

SkillsXchange Prix Italia and the power of digital storytelling

TERMS AND CONDITIONS

Hosted by EBU Member, Rai, in Turin, from 19-24 September 2015

The European Broadcasting Union is devoted to making [public service media](#) indispensable. We support and strengthen public service media, provide first-class media services and offer our Members a centre for learning and sharing.

As part of its mission, the EBU aims to bring its Members together to foster creativity and innovation in the field of multimedia, interactivity and storytelling.

The EBU is therefore proud to present in partnership with its Italian EBU Member Rai, its new SkillsXchange programme (hereafter the "Programme") which is intended to be the first of many to come. The EUROVISION Media Department will coordinate a series of programme exchanges, events and an online forum to facilitate the exchange of knowledge, know-how and ideas between young professionals working within EBU Member Broadcasting Organisations (the "Candidates").

EBU Members interested in sending a candidate to this first edition are invited to read the conditions of participation and to apply by using the form for participation attached hereto.

ABOUT PRIX ITALIA

Prix Italia (Torino, Italy, 19-24 September 2015), which is organized by Rai since 1948, is the Creativity Laboratory of Radio/TV/Online media around the world, this year devoted to explore The Power of Storytelling.

During the six days of the festival in Torino, Juries of Radio, TV, Web and Special Prizes Competitions (formed by delegates from the media members and industry experts) will meet to debate and decide the winners of the different categories. But Prix Italia is also a complex, rich event full of labs, panels, workshops, screenings, informal dinners and recreational opportunities for socializing, exchanging information and best practices.

WHAT IS THE AIM OF THIS PROGRAMME?

The Programme's goal is to offer the Candidates an opportunity to broaden their experience and to spread fresh ideas and innovative practices by taking part in an international exchange.

The first edition of this Programme will take place within the Prix Italia, due to be held in Torino, Italia, from 19 to 24 September 2015. It addresses Candidates interested in following, analysing, participating and reviewing the organisational process and the outcomes of one of the most important events in today's media landscape.

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WHAT IS EXPECTED FROM THE CANDIDATES TAKING PART IN THE PROGRAMME?

Specifically, Candidates will be involved in the following areas (therefore, we require more knowledge/aptitude relative to each area):

- Web Competition and related panels - a specific knowledge of the panorama of trans-media storytelling productions is required.
- Web presence of Prix Italia focusing especially on the main website, to study their pattern of content publishing, suggest improvements and procedures for easier user interaction and social integration. Some experience in actual web developing will be a bonus.
- Observing the Prix Italia's use of social networks to develop recommendations for a new social media strategy;
- Data visualisation project to create daily items during the festival about statistics related (directly and indirectly) to the Prix Italia, competition entries, Rai and the city of Turin, etc. Content would be distributed via the official social media channels and website.
- Producing recommendations for the more efficient dissemination of the content of Prix Italia, from streaming to podcasts, media gallery, blogs, Jury deliberations, multimedia archive, speakers' slides, written reports - to analyze the process of content providing to a broader international audience, helping us to develop an integrated approach to the issue.
- After the Prix Italia, each Candidate will present a final report (in any format) with comments and suggestions based on his/her experience.
- The Candidates will be invited to follow the proceedings of Prix Italia and will have access to all areas and events. They are invited to talk to people involved in the organization, and with guests. They will be encouraged to participate actively and to use their storytelling skills, alongside our staff, while maintaining their role as observers and witnesses.

HOW CAN MY ORGANISATION PRESENT A CANDIDATE?

If you are interested in submitting a Candidate, you are invited to complete the attached participation form and to send it back with a resume of the Candidate proposed to

Madiana Asseraf
Asseraf@ebu.ch

Application Deadline: 22 August 2015

You will be informed by no later than 29 August whether your proposed Candidate has been selected.

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WHY SHOULD MY ORGANISATION SUBMIT A CANDIDATE?

The participation in the Programme presents many advantages for EBU Members and their staff:

- **Knowledge:** attending the Prix Italia festival allows to meet with industry experts, special guests and international delegates and, in general, to deepen your knowledge of the landscape of broadcasting industry today.
- **Network:** meeting with colleagues from other public service broadcasters and exchange ideas and skills with them
- **Creativity and exchange:** participate in a stimulating, creative project with other talented storytellers from around Europe
- **International training and know-how:** widen your knowledge of the international media industry by sharing experiences and inspiration that you can then apply to your daily work, back in your organisation.

