

PUBLIC NOTICE
SUBJECT:
“DIGITAL DIARY OF BASILICATA– SECOND EDITION”
INTEREST IN PARTICIPATING IN
THE DESIGN, 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), on the basis of positive results obtained in the “ **Basilicata Digital Diary**” communication project, will create and publish on a 2.0 web platform **7** (seven) **videos** with the intent of narrating original stories regarding the unique features of the Region of Basilicata (Italy).

The video will focus on following topics:

1. **Aglianico wine:** a symbol of the Basilicata territory;
2. The **Sassi of Matera:** 3D story;
3. The **look of love:** stories of love and "complicity" of the Basilicata landscape;
4. **Stories of emigration and return:** the imaginative world of memory and the landscape of the land “recovered”;
5. Basilicata, the beauty of discovery: women, their eyes and outlook
6. Authenticity and beauty: the **strength of tradition.**

For each of the above themes one single candidate will be chosen, except for #4 for which there will be two candidates.

This public notice wishes to invite interested video makers, experts in new media, bloggers, experts in animation etc. to explore places of interest in the Basilicata Region through these themes, and highlight important features of the area through current forms of on-line communication, based on a storyboard provided by the APT.

Agenzia di Promozione Territoriale

Sede legale: Via del Gallitello, 89 85100 Potenza
Uffici: Via De Viti De Marco, 9 75100 Matera
P.zza del Gesù, 40 85040 Maratea

Tel. 0971 507611 Fax 0971 507600
Tel. 0835 331983 Fax 0835 333452
Tel. 0973 876908 Fax 0973 877454

potenza@aptbasilicata.it
materata@aptbasilicata.it
maratea@aptbasilicata.it

The aim of the videos is to tell stories of places and landscapes, architecture and works of art, craft and folklore or any related subjects, with the aim of highlighting these aspects in which this land is so rich. The author is free to interpret the theme in whichever way he or she sees fit, as the goal is to reveal multiple points of view and approaches to the territory of Basilicata.

The audiovisual productions must tell micro “story travelling” stories around Basilicata based on storyboards provided by the APT. Stories must be about 120 seconds long and will be published online on a videoblog dedicated to the experience, as well as on the main social networks. blogs, Facebook pages, portals, websites and other platforms in order to obtain a widespread - 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.

Only for videos related to topic n. 4 (stories of emigration and return) applicants must be of the Basilicata origin and have an image of Basilicata formed through the stories of their forefathers.

Apart from the ability to create video stories for the web, applicants should have experience and skills in the management of 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

Sede legale: Via del Gallitello, 89 85100 Potenza
Uffici: Via De Viti De Marco, 9 75100 Matera
P.zza del Gesù, 40 85040 Maratea

Tel. 0971 507611 Fax 0971 507600
Tel. 0835 331983 Fax 0835 333452
Tel. 0973 876908 Fax 0973 877454

potenza@aptbasilicata.it
materata@aptbasilicata.it
maratea@aptbasilicata.it

(Agenzia di Promozione Territoriale della Basilicata) by filling out **Form A**), through comparative evaluation to other 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.

Selection will be made by **BTO Educational**, experts with firsthand experience in the aforementioned subject.

The decision regarding the evaluation of applicants is final and may not be challenged.

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 lotito@aptbasilicata.it, by 20/07/2012 (July 20, 2012).

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 internet or other malfunctions.

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 taking into consideration.

5. RULES FOR APPLYING TO THE SELECTION PROCESS

Agenzia di Promozione Territoriale

Sede legale: Via del Gallitello, 89 85100 Potenza
Uffici: Via De Viti De Marco, 9 75100 Matera
P.zza del Gesù, 40 85040 Maratea

Tel. 0971 507611 Fax 0971 507600
Tel. 0835 331983 Fax 0835 333452
Tel. 0973 876908 Fax 0973 877454

potenza@aptbasilicata.it
materata@aptbasilicata.it
maratea@aptbasilicata.it

Application implies that each candidate accepts all the rules and regulations in this notice without condition.

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.

The APT reserves the exclusive, non - commercial right to use all the works created, posted online 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 (here after “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.

