

# A.P.T. BASILICATA



## PUBLIC NOTICE

**SUBJECT: “DIGITAL DIARY OF BASILICATA” - INTEREST IN PARTICIPATING IN THE PRODUCTION AND PUBLICATION OF VIDEO STORIES REGARDING THE BASILICATA REGION.**

### 1. SUBJECT AND AIM:

The Agency for the Territorial Promotion of the Basilicata Region ( APT ), as part of the project “Basilicata Cultura” will create and publish a 2.0 web platform on line of 7 (seven) video stories with the intention of narrating original stories regarding the unique features of the Basilicata Region (Italy) focusing on the landscape, history, art, culture and food and wine heritage of the area.

The public notice aims at attracting the interest of video makers, experts in new media, bloggers, experts in animation etc. to the project, invited to explore places of interest in the Basilicata region and highlight important features regarding the area in current forms of on line communication.

Videos can tell stories on places and landscapes, architecture and works of art, craft and folklore or any related subjects, with the aim of highlighting these aspects.

The author of each single production is completely free to give his / her interpretation on the subject, with the intention of showing the territorial heritage of the Basilicata through a vast number of points of view.

The audiovisual productions must tell micro “storytravelling” stories around the Basilicata.

Stories must be about 120 seconds long and will be published on line in a video blog dedicated to the experience and testimonials. Furthermore, productions will be posted on the major social networks, blogs, FaceBook pages, portals and web sites and other platforms in order to obtain a widespread, capillary diffusion of the works.

All productions must be in English.

### 2. APPLICATION

Application is open to anyone between 18 and 35 years of age, of all nationalities. Applicants must be in possession of their own equipment for video production and must have excellent knowledge of both written and spoken English.

Apart from the ability to create video stories for the web, applicants must have experience and skills regarding social networks and be able to guarantee a widespread diffusion of the material created.

### 3. SELECTION

Selection of participants will be based on the information that the candidates supply to the APT (Agenzia di Promozione Territoriale della Basilicata) by filling out Form A, through comparison of the candidates.

Applicants will be assessed based on their experience, on their ability to ensure diffusion of the videos through social networks, on the quality and technical skills used to create the work in their portfolio.

During the selection phase the APT will make use of an expert with first hand experience and competence on the aforementioned subject.

The decision of the APT regarding the evaluation of applicants is final and unchallengeable.

### 4. HOW TO APPLY

Applicants can participate in the selection process by filling out Form A) and sending it to the following e-mail address [difeo@aptbasilicata.it](mailto:difeo@aptbasilicata.it), by the 12/08/2011 (12th August 2011).

No other type of application will be accepted.

The APT Basilicata cannot under any circumstances be held responsible for applications that do not arrive on time due to malfunctioning of the internet.

All applicants must fill out Form A) with all information required, and must fully accept the conditions stipulated in this notice.

Failure to fully accept the conditions of this notice will imply automatic exclusion of the applicant.

Applications arriving after the closing date will not be taken into consideration.

## **5. RULES FOR APPLYING TO THE SELECTION PROCESS**

Application implies that each candidate accepts all the rules and regulations in this notice unconditionally.

Applicants chosen to participate in the project will be contacted by the APT or by a representative.

The result of the selection process will be published on the APT Basilicata web site [www.aptbasilicata.it](http://www.aptbasilicata.it).

The APT reserves the exclusive, non-commercial right to use all the works created, posted on line and published for the project.

Each participant is solely responsible for the subject of his production, the APT cannot be held in any way responsible to third parties.

Specifically, the applicants selected to participate (hereinafter participants) must be the sole authors of the work created, the work must be original, not posted on the internet, unpublished and not pending publishing or posting, no rights may be held by persons other than the participants. Any third parties filmed or photographed must give their formal consent to the participant.

All work produced is to be considered free of copyright and cannot be subject to economic claim or payment other than that specified in this notice.

All videos and material have to be approved by the APT before being published.

