers & geodata;
- Great results!



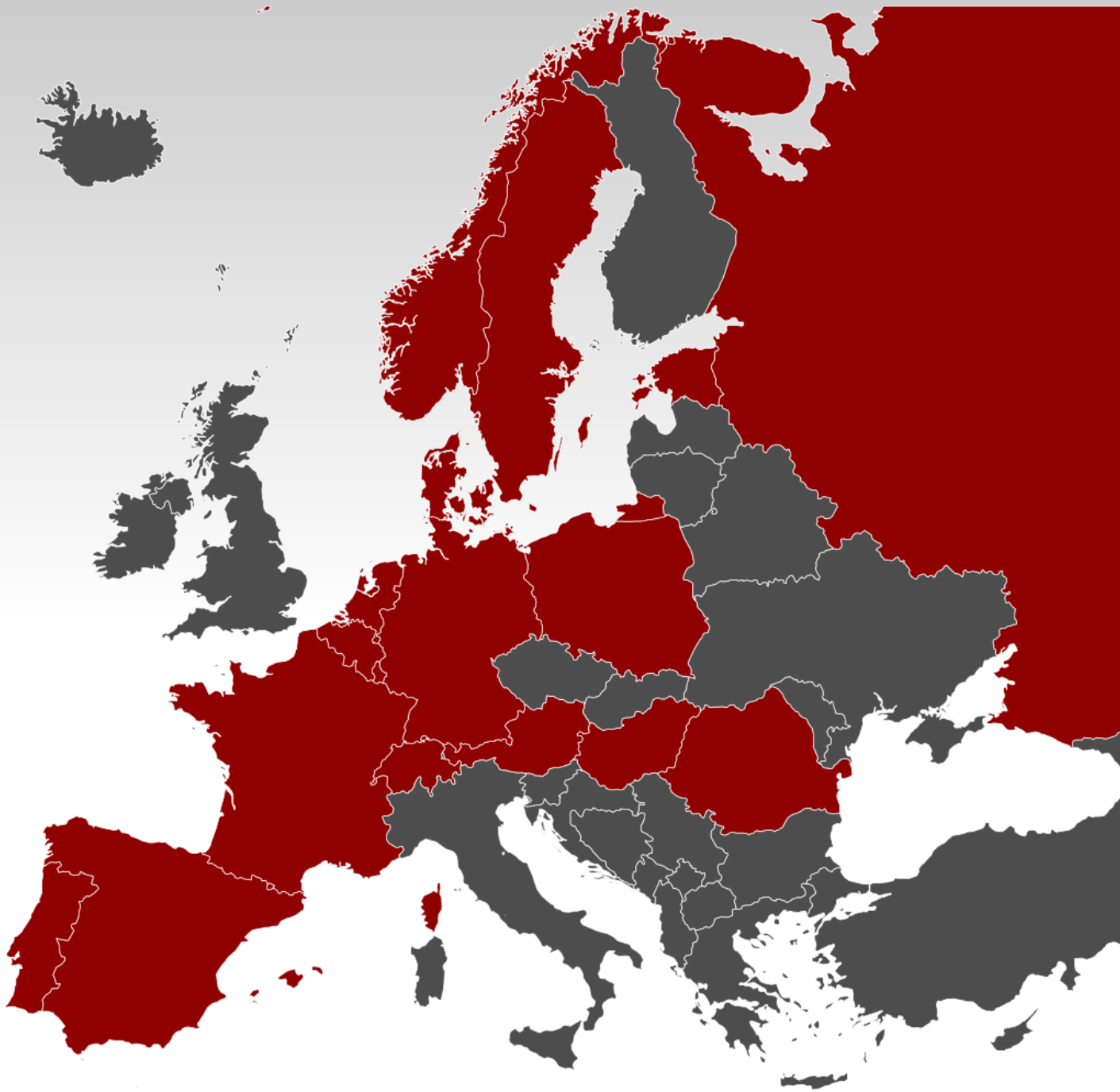
Rudolphous, CC-BY-SA 3.0 NL
Wikimedia Commons

2011

- 18 European countries;
- 14 different Wikipedias;
- Hundreds of Wikipedians organising locally;
- About 5,000 participants;
- 1 month (September 1–September 30);
- Over 167,000 photos – a new world record!



