



WIKIMEDIA
MAGYARORSZÁG

2012.

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Introduction

This was an exciting year for Wikimedia Hungary, for the first time since our founding we have set ourselves a number of definite goals to achieve and aligned our projects and priorities in a way that serve these goals.

- Improving Wikipedia content quality.
- More free content in Hungary.
- More activity in the chapter, more volunteers.
- Community health.
- PR, increasing support for Wikimedia and free content.
- Organisational development, capacity building.

The strategic goals of Wikimedia Hungary

We have decided on a two-pronged approach whereby we focused our energies on improving the content and supporting the community of Wikipedia, and simultaneously building up the capacity of our organisation to attract more volunteers and be ready to respond to opportunities.

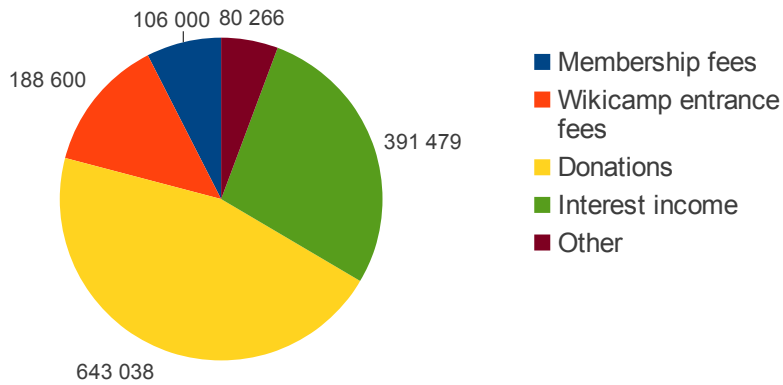
In the first quarter we have initiated a big community meetup in Budapest that attracted over forty participants and have supported smaller community events in the form of meetups of chapter members and photowalks. We have organised a maintenance competition on Wikipedia that resulted in the improvement of more than 1700 articles (and images).

A big step in building our organisational capacity was the hiring of our first employee tasked with the administrative duties connected to running the organisation.

We still face many challenges and have much to learn in order to achieve our goals for this year and in figuring out the path we would like to take for the future.

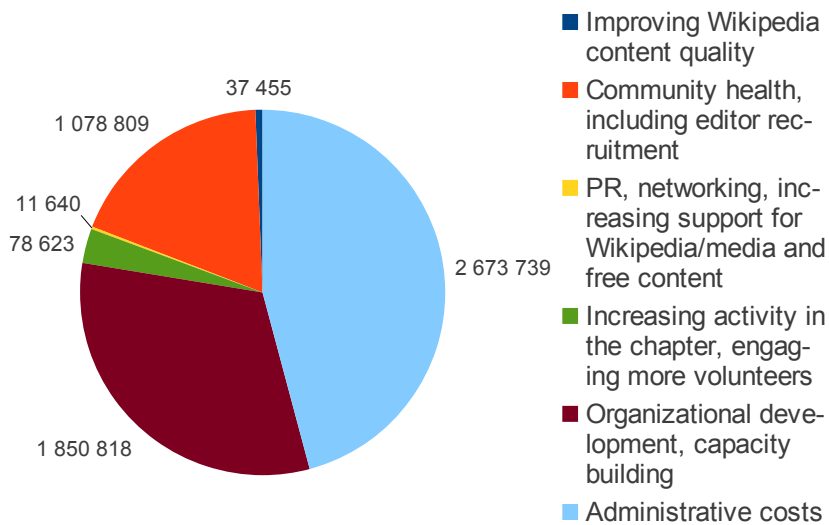
Revenue

Revenue 2012 WMHU in HUF



Expenses

EXPENSES 2012 WMHU in HUF



Activities

First quarter

January

Meetings

During the month of January we had one general membership meetup and a board meeting. The membership meetup was aimed at community building and discussing ongoing projects and ideas. The main reason for the board meeting was to admit three new members. With the admissions of the newest members, Wikimedia Hungary now has 60 members.

Server crash

On or around 11 January the RAID controller component of a server hosting our websites and a number of web services (like our membership application form, among others) has crashed and due to an error of the replacement controller some data has been corrupted.

We have already migrated essential services (like e-mail) to our own server, and are working on restoring and recreating the content that was stored on the crashed server and obviously, implementing an off-site backup solution.

The website was eventually restored in early February.

