

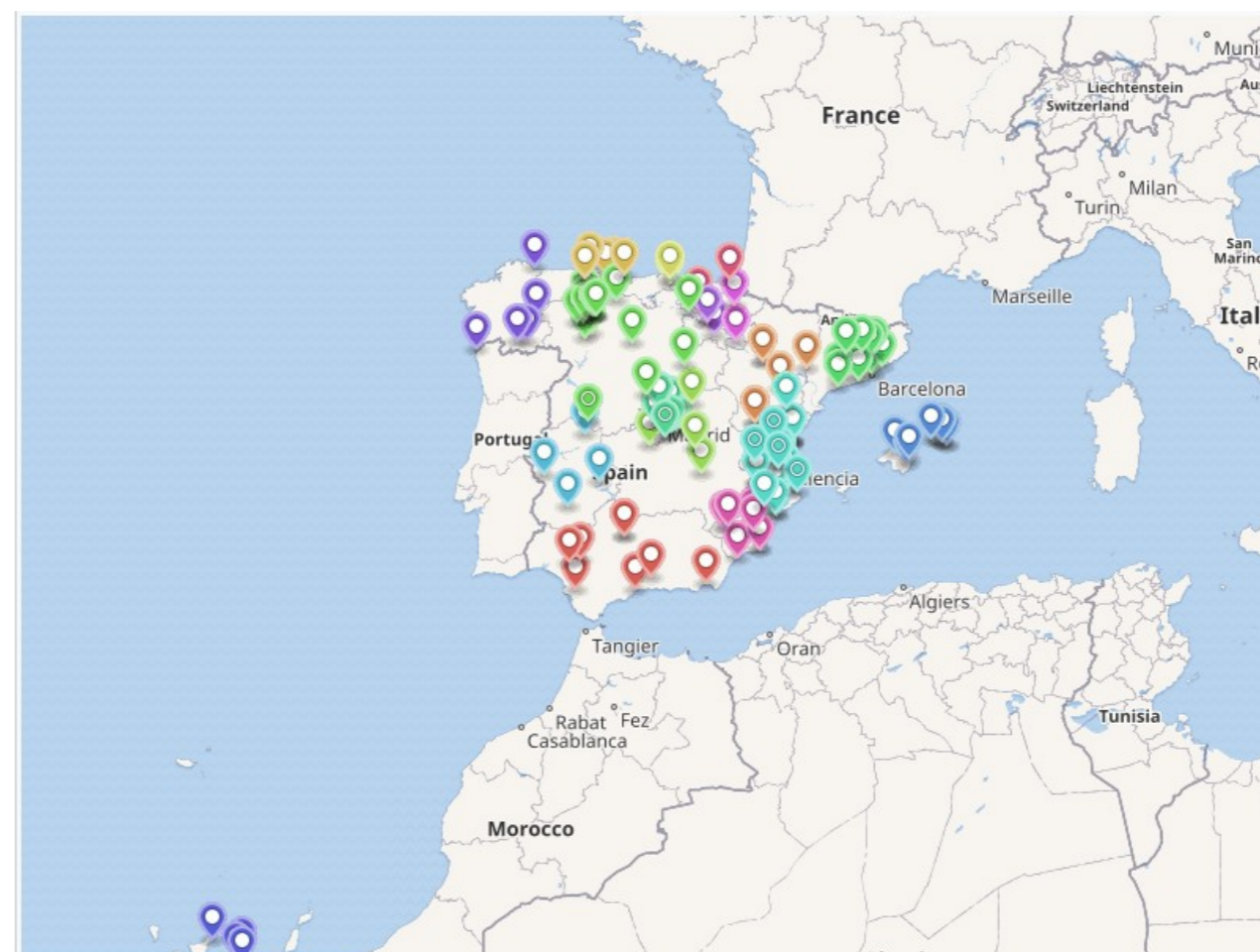


Wiki Loves Folk

The photo contest about festivals

Wiki Loves Folk is a photo contest to provide free images about festivals and festivities to Wikimedia Commons. After organizing Wiki Loves Monuments and Wiki Loves Earth we detected that Wikimedia Commons did not have pictures of all festivals in Spain. These three contests complete each other to cover almost all heritage of a country, like UNESCO, that has cultural and natural sites and intangible cultural heritage.

Wikimedia España organized Wiki Loves Folk for the very first time in 2016 and it was organized again in 2017. Organizing for the first time a photo contest presents new challenges but the experience gained in other contests is very important.



Festivals documented in 2016 and 2017



How does it work?

- Organization must have a land page about the contest with all the information about the prizes, regulation, jury and the festivals included.
- A banner on Wikipedia and other projects is the best way to spread the contest. Social networks, mailing lists and mails to photo groups and websites can help.
- Organizers should gather a group of volunteers to answer questions, to promote the contest, and to use the images uploaded.
- Volunteers and organizers may have a good channel to communicate with, such as a mailing list or a Telegram group.
- We celebrate the contest in November, far from other similar contests.
- Awards ceremony for all contests together: WLM, WLE and WLF.
- There are two special periods in addition to November to upload pictures in collaboration with Amical Wikimedia and Museu d'Etnologia of València.

Challenges:

- 1. List of festivals:** Organizers have to decide what festivals and festivities can participate. In the Spanish case we decided to create lists of festivals of regional, provincial and local interest for each autonomous community with a reusable format, and use the lists of festivals of international and national interest that already existed.
- 2. Name and logo:** Wikimedia España had to create a new logo and a new name for this new contest.
- 3. Unique ID:** Festivals must have a unique ID. There were not ID for festivals according to the governments. We took the Wikidata Q for the element. We had to create all of them before the contest.
- 4. Structure:** We had to create all pages and templates on Wikimedia Commons and a website.
- 5. Prizes and partners:** City councils, regional governments, institutions promoting cultural heritage and museums could be interested. Try to find a sponsor to have prizes.
- 6. Updating:** Lists must be updated with festivals that have been considered by the government.

Tips for participants:

- 1. Timing:** Prepare your agenda. Festivals are celebrated in a specific date and sometimes it changes. Try to get a program of the festival, with a timetable and locations of different events. Be on time or in advance.
- 2. Respect** local traditions and participants. Do not disturb participants, public or other photographers.
- 3. Locations:** Get a map with locations. Sometimes the entrance is not free or you need a permission.
- 4. Equipment:** Do not forget any part of the equipment. Have more than one battery. Carry water and some food in case you must be a lot of time in the same place.
- 5. Clothes:** Be sure you wear proper clothes depending on the tradition, protocol or security.
- 6. Personal rights:** Be sure you do not do any illegal action.
- 7. Safety:** Be bold. Do not take risks.

Participant toolkit:



Wiki Loves Folk in numbers (2016 and 2017):

+110 Participants

+4100

Pictures uploaded to Wikimedia Commons

+60 New contributors

+11%

Distinct images used



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