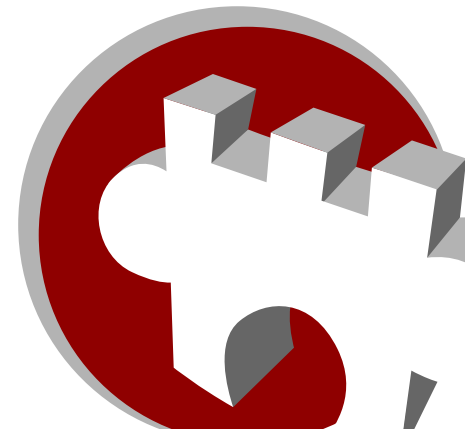
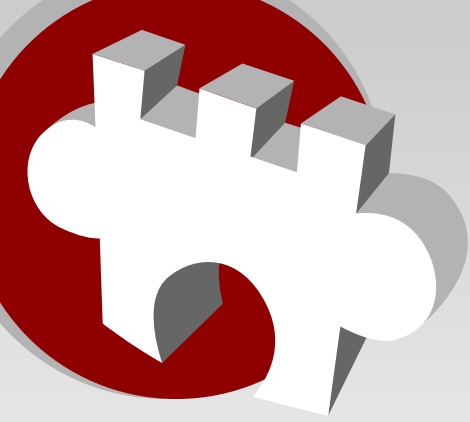




Various authors, CC0

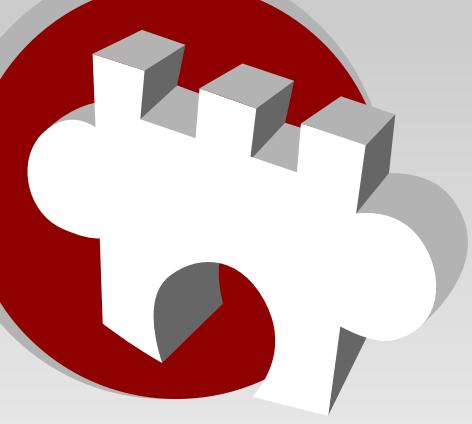
2012

- 25+ countries from all over the world;
- Europe, Asia, North & South America, Africa
- 1 month (September 1–September 30);
- Above 10,000 participants?
- 300-500,000 photos?
- We need *you* for the success!