Zagreb trip

Wikimedia Hungary has received much help from its partners in previous years and we wanted to contribute back this year by encouraging the self-organization of Wikimedia communities in the neighbouring countries and supporting the participation of Wikipedians in the neighbouring regions in Hungarian and regional Wikimedia events.

It is in this theme that the independently conceived idea of a Wikimedia Foundation Board of Trustees-Chapters Committee trips to the region fit into; and as the first step, Ting Chen from the Board of Trustees, and Milos Rancic (Wikimedia Serbia) and Bence Damokos (Wikimedia Hungary) from the Chapters Committee visited Zagreb between 20-22 January.

On the trip they made contact with and between the local Wikipedians, who have already founded the not-yet-recognized Wikimedia Croatia chapter, and a local hackerspace organization called MAMA. The visitors tried to encourage Croatian Wikipedians to have regular meetups (possibly facilitated by a travel costs grant from the Wikimedia Foundation) and to restart the recognition process of Wikimedia Croatia.

Office

January has been a great lap professionally for Wikimedia Hungary by hiring Tamás Mészöly as our office manager in charge of most administrative duties and special projects we assign to him.

He has started working at the end of December, but due to holidays, January was his first full month. His first main tasks have been setting up the office (telephone, printer, access to the bank account), working with our accountant, members and board on closing the books on 2011 and as gesture towards our partners, ordering and sending out our greeting cards.

February

Meetings

We held two smaller scale meetups for our members, at one of them Miloš Rancic from Wikimedia Serbia was also present.

Furthermore, a full-day board meeting was held with the main topic being the implementation of our annual plan.

Small grant

We have awarded one small grant to buy a book to help improve articles on Ferenc Liszt. Furthermore, we have created info pages about our programs to provide funding for community projects and travel.

Merchandise

Work has been ongoing in February on replenishing our stock of Wikipedia themed merchandise. The items were ready by the end of March. Some of the new items include pins, shopping bags and yo-yos. The item will be used as give-aways at events and as prizes in our competitions.



International

Orsolya, one of our members has participated in the Open Wiki GLAM of Serbia event in Belgrade.

Bence, our vice-president participated in the Paris finance summit, which was aimed at figuring out the principles and mechanics of fund distribution and fundraising inside the Wikimedia movement.

Bence (later joined by Ting Chen, Chair of the Wikimedia Foundation) has spent a weekend as a guest of Slovene Wikipedians as they were celebrating the tenth anniversary of the Slovene Wikipedia. The anniversary has garnered substantial media attention. On the visit, Bence has discussed the idea of a Slovene Wikipedia chapter and the general process and requirements of establishing a local Wikimedia organisation.

Fundraising

We have started preparing a campaign to collect 1% income tax allocations from Hungarian donors. A specialized fundraising agreement with the Wikimedia Foundation was agreed to and signed (in March).

Office

Our office manager has participated in a conference and training about the new laws and regulations governing Hungarian civil society, and has prepared a summary of the regulatory content.

Csongor Gál has joined our ranks as a communications intern until about April.

March

Meetings



On 10 March we held a community meetup in Budapest, with about 40 Wikipedians, including three people invited from the Slovene Wikipedia community. At the meetup the writers of the best Wikipedia articles of 2011 were acknowledged. The best articles, written or expanded in 2011, were nominated by the community and chosen by a vote. Wikimedia Hungary provided the diplomas and celebratory cake for the award ceremony.

Vince, a community member has volunteered to systematically photograph Budapest, the capital of Hungary, and to write some of the missing articles. To make the event more fun, he has started organising photowalks in Budapest, where participants photograph all the notable buildings and public features of a given part of the city. The first tour was held on 25 March with the participation of 5 people, who took about a hundred pictures and later about a dozen articles were written or improved about the buildings the photos show. Wikimedia Hungary has supported the organiser in covering his transportation costs and we would be happy to fund other community-led projects, as well.

Maintenance competition

Building on the success of our 2010 maintenance competition we organised a big spring clean up competition on Hungarian Wikipedia aimed at reducing the backlog in maintenance categories. In three weeks over 1700 maintenance issues were solved: over 500 articles were provided with sources, around 250 were given an infobox and at least 300 articles were expanded. The various tasks performed by the 38 competitors were assigned 1-5 points, and the editors with the most points in the end could choose from a number of Wikipedia-themed items and shopping vouchers as their prize, while all editors who participated will receive some small gift.