All videos and material delivered to the APT must be optimized for i-phone and tablet (i-phone, i-pad, Android, Windows Mobile, RIM).

## **6. TIMING OF THE PROJECT AND PUBLICATION / POSTING OF MATERIAL.**

Selected applicants will be invited to the Basilicata region from the 10-17 September 2011 for guided tours of the locations, in the case of bad weather the project may be postponed. In this case the participants will be contacted and informed of a new date for the trip to Basilicata.

By the 30/09/2011 (30 September 2011), each participant must have completed and delivered his video story to the APT.

By the 30/09/2011 (30 September 2011), a 'behind the scenes' video of about 15 minutes must be delivered to the APT. This is a group project and to be done by all participants together.

By the 9/10/2011 (9 October 2011) the APT will check and approve the material for publication / posting on line.

By the 10/10/2011 (10 October 2011) the approved video stories will be posted on line by the APT. Search Engine Optimization will be done for all material from 10 to 31/10/2011 (10-31 October 2011).

The number of views obtained for each video story by the 31/12/2011 (31 December 2011) will result in a classification from most viewed to least viewed.

## **7. PAYMENT TO PARTICIPANTS**

The APT ensures that each participant will receive:

1. two way travel expenses from their home to Basilicata;
2. board and lodging during their stay for the project in Basilicata;
3. transportation during the project in Basilicata.

Each participant in the project will receive payment of € 1.500,00 (one thousand five hundred Euros) upon publication / posting on line of his / her video story on Basilicata. This amount is before tax foreseen by international law.

Furthermore, based on the classification from most viewed to least viewed, with a minimum of 2000 'clicks' by the 31/12/2011 (31 December 2011), further sums will be recognised to the participants:

- 1° ranked €3.400,00 (three thousand four hundred);
- 2° ranked €2.800,00 (two thousand eight hundred);
- 3° ranked €2.400,00 (two thousand four hundred);
- 4° ranked €1.500,00 (one thousand five hundred);
- 5°, 6° e 7° ranked €800,00 (eight hundred).

A minimum of 2.000 views per single video is essential in order to be included in the ranking and subsequent payment of the second sum.

The number of views per video story will be calculated by the 'counter' on the You Tube channel created for the project.

## **8. PRIVACY POLICY AND PERSON RESPONSIBLE FOR THE PROCEDURE**

According to Article 7 of Law n. 196 of 30.06.2003, the information supplied by applicants will be used exclusively with regards to the present notice and initiatives directly related.

With reference to the handling of personal information, as specified by the "code on the subject of protection of personal data" approved by Law N. 196 of 30/06/2003, application to this project implies that the applicant:

- agrees to the handling of his /her personal data in order to carry out the institutional and promotional purposes of the APT, following methods and terms stipulated in Law 196/2003 ;
- is fully aware that his / her personal information can be accessed by whoever has interest with regards to carrying out Law 241 of 07/08/1990 (and subsequent changes and integrations made to the same)
- is aware that the personal data given can be cancelled, changed or updated in accordance with laws in force ;
- is aware that the Agenzia di Promozione Territoriale della Basilicata – via del Gallitello 89 – 85100 Potenza is the holder of the personal information.

The person responsible for the Procedure of this notice is Mr. Giuseppe Peluso,  
APT BASILICATA

e-mail [peluso@aptbasilicata.it](mailto:peluso@aptbasilicata.it)

For information regarding the procedure, please contact Ms. Marcella Di Feo, phone +39 971507680, e-mail [difeo@aptbasilicata.it](mailto:difeo@aptbasilicata.it)

## **9. PUBLICATION OF THE NOTICE**

The present notice will be published on the official notice board on the APT Basilicata web site <http://www.aptbasilicata.it/>.

Furthermore the notice will be diffused through the social media like FaceBook, Twitter, the posting of articles on line on the subject, article marketing on related web sites, e-mail Marketing and CMR, as well as on line public relations and "peer to peer" communication.

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### **Agenzia di Promozione Territoriale**

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