**“Kagoshima Global Eyes” Kagoshima Prefecture PR Video Contest**

**Submission Outline**

I) Video Contest Outline

1. Objective

Videos created by overseas nationals who live in Kagoshima or have lived in Kagoshima for more than three months, which show the aspects of Kagoshima that are the best in all Japan will be showcased in the “Kagoshma Prefecture PR Video Contest”. Production of the video should be the result of working together or cooperating with local people.

The videographer should work together with local people to create the video, and as a result deepen their understanding of the region, become more integrated in the local society, and work towards furthering international exchange at the local level.

The videos submitted will be used to advertise the aspects of Kagoshima that are the best in all of Japan, and will be utilized by the governor in Top Sales, tourism seminars, and other opportunities to increase awareness of Japan’s Best Kagoshima, and to attract more overseas tourists to Kagoshima Prefecture.

2. Contest Organizer

Kagoshima Prefecture

3. Submission Eligibility

Foreign nationals who live in Kagoshima Prefecture, or have lived in the Prefecture for more than 3 months (example: JET Programme participants, or overseas students)

4. Contest Period

(1) Video submission period

June 12th (Monday) to October 13th (Friday), 2017

(2) Website voting period

September 1st (Friday) to October 31st (Tuesday), 2017

(3) Judging session

Early November, 2017

(4) Awards ceremony (winning video showing)

Middle of November, 2017

5. Video Requirements and How to Submit

See ‘5 Video Requirements’ and ‘6 How to Submit’ in ‘II Submission Recruitment Outline’

6. Award Details / Judging Criteria

(1) Award Details

**a**. Grand Prize (1 person)

Unsurpassed in each of the video requirements including its ability to show aspects of Kagoshima that are the best in all of Japan, its connection with the local community, its finished quality, and others. This video will be the best fit for the aims of the contest.

**b**. Award of Excellence (2 people)

Excellent in each of the video requirements including its ability to show aspects of Kagoshima that are the best in all of Japan, its connection with the local community, its finished quality, and others. These videos will be excellent for the aims of the contest.

**c.** Wazzeka Award (1 person)

This video is original and creative, and the high quality of the video required something special.

**d.** Uncovering New Attractiveness Award (2 people)

This video puts the spotlight on something in Kagoshima Prefecture that locals may be overlooking, and thoroughly show its attractiveness.

**e.** Kagoshima Lover Award (2 people)

This video allows the viewer to feel like they are one with the local community, and also gives the impression that Kagoshima is like the second home of the video maker.

**f.** Judges Special Award (2 people)

This video will be selected for its clarity in showing the appeal of Kagoshima to an audience who’s language is not the typical English, Chinese or Korean, as most of PR videos have to date.

**g.** Media Award (1 person)

This video will be selected by the media professionals on the judging panel for its excellent ability to communicate to the viewer through the video medium.

**h.** Voter’s Choice Award (1 person)

This video will be the winner of the online voting contest.

**i.** Island Award (1 person)

Chosen from the category ‘Conveying the Attractiveness of Kagoshima’s Islands’, this video will show the beauty of Kagoshma’s islands. Videos selected to win other awards are not eligible.

**j.** Meiji Restoration 150th Anniversary Award

Chosen from the category ‘Satsuma History in the Late Edo-Early Meiji Period’, this video will show how Japan’s modernization began in Kagoshima. Videos selected to win other awards are not eligible.

(2) Prizes

Award certificate, additional prize (for example: travel tickets)

(3) Selection Method

Winners will be selected by the popular vote from the contest website, and by the judges at the judging session

(4) Awards Ceremony

The awards ceremony and showing of the winning videos will take place in mid-November 2017.

II) Submission Recruitment Outline

1. Desired Submissions

Videos that convey the attractiveness of Kagoshima Prefecture made by foreign nationals who live in Kagoshima Prefecture, or have lived in the Prefecture for more than 3 months (Those who meet the requirements of ‘4. Submission Eligibility’)

2. Contest Theme

Foreign nationals showing Japan’s best in Kagoshima (Kagoshima Global Eyes)

3. Submission Period

June 12th (Monday) to October 13th (Friday), 2017

4. Submission Eligibility

Foreign nationals who live in Kagoshima Prefecture, or have lived in the Prefecture for more than 3 months (example: JET Programme participants, or overseas students)

5. Video Requirements

(1) As a rule, uploaded videos can be no longer than 3 minutes.

(2) Subjects suitable for recording are the best things Japan has to offer that are found in Kagoshima, and convey the attractiveness of Kagoshima: for example food, nature, tourist attractions, local events, and local traditions and culture.

(3) Where talking appears in the video, as a rule, Japanese subtitles will appear for talking in the filmmaker’s language, and subtitles in the filmmaker’s language will appear for talking in Japanese. If difficulties arise complying with this rule please consult with the Kagoshima Prefecture International Affairs Division.

(4) Where people unrelated to the video production appear in the video, you are required to get their permission before submitting the video.

(5) If planning to use materials protected by copyright in the video, you must get permission to use such materials.

(6) Since these videos showing the best of Japan in Kagoshima may be utilized as tools for the Governor’s Top Sales, tourism seminars, and other PR opportunities, no self introductions or other information emphasizing the submitting party is allowed.

(7) Videos which have been submitted to similar contests, or are planned to be submitted to similar contests are not allowed.

(8) Videos that result in slander or defamation of the region, or otherwise violate social standards are unacceptable. Furthermore, if the video is judged to be in violation, it will not be considered for selection, and a request to delete the file uploaded by the submitter will be submitted. We ask for these terms to be agreed to.

(9) Each of the prohibited points in section 7 below must not be violated

6. Submission Method

(1) Videos created with smartphones or video cameras need to be uploaded to YouTube or other video site, and the link is to be posted on the contest website.

(2) When uploading the video, enter the required information (name, age, gender, nationality, occupation, position (workplace or school), contact) and in the ‘Video Category’ column select one of the following ‘General’, ‘Conveying the Attractiveness of Kagoshima’s Islands’, or ‘Satsuma History in the Late Edo-Early Meiji Period’.

7. Prohibited Points

People or parties participating in this contest, and the videos submitted to this contests are prohibited from the following:

(1) Activities that violate the law, or assist, solicit, coerce, or promote activities that do so.

(2) Activities that put an excessive burden on the contest site’s servers.

(3) Activities that interfere with the operation of the contest, or other activity deemed inappropriate by the managing office.

(4) Activity that interferes with others’ participation in the contest.

(5) Activity that violates the credibility, trustworthiness, privacy, rights to use of ones likeness, publicity right, copyright, other intellectual property rights, or other activity that infringes on the rights of others (including all laws and established precedents).

(6) Activity considered slander, threat, or harassment of other participants.

(7) Expression of discrimination of ethnicity, religion, race, gender, or age.

(8) Activity that solicits, leads to, or promotes suicide, group suicide, illegal drug use, law-evading drug use, or other such behavior.

(9) Selling, auctioning, receiving payments or similar activity without consent of the organizer.

(10) Public profile, spam mail, chain mail, or other solicitations for the purpose of advertising and promoting products or services without the consent of the managing office.

(11) Using person’s, company’s, or organization’s names for forgery.

(12) Activity violating social standards or general common sense.

(13) False or misleading information that would lead to the viewer playing a video that does not match the title.

(14) Activity that goes against the aims of the contest.

(15) Other activity that falls under the above points.

8. Attribution of Submitted Work

Right of use of submitted videos will belong to the contest organizer Kagoshima Prefecture. However, the submitter is allowed to upload and share their videos on other video sharing sites.

9. Contact

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