International

On 9 March Bence Damokos visited Bratislava to meet the Wikipedians behind the future Wikimedia Slovakia chapter. Wikimedia Slovakia held its first General Assembly with the three original members who were later joined by a few local and Austrian Wikipedians. At the meeting they discussed projects like Wiki Loves Monuments, and an outreach effort they initiated towards local schools and libraries, as well as the technicalities of running an NGO. Bence advised them that Wikimedia national organisations (or chapters) are usually approved when they have a membership of at least 15-20 people, but nevertheless the group could ask to be recognised as a User Group, and get general support from the Wikimedia Foundation.

Gergő Tisza and Bence Damokos have participated in the Berlin Wikimedia Conference. Our annual State of the Chapter is available online.

Fundraising

We have signed an agreement with the Wikimedia Foundation that allows us to ask Hungarian visitors of the websites operated by the Foundation to allocate one per cent of their income tax to Wikimedia Hungary. Subsequently, a landing page was set up to solicit these donations, and we plan to start a short banner campaign in May.

Office

A laptop was purchased for our employee.

Second quarter

In the second quarter of the year, April to June, our activities had three main focus. We have organised a series of photowalks in Budapest aimed at photographing the notable buildings of the different districts and improving the corresponding articles. Secondly, we have organized a big community meetup in Budapest with roundtable discussions on a number of Wikipedia-related topics. Thirdly, a lot of behind the scenes work went into getting our administrative and accounting backlog and organizing our annual General Meeting.

April

Photowalks

Following the pilot at the end of March, we have expanded our programme aimed at photographing and documenting the various parts of Budapest and the vicinity. The series of walks (10 in total in the Spring) were organized as a community lead initiative by a user called Vince (who has subsequently been elected as a board member of Wikimedia Hungary) supported from our community budget.

The walks usually lasted one afternoon or morning and covered one district or historic



neighbourhood of the city at a time. The final walk was organized in Gödöllő, a scenic small town close to Budapest.

The 2-7 participants of the walks, mostly established editors, but also including photographers who saw the open invitation have taken over 700 photos.

Other events

As is traditional, our members were present at the XIX. Budapest International Book Festival in April to photograph the writers and other public figures showcasing their newest books.

During the quarter, our members have held there presentations about Wikipedia at different courses of the Eötvös Lorand Science University in Budapest.

A small meetup for our members was held in April.

May

Meetup and Annual General Meeting

On 26 May we organized our Annual General Meeting (AGM) and following that we invited the community to lunch and a meetup organized at our AGM venue. The AGM has approved the Board's and the Supervisory Committee's reports, our 2011 Financial report (including a report on our activities), and we elected Balázs Viczián to serve as a board member in the stead of Gergő Tisza who has resigned his post. Minutes and the reports are available on our website.

The May meetup was the second large community meetup organized this year. In contrast to our traditional meetups that would usually take place in restaurants and be merely social events, this time we have provided a venue, catering and WiFi to make sure the attendees had all the comforts they needed. We also tested, to great satisfaction of the circa 45 attendees, BarCamp style round table discussions on topics related to Wikipedia or Wikimedia, such as free licences, patrolling or Wiki Loves Monuments.

Scholarships

We have awarded 6 scholarships to community members to attend Wikimania, the international Wikimedia conference organized in Washington, DC. Among the attendees were three people who also presented at the conference. A more comprehensive report of their experience will be included in our next report.

We have also awarded support to five Wikipedians to attend the 4-day Wikicamp event organized in Veszprém, in Western Hungary in August.

Office

On the administrative side our main focus was getting the necessary documents, reports and accounting ready by the deadlines and by our AGM. Our work was made more difficult and stressful by the unavailability of our former accountant.

It was our office manager's task to organize the logistics of the general meeting and following meetup, and to bring our new accountant up to speed on our situation and ensure that all necessary reports were filed on time.

At the same time, we finally dispatched the prizes and gifts to the winners of the 2011 Wiki Loves Monuments contest. This was hindered by the time it took to manufacture the necessary items and receive unambiguous guidance of the taxation status of the prizes and gifts. The lessons learned will be useful for any future contest we organize.

Finally, our Treasurer has started a campaign to remind members to pay their annual membership dues. While this has resulted in an increased rate of payments, a few members seemed to have been surprised to learn this obligation of membership.

Third quarter

July

Summer article writing contests lead by Wikiprojects

We have announced thematic article writing contests for participating Wikiprojects in order to increase the activity of the Wikiprojects and to provide activities for our editors during the summer holiday. These were smaller contests where any Wikiproject could participate that could provide two editors to create the contest notice, oversee the contest and choose the winners. Out of the active Wikiprojects on the Hungarian Wikipedia five signed up in order to organize their contests, in July Wikiprojects Tennis and IT, in August the Wikiprojects for Anime&Manga, Animals and Upper Hungary organized 4-week-long article writing contests. 21 editors participated in the 5 Wikiproject contests, creating or significantly expanding 83 articles. At the end of the contests we offered a lunch invitation to the participants and organizers, hoping that the personal meeting would help future teamwork.