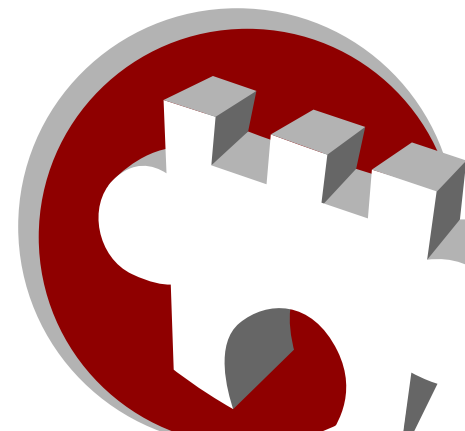


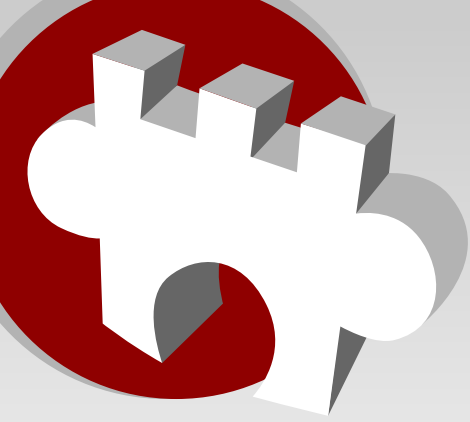


Various authors, CC0



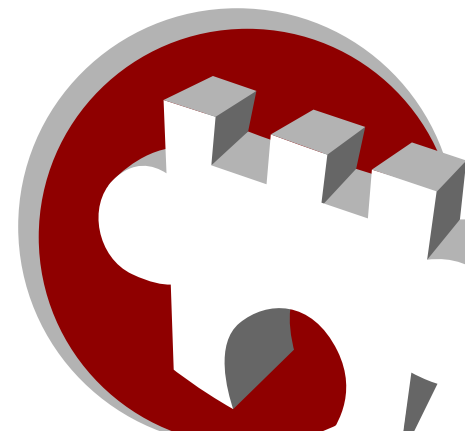
SOME BASIC RULES





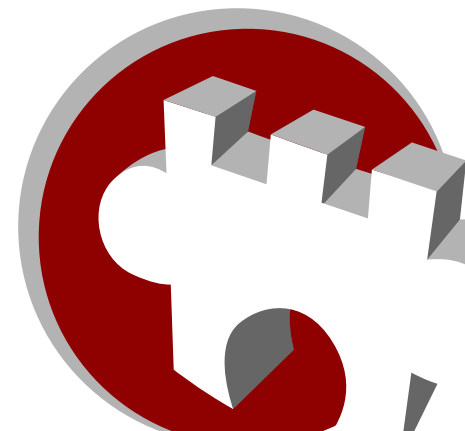
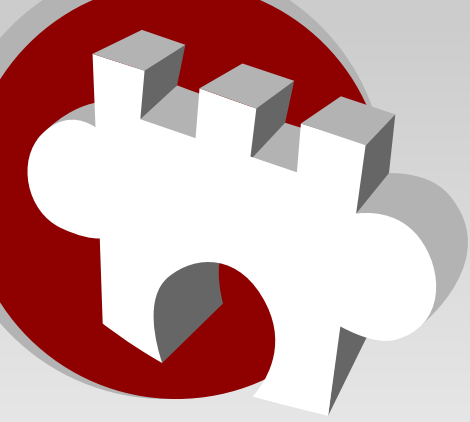
It's federative

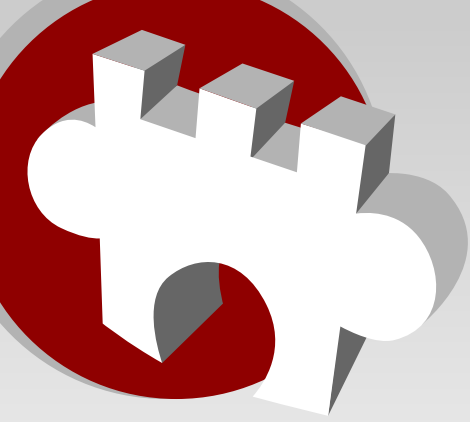
- There is an international team—but:
 - *You* know how things work best in your country;
 - We can help with technical things, getting in touch with partners—but *you* involve the local community and find sponsors for prizes;
 - We can give you some advices basing on our experience;



It's federative

- There are 5 basic recommendations for all countries, but you can choose to have additional rules (e.g. legal);
- There is even a small budget (€3,000) for a grant programme if you won't be able to find sponsors;
- Contacting other countries and exchanging experiences is encouraged!
- More information in the FAQ & at the Who's who page.

