



First edition: ALTA - Periodismo de Altura's Award

1. OBJECTIVE

1.1. The ALTA - Periodismo de Altura's Award, promoted by the Latin American and Caribbean Air Transport Association, will recognize communication professionals in Latin America and Caribbean who have produced and published journalistic works on the aviation industry. In this first edition, works that address topics of Competitiveness and ESG will be assessed..

1.2. This award is aimed at stimulating, spreading, supporting and celebrating journalistic works that broaden the understanding of the aviation sector, its implications and its contribution to the economy, politics, society and culture of the countries in the region.

1.3. Registrations can be made in the period from 06/12/2023 to 09/01/2023.

1.4. Works published in printed press, news portals, magazines and blogs that address topics of Competitiveness and ESG in the aviation sector will be considered.

1.5. The content may be submitted in the form of an article, report or special publication.

2. PARTICIPATION

2.1. The award is open to journalists from Latin America and Caribbean working in print and digital media (newspapers, magazines, news portals and blogs).

2.2. Works can be individual or as a team. Each journalist or team may register one work.

3. REGISTRATIONS

3.1. The registration of works must be made exclusively through the ALTA website: www.alta.aero in the period from June 12 to September 1 (until 11:59 p.m.) of the current year.

3.2. Only works published between September 17, 2022 and September 1, 2023 will be considered.

3.3. Works registered will be classified into categories for assessment and awarding terms. The categories are: press (newspapers, magazines and news portals) and specialized media (print or digital that exclusively address aviation and/or tourism).

3.4. To register published works it is necessary to complete the form available on ALTA's website www.alta.aero. www.alta.aero



3.5. In the case of journalistic series, only one registration form must be completed and only one PDF file with the complete story must be attached.

3.6. Publications may be in Spanish, Portuguese or English.

4. CATEGORIES

4.1. Four categories will be awarded:

- Best press publication (printed or digital) on ESG.
- Best publication in specialized media (print or digital) on ESG.
- Best press publication (print or digital) on Competitiveness.
- Best specialized media publication (print or digital) on Competitiveness.

4.2. **ESG:** Publications addressing environmental, social and governance issues.

- ◆ This category will recognize the best reporting on environmental issues in aviation, including initiatives to mitigate the impact of CO2 emissions on climate change, cleaner technologies and sustainable initiatives;
- ◆ Articles that address the social factor with a focus on aviation labor management policies, commitment to inclusion and diversity strategies, as well as employment and income generation through the aviation sector may compete. Commitment to product safety and quality, as well as the impact of an organization on a local community will also be assessed;
- ◆ Reports that address governance issues and highlight the development of intelligent regulatory acts that enable the democratization of air service and the connectivity of countries.

4.3. **Competitiveness:** Publications that address aspects of competitiveness in Latin America and Caribbean for the development of commercial civil aviation.

- ◆ Reports including competitiveness indicators, such as growth in the passenger traffic, extension of the route network, new destinations.
- ◆ Publications that highlight the circumstantial barriers that impede the growth of the sector, such as infrastructure, operating costs, tax burdens, judicialization.
- ◆ News explaining how commercial civil aviation pricing is formulated in Latin America and Caribbean and the impact of factors such as fuel taxes, airport charges, navigation charges and regulatory issues.
- ◆ Subjects with a focus on the regulation of the sector, showing the impact of intelligent regulations on companies and users.

5. ASSESSMENT

5.1. The articles registered will be assessed by a jury consisting of five professionals from the aviation sector.

5.2. The assessment will take into consideration the following criteria: relevance, originality, depth, writing quality, journalistic accuracy and rigor, impact and creativity.



5.3. The jury's decision will be final and not subject to appeal.

6. AWARDS

6.1. A cash prize and a trip to the awards ceremony will be awarded to the winner of each category.

6.2. The value of the prize will be:

- **1st place press - Competitiveness category:** US\$ 2,000 + a trip to Cancun, with accommodation during the ALTA AGM & Airline Leaders Forum (22 to 24/10/2023).
- **1st place specialized media - Competitiveness category:** US\$ 2,000 + a trip to Cancun, with accommodation during the ALTA AGM & Airline Leaders Forum (22 to 24/10/2023).
- **1st place press - ESG category:** US\$ 2,000 + a trip to Cancun, with accommodation during the ALTA AGM & Airline Leaders Forum (22 to 24/10/2023).
- **1st place specialized media - ESG category** US\$ 2,000 + a trip to Cancun, with accommodation during the ALTA AGM & Airline Leaders Forum (22 to 24/10/2023).

6.3. The award ceremony will take place on October 23rd in Cancun, Mexico, and the winners will be informed in advance (1 month before) to coordinate their trip.

6.4. The ALTA AGM & Airline Leaders Forum is the largest civil aviation leaders' event in the region, gathering around 50 airline CEOs, as well as senior industry executives and representatives of civil aviation authorities.

6.5. In the event that the publication is collectively authored, ALTA will not be responsible for the partition of the cash prize, as well as the trip, among the authors.

7. FINAL PROVISIONS

7.1. The following are not eligible to participate in the Award:

- ALTA employees and their family members.
- Professionals who have provided services to ALTA up to one year prior to the opening of registration.
- Individuals who do not have professional registration for the category.

7.2. By registering their articles, journalists authorize the award organization, ALTA, to use the articles in its dissemination activities, provided that the authors and the media where they were published are quoted.

7.3. Participation in the award implies acceptance of all the provisions of this regulation.

7.4. All questions omitted from this regulation and the understanding of its provisions shall be decided by the Organizing Committee in a sovereign manner, and its decisions shall not be subject to questioning or objection by any of the parties involved.



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7.5. Contact in doubts: premio@alta.aero