These were our first thematic article writing contests that were attached to specific Wikiprojects, we hope that next year more Wikiprojects and editors will take us up on the offer to organize and participate in such contests, because they will already be familiar with the contest format and be more ready to organize and promote their Wikiproject.

Photowalks

During the third quarter we held one photowalk in Budapest in the area surrounding Rákóczi út. We have compiled a summary of the 11 walks held this year: 733 photos taken out of which 664 show buildings and 69 the participants. The 664 photos serve as illustrations in 120 Hungarian and 23 other language Wikipedia articles (often one article contains more than one photo from the photowalks, and the same image might be used in more than one language edition). Out of the 120 Hungarian articles 27 are new articles created as a result of the photowalks. In addition numerous buildings were photographed that do not yet have an article, thus the number of illustrated articles will grow.

Wikimania

Wikimania, the biggest international conference of the Wikimedia community was held in Washington DC this year. The conference is a great opportunity to exchange experience, improve technical skills and network with the editor and organizational communities from different countries. Based on scores compiled by the independent international scholarship committee we have awarded scholarships to attend the conference to 6 people, 3 of whom also presented at the conference:

- Bináris: Efficient and flexible text manipulation, spelling correction, searching and page collections with Pywikibot.
- Oren Bochman: Article Quality Assessment - Community based Content Analytics.
- Bence Damokos: Chapters Committee: past, present and future.

Reports written by our scholars are available on Wikipedia.

Taking advantage of the Transatlantic trip our vice president and office manager visited the San Francisco office of the Wikimedia Foundation, where they had introductory meetings with middle and upper-level managers to better understand the work of the organization and the office.

Augusztus

WLM

We had high hopes to repeat in 2012 the highly successful 2011 Wiki Loves Monuments photo contest, which required agreement from the National Office of Cultural Heritage to use the database of national monuments. However, the head of the Office has resigned in June due to a disagreement with the government before he could sign the cooperation agreement for 2012, leaving the decision to his successor. The new head, partly due to the tasks of taking over the Office and partly due to summer holidays could only devote time to the draft agreement in the middle of August. Finally, at the end of August, a few days before the government disbanded the Office, we had received notice that an agreement this year is not possible and we had to cancel our participation in the international photo contest.

Wikicamp 2012

The third installment of the previously very successful summer editor camp was held in Veszprém and surrounding area in 2012. The camp held between 2-5 August for editors and chapter members included excursions, sightseeing, museum and beach visits, and presentations about Wikipedia and the future of the chapter.

Chapter meetups

During the third quarter two chapter themed meetups, meetings were held. On 18 August 5 chapter members and an outside guest gathered to discuss our 2013 programme plan and strategy. The plan started at the meeting was further developed through discussions held on our mailing list and finalized at an in-person board discussion held on 25 September. The final approval of the plan will likely take place at our general meeting held on 1 December (date to be confirmed).

September

Article writing contest about literature

To complement the smaller summer contest, we have organized for autumn a bigger literature themed article writing contest. This is a longer, one and a half month long contest in October-November, that we started to prepare in September. Contestants can enter with new literature themed articles (e.g. descriptions of works, biographies, etc.) that were created and written during the time of the contest. With the contest we aimed to attract new editors as well, and therefore it was important to advertise the contest through various social media channels, to prepare a press release, add new editor friendly guidelines to the contest page, inform the community about the possible influx of new editors and ask them to help them provide patient advice through their first steps. We expect that new editors will join and lot of literature themed articles will be written. A good sign that this might work is that during the preparatory phases of the contest, a number of inactive editors have returned to Wikipedia due to the contest, and a few new editors have already indicated that they wish to participate.

Wikimedia CEE Meeting 2012

Wikimedia Serbia has organized for the middle of October a meeting and conference for editors and Wikimedians from Central and Eastern Europe. Based on our previous promise and 2012 plan and budget, we have offered €1000 to support the costs (travel and accommodation scholarships for invited foreign attendees) of the conference. The grant agreement was signed at the end of September and the support transferred on the first days of October. Two people participated in

the conference from Hungary, one of whom received travel support from us.