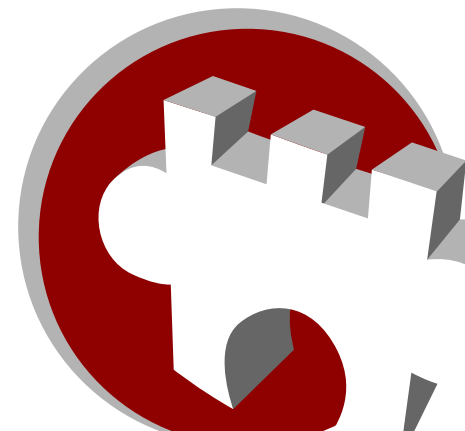




5 contest rules

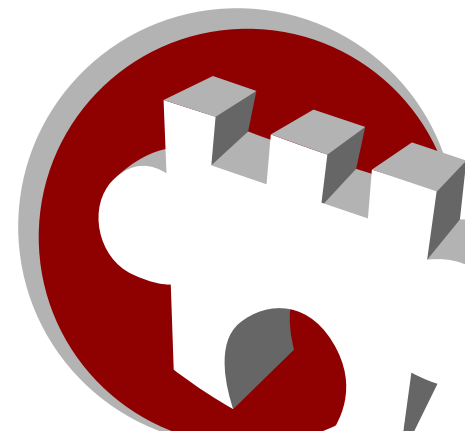
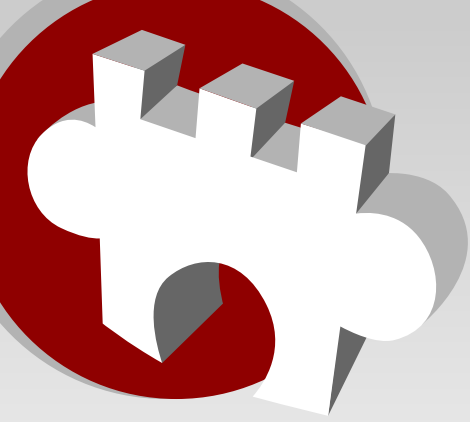
1. Pictures have to be self-taken and self-uploaded;
2. Upload available in September *only*;
3. The default licence is CC-BY-SA 3.0 (localised);
4. Pictures have to be identified by a locally determined identifier;
5. Participants have to have their e-mail enabled.

Not: minimum resolution in pixels, minimal quality, date of creation.



Judging criteria

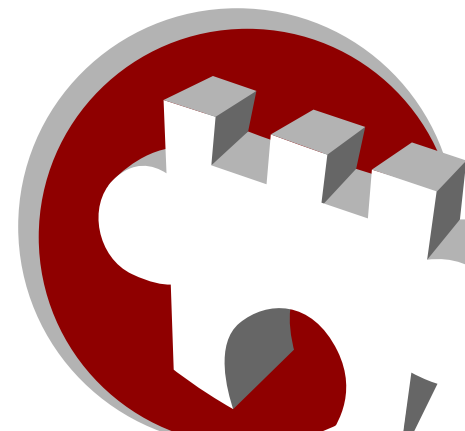
1. Technical quality (sharpness, use of light, perspective, resolution – see COM:IG);
2. Originality and a *wow!* factor;
3. Usefulness for Wikipedia;
This is mainly an advice – you can choose to do things differently!

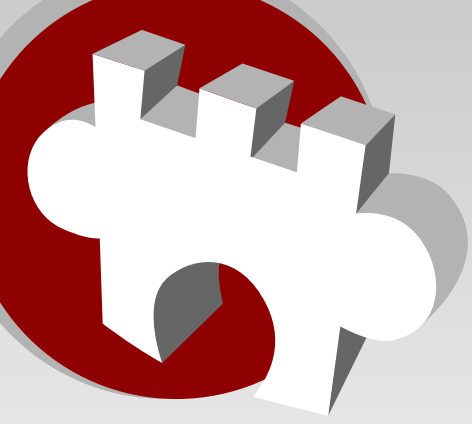


Jury suggestions

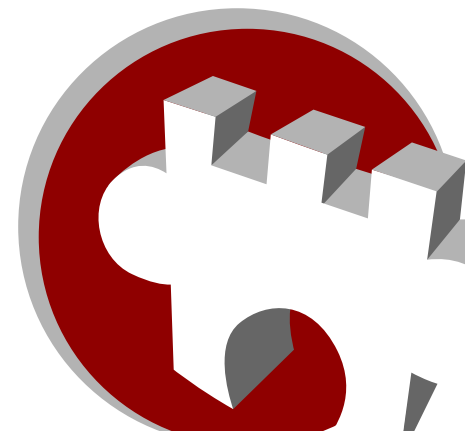
- Make it diverse!
- Have it ready at least a month ahead;
- 2 professional photographers, 2 heritage specialists, 3 Wikimedians (+ a facilitator);
- Lock them in a room, set a deadline and provide with cookies & coffee :-)

You can have a smaller number of jury members if that would work better in your country.