Participating to this selection involves the transfer of all rights pertaining the publication of the work produced to the APT.

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 iPhone and tablet (iPhone, iPad, Android, Windows Mobile, RIM).

Agenzia di Promozione Territoriale

Sede legale: Via del Gallitello, 89 85100 Potenza
Uffici: Via De Viti De Marco, 9 75100 Matera
P.zza del Gesù, 40 85040 Maratea

Tel. 0971 507611 Fax 0971 507600
Tel. 0835 331983 Fax 0835 333452
Tel. 0973 876908 Fax 0973 877454

potenza@aptbasilicata.it
materata@aptbasilicata.it
maratea@aptbasilicata.it

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

Selected applicants will be invited to the Basilicata region during the first week of **September 2012** 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 29/09/2012 (September 29, 2012), each participant must have completed and delivered his video story to the APT.

By 01/10/2012 (October 1st, 2012), the APT will check and approve the material for publication/posting on line.

Starting from 02/10/2012 (October 2, 2012) the approved video stories will be posted on line.

Search Engine Optimization will be carried out for all material from 02/10/2012 (October 2, 2012).

The number of views obtained for each video story by the 31/12/2012 (December 31th, 2012) will result in a classification from most viewed to least viewed.

7. PAYMENT TO PARTICIPANTS

The APT ensures that each participant will receive:

1. a refund for travel expenses from their home to Basilicata and from Basilicata to their home;
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.

Agenzia di Promozione Territoriale

Sede legale: Via del Gallitello, 89 85100 Potenza
Uffici: Via De Viti De Marco, 9 75100 Matera
P.zza del Gesù, 40 85040 Maratea

Tel. 0971 507611 Fax 0971 507600
Tel. 0835 331983 Fax 0835 333452
Tel. 0973 876908 Fax 0973 877454

potenza@aptbasilicata.it
materata@aptbasilicata.it
maratea@aptbasilicata.it

Furthermore, based on the classification from most viewed to least viewed, with a minimum of 2500 'clicks' by 31/12/2012 (December 31,2012), further sums will be awarded to the top participants:

- 1st in rank € 3.400,00 (three thousand four hundred);
- 2nd in rank € 2.800,00 (two thousand eight hundred);
- 3^d in rank € 2.400,00 (two thousand four hundred)
- 4th in rank € 1.500,00 (one thousand five hundred);
- 5th, 6th and 7th in rank € 800,00 (eight hundred).

A minimum of 2500 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)

Agenzia di Promozione Territoriale

Sede legale: Via del Gallitello, 89 85100 Potenza
Uffici: Via De Viti De Marco, 9 75100 Matera
P.zza del Gesù, 40 85040 Maratea

Tel. 0971 507611Fax 0971 507600
Tel. 0835 331983Fax 0835 333452
Tel. 0973 876908Fax 0973 877454

potenza@aptbasilicata.it
materata@aptbasilicata.it
maratea@aptbasilicata.it

- 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

For information regarding the procedure, please contact:

- Ms. **Maria Teresa Lotito** APT Basilicata, phone +39 971507608, e-mail lotito@aptbasilicata.it
- Ms. **Carlotta Cocchi** BTO Educational, phone +39 3394120592 e-mail carlotta@btoeducational.it

9. PUBLICATION OF THE NOTICE

The present notice will be published on the official notice board on the APT Basilicata web site www.aptbasilicata.it

Furthermore the notice will be diffused through the social media such as Facebook, Twitter, the posting of articles online on the subject, article marketing on related websites, e-mail Marketing and CMR, as well as online public relations and “peer to peer” communication.

Agenzia di Promozione Territoriale

Sede legale: Via del Gallitello, 89 85100 Potenza
Uffici: Via De Viti De Marco, 9 75100 Matera
P.zza del Gesù, 40 85040 Maratea

Tel. 0971 507611 Fax 0971 507600
Tel. 0835 331983 Fax 0835 333452
Tel. 0973 876908 Fax 0973 877454

potenza@aptbasilicata.it
materata@aptbasilicata.it
maratea@aptbasilicata.it