

THE “PICA D’ESTATS” INTERNATIONAL PRIZE FOR TOURISM JOURNALISM

The *Patronat de Turisme* of the *Diputació de Lleida* announces the 32nd edition of the “*Pica d’Estats*” International Prize for Press, Radio, Television and Internet Journalism, with total prize money of €45,000, shared between 8 prize categories, following the suspension of the 2020 event due to the COVID-19 pandemic.

The “*Pica d’Estats*” Prize is aimed at professionals from the world of information and communications who have published or broadcast pieces of journalism of any genre, length and format (radio, television, press and Internet) relating to the tourist attractions of the Pyrenees and the *Lands of Lleida*.

This prize has gained recognised prestige thanks to both the quality of the works presented and the level of the members of its jury. In part, this is also due to the rigour and commitment of the *Col·legi de Periodistes de Catalunya* (College of Journalists of Catalonia), which has participated in the competition, year after year, occupying the presidency of the jury. To date, 4,725 journalistic works have competed in the “*Pica d’Estats*” Prize, corresponding to more than 460 different means of communication from around the world, and 287 journalists have seen their work rewarded.

With its long and distinguished history, the “*Pica d’Estats*” Prize wishes to pay tribute to works of quality journalism and to the journalists who have sought to share their experiences of Lleida with their audiences.

SUMMARY OF THE RULES OF THE COMPETITION

The full rules for the 32nd edition of the “*Pica d’Estats*” Prize can be consulted on the corporate website: www.aralleida.cat/pica.

BENEFICIARIES

The “*Pica d’Estats*” Prize is aimed at the authors of works of journalism published in any support format (written press, radio, television and Internet), and in any language, whose main aim is to share information about tourism in the *comarques* (local districts) of Lleida.

REQUISITES

The works presented must have been produced and published between 19th October 2019 and 30th September 2021. In the case of cross-media work, authors will only be able to compete in one prize category (with the only exception of photography). A given author, or authors, can only present a maximum of three works per category, with

priority being given to what they consider to most faithfully reflect the language of the media in question. The only exception to this is photography, which can compete in two different prize categories.

PRESENTATION FORMAT

Works competing for the prizes must be presented as follows:

-**Written press**: an original copy of the publication in which the article appeared or a copy in PDF format.

-**Radio and television**: a recording of the information or of the reports presented. In the case of news programmes, a selection of three connected programmes should be submitted, exactly as they were broadcast.

-**Internet**: a presentation of the work exactly as it was published on the website. This can be presented on a multimedia CD, as an HTML or Flash file, in JPEG or GIF format, or printed on paper.

PRIZES

The total prize money is €45,000, which will be distributed as follows:

- 1 special prize of € 10,000 for the best work presented in all of the 8 competition categories
- 7 prizes of €5,000 for each of the winners in the remaining competition categories

CATEGORIES

The competition is divided into 8 different categories, according to the type of support used for the project:

- **Written Press**
- **Radio**
- **Television**
- **Press specialising in travel and tourism**
- **Photographic report**
- **International press award**, for the best report published or broadcast in a foreign country.
- **Local media prize**, open to all local media from the *Lands of Lleida*.
- **Internet prize**, for web portals, interactive multimedia reports, or any other digital formats published on the internet or via social networks

COMPETITION JURY

The jury will be formed by recognised professionals from the world of information and communications. The members will be chosen by a resolution passed by the President of the *Patronat Intercomarcal de Turisme* of the "*Terres de Lleida*". The jury shall meet in the city of Lleida, on Saturday 5th February, 2022, to decide the result.

INSCRIPTIONS AND DEADLINES

The inscription sheet and works must be presented by their authors, or by any person or entity accrediting their consent to do so, within the period between 1st and 31st October, 2021 (both dates included).

Form of the presentation (Article 5 of the Rules for the “*Pica d’Estats*” Prize):

The presentation of the request for participation/inscription sheet and the works can be carried out via any of the following procedures:

1.- Telematically:

Via the “*tràmits electrònics*” (electronic proceedings) section of the website: <https://www.aralleida.cat/tramits-electronics/>.

2.- In person:

Presented to the Official Register of the *Patronat de Turisme* of the *Diputació de Lleida*, at Rambla Ferran, 18, 3r, 25007 Lleida. This must be done by obtaining a prior appointment via the email address info@aralleida.cat.

3.- Via certified mail:

Sent accompanied by a photocopy of a DNI (National Identity Document) to:

"*Pica d'Estats*" Prize

Patronat de Turisme of the *Diputació de Lleida*

Rambla Ferran, 18, 3r, 25007 Lleida

The request/inscription sheet must be addressed to the President of the *Patronat de Turisme* via the website of the *Patronat de Turisme*: <https://www.aralleida.cat/pica/>

A TOP-LEVEL JURY

The “*Pica d’Estats*” Prize has a jury of the highest level, formed by prestigious professionals from the field of information and communications. The deans of the *Col·legi de Periodistes de Catalunya* (College of Journalists of Catalonia) have presided over the jury since the creation of the competition.

MEMBERS OF THE JURY FOR THE 31st EDITION

The jury for the 31st edition of the “*Pica d’Estats*” Prize met on 8th February, 2020. The jury was presided over by the Dean of the *Col·legi de Periodistes de Catalunya*, **Joan Maria Morros**. The other members of the jury were the journalists **Josep Lluís Cadena**, **Francesc Canosa**, **Santiago Costa**, **Josep Cuní**, **Pepa Fernández**, **Lluís Foix**, **Antonio Franco**, **Rafa Gimena**, **Francesc Guillaumet**, **Mariano Palacín** and **Mònica Terribas**, with **Juli Alegre**, head of Promotions and Marketing of the *Patronat de Turisme*, acting as secretary.

LIST OF THE PRIZE-WINNING WORKS AND JOURNALISTS

-Internet (Special prize):

Sara Boldú Botam. Title: “*Els artistes van en tractor*”.

-Written press article providing general information:

Daniel Romani Cornet and **Santi Iglesias Boldú.** Title: “*Castells per la província de Lleida*” (Newspaper: *Ara*).

-Television:

Eugenia Basauli Felices and **Eduardo Laplaza García.** Title: “*David contra Goiat*” (TVE programme: “*El Escarabajo Verde*”).

-International press:

Riccardo Lagorio and **Andrea Deotto.** Title: “*Una terra dai gusti forti*” (Italian magazine: *Dove*).

-Specialised Press:

Joaquim M. Pujals and **Josep Cano De Arriba.** Title: “*Penelles, un poble que torna a pintar*” (Magazine: *Descobrir Catalunya*).

-Communications media from the *Lands of Lleida*:

Roser Banyeres Badia and **Rafa Ariño Melero.** Title: “*Els secrets de la ‘city’ de Lleida*” (“*Lectura*”: supplement of the newspaper *Segre*).

-Photography:

Carles Claraco Anguera. Title: “*La Porta del Cel: travesía por el Pirineo más salvaje*” (Magazine: *El Mundo de los Pirineos*).