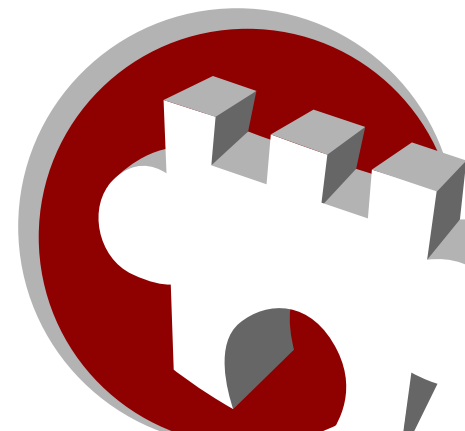
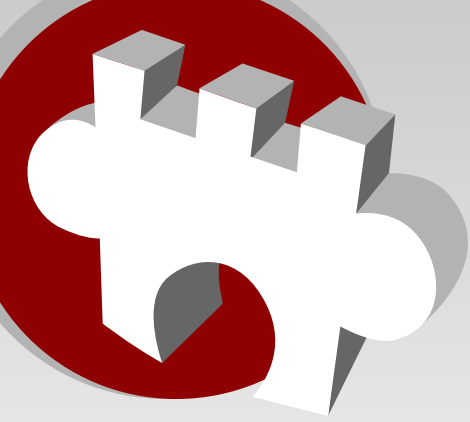


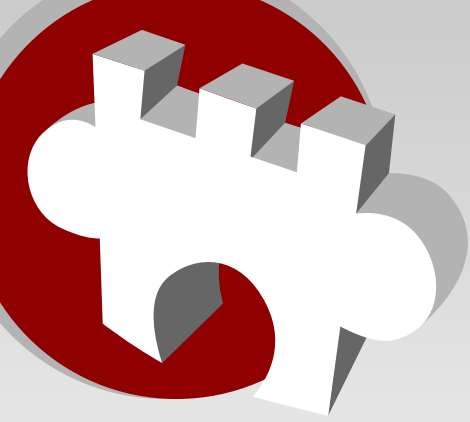
HOW TO ORGANISE?



Organisers

1. Gather at least 3 people;
2. Gain the support of your local Wikimedia chapter;
3. Divide the tasks;
4. Have a look at the timeline;
5. Build a portal on your local Wikipedia;
6. Create a page on Wikimedia Commons;
7. Subscribe to the international mailing list;
8. Be bold in contacting partners!





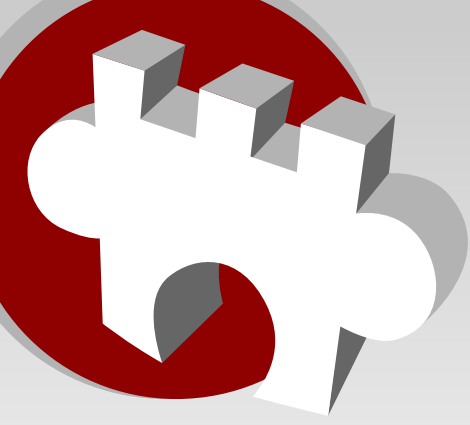
5 incentives

1. Make it easy;
2. Make it fun;
3. Make it local;
4. Help Wikipedia;
5. Give quick and visible results.

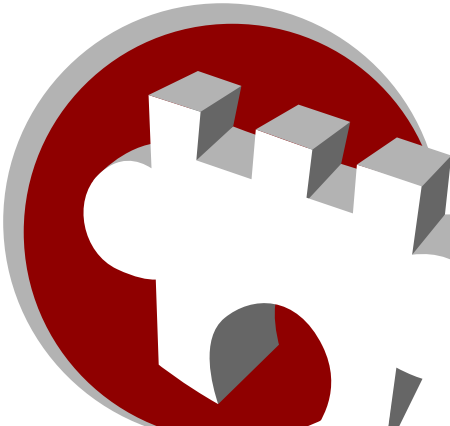
See [Commons:Wiki Loves Monuments/Philosophy](https://commons.wikimedia.org/wiki/Commons:Wiki_Loves_Monuments/Philosophy) for details.



