



## Best Olive Article Competition 2012

The Best Olive Article Prize is awarded to articles promoting the desire to discover/enjoy olive oil and table olives and/or to know more about them.

By launching this annual Competition, the International Olive Council seeks:

- To promote positive writing by journalists about the olive industry
- To identify and create some kind of excitement amongst these specific opinion leaders
- To strengthen the friendship between the olive industry and journalists
- To create an annual international reference point for the olive industry

### I. Eligibility

The Best Olive Article Competition 2012 is open to individual entrants (journalists, writers) – i.e. not press groups, for articles published either in the print or on-line press [both targeted at consumers] in the countries where the IOC is conducting promotional campaigns: USA, Canada, China and Brazil.

By participating in the Competition through the submission of an article as described in Section II below, entrants agree to comply with and be bound by these official Competition Rules and the decision of the jury (as defined below), which shall be final and binding in all respects.

The winner cannot enter the Competition the year following his/her award, but is eligible for subsequent editions. Articles written by current members of staff of the International Olive Council or of the communication agencies hired by the IOC in the above markets or by the members of the jury will not be eligible for entry.



## II. Articles

Articles must be submitted in **English** (or translated into English at the author's or entrant's own expense and on their own responsibility) and not exceed 3,000 words.

They must have been published in a newspaper, magazine or official online press site between 01.09.2011 and 31.08.2012.

Each entrant may submit a maximum of two articles.

Articles must be submitted at the latest by 01.10.12 at noon (GMT) to the following address:

International Olive Council  
Executive Secretariat  
Best Olive Article Competition 2012  
Principe de Vergara, 154  
28002 Madrid – Spain  
E-mail: [iooc@internationaloliveoil.org](mailto:iooc@internationaloliveoil.org)

The application form can be downloaded from the web site of the International Olive Council ([www.internationaloliveoil.org](http://www.internationaloliveoil.org)).

Submissions should include the article(s), the English translation(s), if applicable, the completed application form, and the entrant's CV.

All applications must include the following information:

- Title of the article;
- Applicant's surname, first name and name of the publication (if applicable);
- Nationality;
- Date of birth;
- Contact address;
- E-mail address;



- Telephone number (mobile phone and/or land-line );
- Internet site: (if applicable);
- Short summary of the article in English (200 words).

The IOC is not responsible for any late, lost, misdirected, damaged or incomplete entries.

### **III. Judging**

For this first edition, the jury will be composed of:

- Five members nominated by the IOC for a period of two years, namely:
  - IOC Advisory Committee Chairman;
  - IOC Executive Director;
  - one representative of a journalist federation;
  - two internationally renowned food critics.

The President of the jury will be chosen from among the three non-IOC members of the jury.

The winner agrees to be part of the jury for the next edition of the Best Olive Article Competition (his/her travel/accommodation expenses will be paid by the IOC).

This jury will evaluate all the articles received which have been published within the fixed period and comply with the set of rules and will select the "best article", i.e. the best written, most original, most innovative, best documented, most comprehensive and most deeply researched article.



### Criteria grid for the judges:

CRITERIA	POINTS
Originality	20
Writing skills	20
Quality of research and documentation	20
Attractiveness	20
Innovation	20
Total	100

### IV.Prize

The jury will select one winning article whose author will be awarded a cash prize of €5,000 (five thousand Euros)\*. In the event of a tie, the article with the highest score in the "Originality" category will be awarded the Prize. The judging of the finalists will be complete by October 30, 2012. As stated above, the decision of the Jury will be final and binding.

On October 31, the winner will be notified by the IOC via email and announced on the IOC website at [www.internationaloliveoil.org](http://www.internationaloliveoil.org) at the close of the competition.

The International Olive Council has the right to reproduce and circulate the articles entered for the competition in its own publications, as well as on its website and by any other means necessary to promote the Prize.

The winner will be invited to the Award Ceremony and will receive a trophy

For more information about the Competition, please contact [iooc@internationaloliveoil.org](mailto:iooc@internationaloliveoil.org)

March 15, 2012

\* The winner will be responsible for all taxes payable on the Prize.