In addition, for the Candidates selected, the following concepts shall be covered in full out Prix Italia's budget:

- Accommodation
- Flight/train tickets from and to the city of their organisation to Turin
- Lunch and dinner throughout the programme

WHO CAN APPLY AND HOW IS SELECTION MADE?

PROFILES REQUIRED

Candidates must comply with the following cumulative criteria to be eligible for the Programme

- They must be working as multimedia journalists, producers, designers, social media experts and/or other digital storytellers, only;
- They must actually be an EBU Active Member organisation's employee;
- They must be aged between 20 and 30 years;
- They must have a good knowledge of written and spoken English.

In addition, Candidates are expected to:

- Have a good understanding of the landscape of Radio/TV broadcasting and new media production as portrayed by Prix Italia;
- Have interest, enthusiasm and flexibility enough to jump on board of the organizing machine of a huge, difficult to grasp at first international event;
- Have an aptitude for field observation and analysis of complex organizational processes, extracting best practices and spotting what can be improved;
- Be familiar with at least some form of social media publishing;
- Have excellent interpersonal skills and ease to express themselves;
- Have a working knowledge of the recent history of Prix Italia (recent winners, participating Countries and organizations...).

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SELECTION PROCESS

A maximum of 8 Candidates will be selected. Only Candidates for whom an application has been made within the Application Deadline shall be taken into account.

Candidates will be selected by the hosting organisation (Rai) in coordination with the EUROVISION Media Online team.

Rai will have the final word in relation to the final list of Candidates entitled to take part in the Programme. Its decision shall be discretionary and final. No recourse shall be exercised.

WHAT IS EXPECTED IF MY CANDIDATE IS SELECTED?

Participation

By presenting a Candidate, the EBU Member undertakes to present a Candidate complying with the expected skills and will ensure that the Candidate in question, if selected, will actually participate actively in the Programme for the whole agreed duration. If the Candidate initially presented has a last-minute impeachment, the EBU Member will present and send another Candidate of an equivalent profile.

IP Rights the Candidate's contribution

The Purpose and the expected outcome of this Programme is for the EBU and its Members to create a case study that can be freely used, shared, improved, modified and further disseminated within the whole EBU Community. Accordingly EBU Members presenting Candidates are requested to secure from the employee that they present for participation in the Programme that the Candidates agree to assert any rights on any contribution arising out of his-her participation in the Programme.

The EBU Member agrees that this shall be a pre-condition for a Candidate to participate in the Programme.

In particular, it is intended that this Programme shall also serve among others as a lab for the upcoming Eurovision Event and the next Prix Italia and that any outcome from this first edition can be freely used and integrated in these upcoming events but also in any programmes from any EBU Member.

Responsibility and insurance

The selected Candidates will remain under the responsibility of their organisation during the Programme Week. To that end, EBU Members shall ensure that they are adequately insured.

Signatures

Rai - Prix Italia



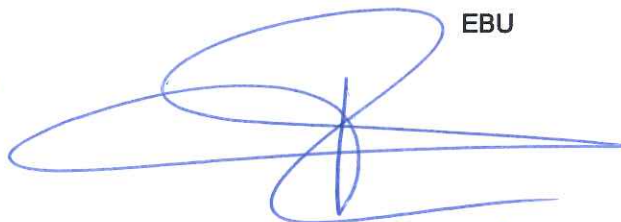
RAI RADIOTELEVISIONE ITALIANA

PRIX ITALIA

Il Segretario Generale

(Paolo Morawski)

EBU



J.P. de Tender
EBU Media Director

SKILLSXCHANGE**APPLICATION FORM**

This form should be completed and returned, signed by a duly authorized representative,
to Mrs Madiana Asseraf of the EUROVISION Media Department
by email asseraf@ebu.ch by **15 August 2015 at the latest**

I (name and function)	
of (organization)	
Email address	
Telephone number	

- hereby confirm that my organization wishes to present the Candidate whose details are given below to take part in the Eurovision SkillsXchange Programme on the Power of Digital Storytelling to be held in Torino Italia, from 19-24 September 2015 within the PRIX Italia
- hereby certify that my organization agrees to abide by the terms and conditions for participating in the Programme and, if selected, my Candidate will take part in the Programme.

Name of the Candidate	
First Name of the Candidate	
Address	
Age	
Telephone	
Email address	
Title/Function in the Organisation	
Professional Background	

Signature: _____

Date _____ / 2015