Elke Wetzig, CC-BY-SA 3.0
Wikimedia Commons

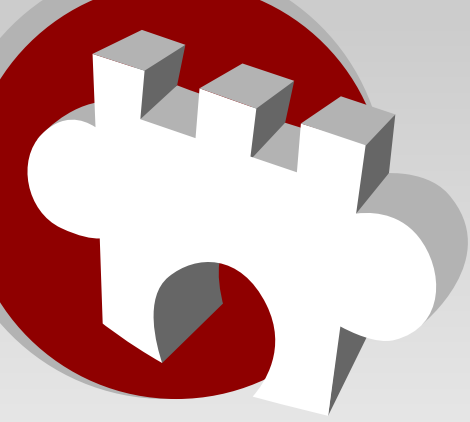
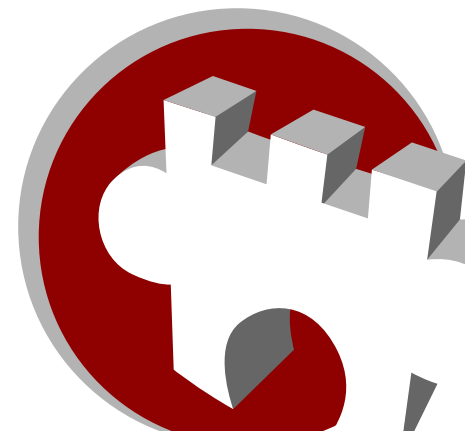


MORE DETAILS



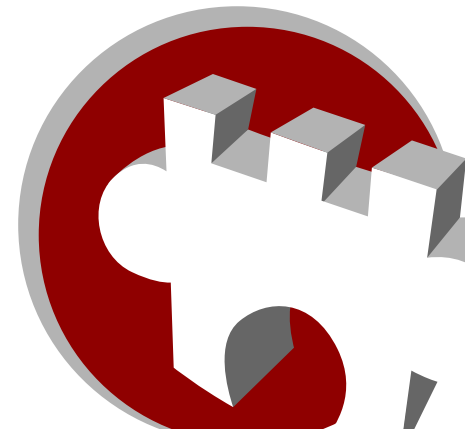
Partners

- Write them, call them, meet them!
- Three main types of partners:
 - Government institutions;
 - Publicity partners;
 - Sponsors.
- Use European Heritage Days to promote WLM.



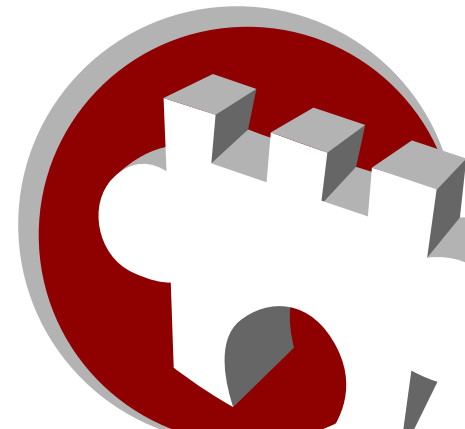
Communication

- An external website is a must:
 - Explain the idea & rules;
 - Present classification and awards;
 - Give contact details (OTRS);
 - Explain technical things.
- Internal communication:
 - Communicate often, communicate well.



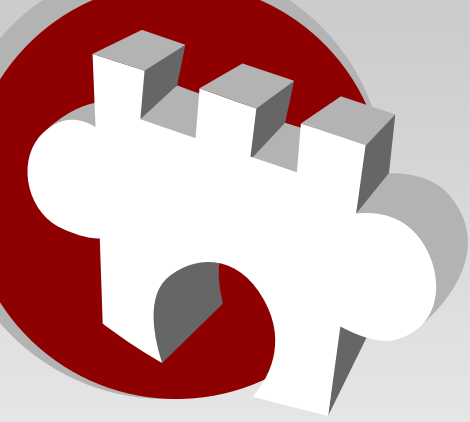
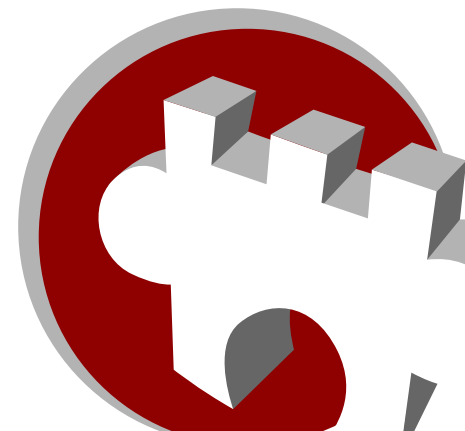
Promotion

