



Camera di Commercio
Perugia



Camera di Commercio
Terni

Fourth International Journalism Award

“RACCONTAMI L’UMBRIA”

STORIES ON UMBRIA

Year 2014

ANNOUNCEMENT - RULES

The Perugia and Terni Chambers of Commerce hereby announce the Fifth “Stories on Umbria” international journalism award.

The competition is open to articles and video services about the region’s artistic, cultural and environmental treasures and its high quality economic and production system, that generate positive media exposure for Umbria and its products in Italy and the world.

Rules

1. Participation in the competition is free of charge and implies the acceptance of these rules.
2. The award is divided into three distinct categories:
 - **Print:** photographic-journalistic articles published in national or international newspapers or periodicals, between 1 January 2013 and 28 February 2014;
 - **Video:** features broadcast between 1 January 2013 and 28 February 2014;
 - **Web:** articles published in online publications between 1 January 2013 and 28 February 2014;
3. The articles or video services may be produced by a single journalist or by a team of journalists. Each journalist may submit up to two entries to the award organisers.
4. The articles and video services must be submitted together with the participation form, properly filled out and signed, along with a brief *curriculum vitae* of the journalist, **by 30 March 2014**, to the competition’s organisation office: Camera di Commercio di Perugia, Ufficio Stampa e Comunicazione, Via Cacciatori delle Alpi, 42 - 06121 Perugia – Italy, email: urp@pg.camcom.it. Articles or features submitted without specifying the name of the journalist



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will be credited to the managing director of the media outlet where the article or feature appears.

5. **Print Category**

Award Amount € 2,500.

Photographic-journalistic articles published in national or international newspapers or periodicals between 1 January 2013 and 28 February 2014 may be submitted. The article must be sent together with a copy of the newspaper or periodical it was published in (alternatively, a copy of the newspaper or periodical in PDF format may also be submitted via e-mail).

6. **Video category**

Award Amount € 2,500.

Features broadcast between 1 January 2013 and 28 February 2014 on national or satellite networks may be submitted. The features must be sent together with a summary in either the Italian or English language.

7. **Web category**

Award Amount € 2,500.

Articles published in national or international online publications between 1 January 2013 and 28 February 2014 may be submitted.

8. The articles and video services will be examined by a panel appointed by the Perugia and Terni Chambers of Commerce, made up of experts in the competition's subject matter.

9. Articles and video services nominated by any individual judge of the panel may also participate in the competition and be subject to the panel's examination, as long as produced in accordance with the provisions of these rules.

10. The same article/feature cannot be submitted for more than one edition of the award.

11. The articles and video services will be evaluated according to the following general criteria:

- the ability to link issues of territorial interest with local businesses, with a special focus on the finest products and services that Umbria has to offer;
- the originality of the themes presented;
- the wealth of information.



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12. The panel, the decision of which is final, will select, for each of the three categories, a shortlist of the 3 entries nominated for the award that exemplify the objectives and spirit of the competition. The finalists in each category will be invited to participate in the **award ceremony**, to be held during the 2014 International Journalism Festival in Perugia (30 April- 5 May 2014). The winning articles and video services will be announced during the ceremony.

13. For each category, 40% of the amount of the prize will be issued in the form of cash money and the remaining 60% will be presented in the form of credit towards stays in Umbria and local characteristic products. All credits must be utilized by 30 April 2015, without exception.

14. Awards that are not collected personally by the entrant will remain the property of the Perugia and Terni Chambers of Commerce.

15. The evaluation and the motivations expressed by the panel are final. The Chambers of Commerce reserve the right to make any changes to the rules deemed necessary to improve the competition, posting adequate notifications on their respective institutional web sites.

16. A **special "Social" section** was established for the year 2014 to reward the best product video that tells about the beauty and charm of Umbria, declined in its cultural, tourist and culinary treasures. Videos must have special characteristics:

- being published in online publication, blog or social network between 1 January 2013 and 28 February 2014;
- have a maximum duration of 90 seconds;
- have an innovative vision of the territory, and be able to offer insights, analysis and useful suggestions to improve the enjoyment of culture and tourism.

The purpose of the special prize is to find new ways to tell about Umbria, in line with the language of social networks, to return an unusual and eye-catching promotional picture of the region.

Entries for the "social" section should be sent **by February 28, 2014** to the Organizing Secretary, who will post the videos on the Facebook page of Stories on Umbria Award. Each author may submit to the Organizing Secretary only one video contribution. The videos in the competition for this section will then be judged by a jury, who will vote the favourite video by clicking "like" on the Facebook page of the prize.



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At the jury will be asked to take account of the creativity and innovative vision of the territory that will emerge from the work candidates.

During the award's ceremony, referred to in paragraph 12 above, will be declared as the winner of the "social" section the most voted video, on the basis of the number of "likes" recorded on "Stories on Umbria" Facebook page at 3.00 p.m. on April 15, 2014.

The winner will receive a prize of 1,500 Euros .

17. For anything that is not set forth in paragraph 16, general rules will be applied to the "social" section, if compatible.

General Information

For anything that is not set forth in these rules regarding the organisation of the competition, decisions will be made by the Perugia and Terni Chambers of Commerce.

The competition organiser is the Perugia Chamber of Commerce.

The Perugia Chamber of Commerce ensures that the data collected for this competition will be handled in accordance with current national legislation regarding privacy and the protection of personal and sensitive information.

The Chambers of Commerce of Perugia and Terni reserve the right to publish, in their own means of institutional communication, the submitted materials, respecting the integrity of the texts, images and copyright protection laws.

Competition organisation office:

Perugia Chamber of Commerce

Press and Communications Office

Via Cacciatori delle Alpi, 42 06121 Perugia - Italy

tel. +39 075 5748312 – 5748257 – 5748245

urp@pg.camcom.it

THE GENERAL SECRETARY

(Mario Pera)