



THE 33rd "PICA D'ESTATS" INTERNATIONAL PRIZE FOR TOURISM JOURNALISM

The Patronat de Turisme of the Diputació de Lleida announces the 33rd 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.

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

The "Pica d'Estats" Prize is an annual award which was created by the Patronat de Turisme of the Diputació de Lleida to recognize and reward, informative content prepared by journalists and creators of content. Its aim is to help disseminate, promote and project the natural,

patrimonial and cultural resources of the Pyrenees and the Lands of Lleida around the world and to encourage trips to discover this destination. It also seeks to provide support to the tourist sector, which is one of the most important economic areas for the local territory.

This is a competition of recognised prestige. Its reputation is based on the quality of the works presented, the prestige of the members of its jury, and also the rigour and commitment of the *Col·legi de Periodistes de Catalunya* (College of Journalists of Catalonia), which has collaborated with the competition for many years, occupying the presidency of the jury. With its long history, the "Pica d'Estats" prize competition seeks to pay tribute to quality works of journalism and to the tremendous, professional, creative and rigorous work produced by the journalists who take part in it.

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 produced in any language, whose main priority is to disseminate tourist information about the *comarques* (local districts) of Lleida.

REQUISITES

The works submitted must have been produced and published within the period between 1st October 2021 and 30th September 2022. In the case of cross-media work, with the sole exception of photography, authors will only be able to compete in one prize category. Any author, or group of authors, can only present a maximum of three works per category. They should, however, give priority to the work that they consider to most faithfully reflect the language of the media in question. The only exception to this general rule is that works of photography can compete in two different categories.

FORMAT

The works competing for the prizes must comply with the following formal requirements:

- **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 can be presented, exactly as they were broadcast.

- **Internet:** the work must be presented exactly as it was published on the website. It 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 overall work presented in any 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 based on the 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 communications 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.

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 "Lands of Lleida". The jury shall meet in the city of Lleida, on Saturday 4th February, 2023.

INSCRIPTIONS AND DEADLINES

The inscription form and works must be presented by their authors, or by any other person or entity accrediting their consent to do so, within the period between 1st and 31st October, 2022, inclusively.

How to present works

The inscription/registration form and the work(s) can be presented in any of the following ways:

- 1- **Telematically:** Via the "tràmits electrònics" (electronic proceedings) section of the website: <https://tramits.diputacio-lleida.cat/TURISME/>
Requisites:
 - To register online, you must have a valid electronic signature.
 - The inscription/registration form must be completed digitally, be in PDF format, and be electronically signed.
 - If the documentation that needs to be attached (journalistic works) is greater than 20 MB in size, and

therefore cannot be sent using the generic form, you should mark the option "Documentation greater than 20 MB" on the inscription form and the Patronat de Turisme will provide a link, by email, via which you can upload it.

2.- In person:

You can present your work to the Official Register of the Patronat de Turisme of the Diputació de Lleida, at Rambla Ferran, 18, 3r, 25007 Lleida. You must provide a copy of the inscription/registration form, the work, and a photocopy of your DNI (National Identity Document).

3.- Via certified mail

Bysending your work accompanied by a photocopy of your DNI (National Identity Document) to:

"Pica d'Estats" Prize
Patronat de Turisme
of the Diputació de Lleida
Rambla Ferran, 18, 3r,
25007 Lleida

The inscription/registration form and the full rules for the prize:
www.aralleida.cat/pica