1. We'll be using CentralNotice banners;
2. Draft press releases from the international team;
3. Use regional media – they are much open than national-wide ones;
4. Forward press releases to your partners.



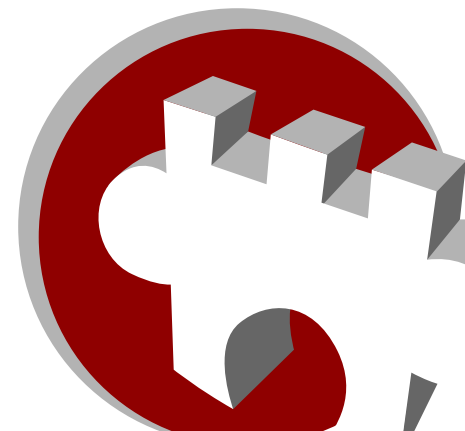
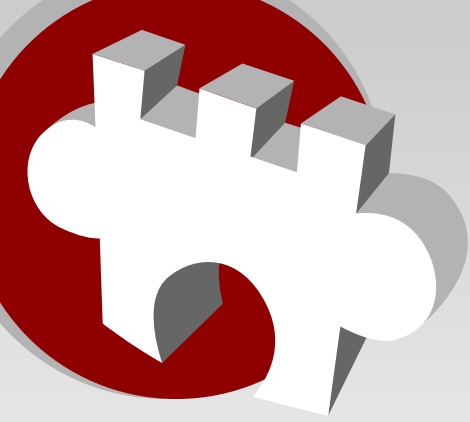
Upload

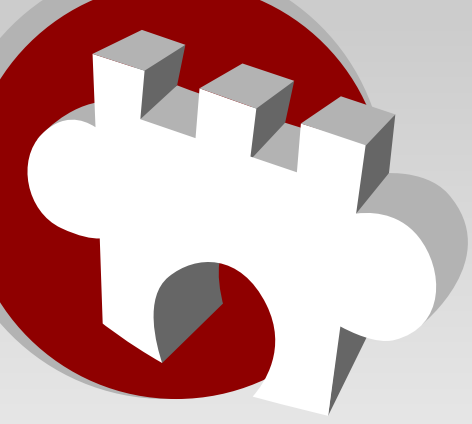
- UploadWizard + UploadCampaigns;
- Simplified Commonist:
 - Local language(s) and English;
- Interim websites (Flickr, Google Picasa);
- Other ideas?



Tools

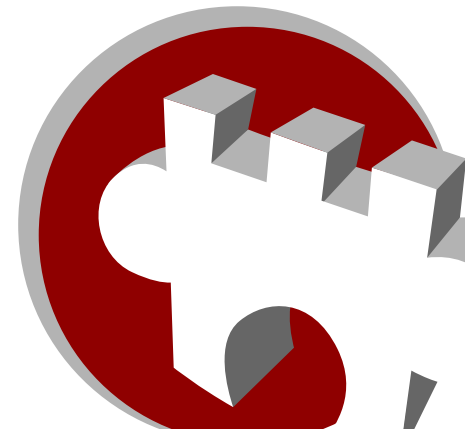
- Most of them on the Toolserver;
- They will be localisable ([Translatewiki](#));
- We have bots, statistics, maps, etc.;
- In the future:
 - An Android application;
 - *Better* augmented reality;
 - Simplified Commonist;
 - New ideas are welcome!

