# Photo Contests - Logic Model

## Situation

In contrast to getting started on editing Wikipedia, which has become increasingly complex, uploading media files to Wikimedia Commons offers a low-threshold access to Wikimedia projects, often a first step to further involvement. Hence, WMAT focuses on photo contests to gain new contributors and to keep them engaged over time.

### Priorities

Gaining new contributors, retaining contributors from former contests, engaging existing contributors in the contest organization (pre-jury etc.)

## INPUTS

## OUTPUTS
Participants  -  Activities  -  Direct Products

## OUTCOMES - IMPACT
Short term  -  Intermediate  -  Long-Term

### What we invest

Volunteer time

Staff time

Partnerships with like-minded institutions and sponsors

Short-time contractor for technical infrastructure

Travel costs for "Wiki takes" excursions

Costs for prizes

### Who we reach

Wikimedians

New (amateur and professional) photographers

Like-minded organizations / GLAM partners

General public

Media

### What we do

Provide on- and offline infrastructure (e.g. website, jury tool, organize award ceremony…)

Provide resources (travel costs, equipment)

Support project management

Public relations

### What we create

Expanded Wikimedia community

New or intensified partner relationships

Uploaded and embedded files

Media coverage

### Results: Learning

New volunteers familiar with Wikimedia projects and free licenses

Volunteers become experts (pre-jury) and organizers

Learning patterns on what works in photography contests

General public awareness for free knowledge

### Results: changing Action

New active community members

New contributing partner organizations

More content is added to Wikimedia projects

### Results: changing Conditions

Boosted community

Increased diversity

Complete Digitalization of Austria's cultural heritage (concerning cultural and natural monuments)

Increased quality of content

## Assumptions

## External Factors

## Evaluation
Identification – Design – Implementation – Completion/Follow-up