Publication in preparation

To complement our list of publications (with a booklet on the chapter, and the first steps of editing Wikipedia), we are working on publishing a a guide on how to improve the quality of Wikipedia articles, based on the similar, English language booklet from the Wikimedia Bookshelf. The booklet has been translated and the design and layout is complete, we are currently working on proofreading, preparing the material for press and getting an ISBN number with production planned for November.

1%

Our association, as an organization of public utility is eligible to receive 1% of the income tax of donors who choose to donate it to us. The citizens have allocated 1.34 million forints of their taxes paid in 2011 (based on their 2012 tax forms). Receipt of this significant support is on-going as we complete the necessary administrative tasks with the tax authority (which itself has to verify that the donors have paid their taxes), we expect the amount to be wired at the beginning of November. We are very grateful for this significant societal support which we will spend on our activities benefiting the public.

Media coverage

We gave two interviews in the third quarter which have resulted in some further coverage on the topic of editor decline:

- Népszabadság - http://nol.hu/tud-tech/20120806-veszelyben_a_wikipedia_ ([Is Wikipedia in danger]?)
- Kossuth Rádió

We have published two blog posts in the third quarter on the two article writing contests. The [first](#) aimed at promoting the Wikiproject themed contests, the second reporting on the details of our autumn literature themed contest. In addition a report about Wikicamp was published on the WMF blog.

Fourth quarter

Oktober

Article writing contest about literature

We had our literature themed article writing contest between 5 October and 20 November.

The results were far better than expected on all possible fields; more users participated, more new users registered and more articles were created than ever imagined. The 50 participants nominated a total of 130 articles for the contest. The winner wrote 17, the runner-ups 13 and 12. Their quality were also above expectations. We created some special awards to honor the "best newcomer" the "best returning user" and the "best quality article".

Wikimedia CEE Meeting

WMHU sent two representatives to attend Wikimedia CEE Meeting 2012 in Belgrade, Serbia on October 13-14.

Our chapter supported the event with 1000 euros. 45 participants came from 17 countries. 38 of them were from 14 different CEE countries, while the remaining 7 joined from the USA, Germany and the UK. There are 9 Wikimedia chapters in the region. Amongst those lacking a chapter five countries (Bosnia, Greece, Macedonia, Armenia and Turkey) were present.

The event aimed to share operational experiences and best practices about improving Wikipedia through chapters' work. We did not give a speech, but participated actively in the panel discussions. Besides the traditional ones (article writing contests, maintenance contests, etc.) we generated huge interest in two of our projects: Photowalks and WikiCamp.

We had a meeting with the Estonian chapter to discuss the possibilities of supporting small Finno-Ugric Wikipedias and about a Finno-Ugric conference planned for this summer by the Estonians. We promised to support the event and to participate actively.

November

Media

We published a blog post in our blog and one in WMF's and a press release about the literature article writing contest.

December

General assembly and Wikipedian meetup

On 1 December WMHU held her general assembly in Budapest combined with a Wikipedian meetup in the afternoon/night.

The board reported about their work in 2012, then, since their mandate had expired, the assembly elected a new board. Two of the outrunning board's members decided not to run again therefore two new persons joined the five member committee, both as members of the board, while a new executive vice-president was elected. The president and the financial vice-president were reelected.

A new member of the supervisory board was elected to replace the one resigned in October.

After the elections the outgoing board presented the programme plan for 2013 and the event finished with discussing the remaining issues.

The Wikipedian meetup held in the afternoon was also the venue for the literature writing contest's awards ceremony. We celebrated Wikimedia Hungary's fourth birthday with a cake.

This was the last working day for our first and only employee, who quit for a new job in Austria.

Free Software Conference

The FSF.hu Foundation (the Hungarian chapter of the Free Software Foundation) had its annual conference and exhibition on 8 December in Budapest with about 300 participants. The event lasted from half past nine until five in the afternoon. The lectures were held in three separated sections. The exhibition about free softwares and free culture run in parallel in the hall. Wikimedia Hungary participated as an exhibitor to popularize Wikipedia.

WHMU was represented by three of our experienced members, whom ensured all the questions got answered about Wikipedia. We offered brochures in Hungarian (Welcome to Wikipedia!) and badges. Much more people were interested in Wikipedia this year than was last year. We got many questions about the structure of Wikipedia and about editing.

Upcoming events

- January 15, [meetup in a pub](#) to celebrate Wikipedia Day
- Hiring our first full time employee
- Finding our new office
- Closing the bids for our annual Wikicamp (Deadline: March 1)