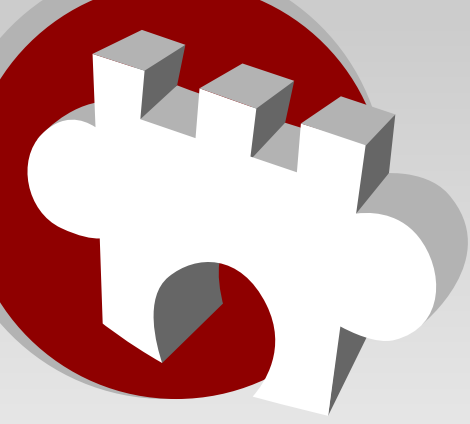




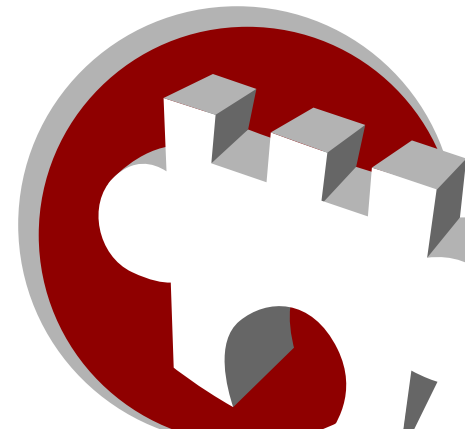
ANY QUESTIONS?

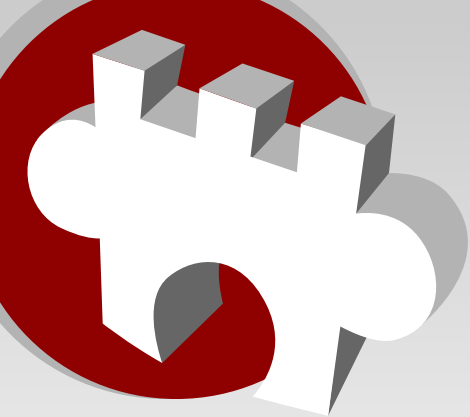
Please do ask them!
Examples are available in the [FAQ](#).





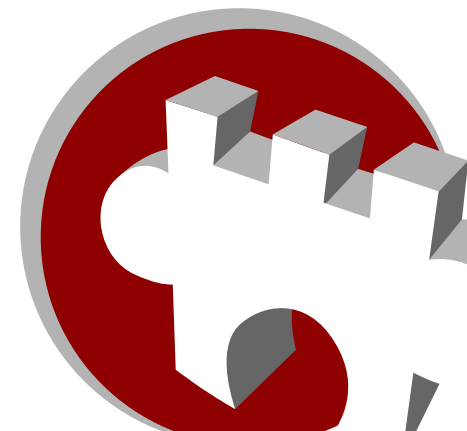
ACTION POINTS

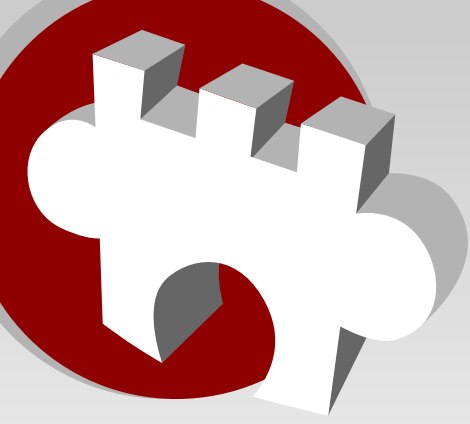




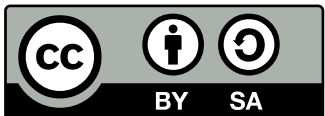
Skype call – 5 March 2012

1. Set up a redirect from the TLD domain to Wikimedia Commons;
2. Work on a proper website behind the scenes;
3. /Do/ publish the lists on Wikipedia;
4. Contact OpenStreetMap community and Creative Commons Česká republika;
5. Find a willing photographers' association;
6. More ideas – brainstorming session!





THANK YOU!



© 2012 Tomasz Kozłowski

