



## **2nd Edition of the ALTA - Periodismo de Altura Award**

### **1. PURPOSE**

1.1. The 2nd edition of the ALTA - Periodismo de Altura Award, promoted by the Latin American and Caribbean Air Transport Association, aims at recognizing professionals from Latin America and the Caribbean who have produced journalistic work on the impact of the aviation industry on the countries and the population in the region, highlighting the sector contribution on ESG (Environment, Social, and Governance) and the catalytic effect on socioeconomic development.

1.2. Professionals in the region are encouraged to consider the premises of the "Taking New Heights Together" campaign where ALTA emphasizes the value of aviation, unveiling aspects of the sector often unknown to the general public beyond carrying tourists. Participants will be able to explore the innovations, contributions and relevance of the aviation industry daily, as well as the impact an aircraft makes every time it lands in a location, large or small.

1.3. Registration is open from April 10, 2024 to August 10, 2024.

1.4. The purpose of this award is to stimulate, spread, support, encourage, and recognize journalistic works related to the aviation industry, as well as to contribute to a better understanding by society and the public authorities of the importance of this activity, which is so relevant to the economy, politics, society and culture in the countries.

1.5. Works published in newspapers, websites, news portals, magazines, TV, radio, vlogs and, blogs are eligible for the ALTA - Periodismo de Altura Award.

1.6. The content may be in the form of an article, reportage, or special report.

### **2. PARTICIPATION**

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

2.2. Works could be individual or as a team, but each journalist or team could only submit one work per category.

### **3. REGISTRATION**

3.1. Works must be registered only online at <https://alta.aero/premio-periodismo-de-altura-2024/> from April 10 to August 10 (until 23:59 hrs.) of the current year. Each participant must fill out the form available on ALTA's website and include the material with the author's name, media of publication, date, and place of publication.

3.2. Only works submitted from September 19, 2023 to August 10, 2024 will be considered.

3.3. For journalistic series, it must fill out a single registration form and attach only one PDF file, including the complete reportage.



3.4. Submissions may be in Portuguese, Spanish or English.

#### **4. CATEGORIES**

4.1. The most outstanding works will be awarded with the following recognitions:

- 1<sup>st</sup> Best tier 1 media reportage (printed or digital).
- 1<sup>st</sup> Best specialized media reportage (printed or digital)
- 2<sup>nd</sup> Best tier 1 media reportage (printed or digital)
- 2<sup>nd</sup> Best specialized media reportage (printed or digital)

4.2. The contest is open to works that:

Address topics related to sustainability, society, and governance, revealing aspects of the industry that are often unknown to the public at large: the social factor focusing on policies of aviation labor management and commitment to strategies of inclusion and diversity, highlighting the value of the aviation industry. Commitment to safety and quality will also be evaluated, as well as the impact of an organization on a local community. Likewise, environmental issues, such as cleaner technologies and sustainable initiatives.

Consider competitiveness indexes, such as increased passenger traffic, route network expansion, new destinations. Show intelligent regulatory acts to enable the democratization of air service and connectivity of the countries. Highlight the barriers hindering the industry growth, such as infrastructure saturation, high operating costs, fuel taxes, airport fees, navigation fees, and regulatory affairs. Focus on industry regulation, showing the benefits to users and society of implementing efficient plans to improve regulatory environments with legal certainty.

Show how airlines works to increase efficiency, reduce costs, and improve customer service, especially in adverse economic conditions. Address issues related to airport infrastructure, air traffic control, and processes that improve the industry performance.

#### **5. EVALUATION**

5.1. Works submitted will be evaluated by a jury composed of five professionals from the aviation industry and journalism, experienced in their respective fields.

5.2. The evaluation will consider the following criteria: relevance, originality, thoroughness, quality of writing/reporting, journalistic accuracy and rigor, impact and creativity.

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

#### **6. AWARD**

6.1. A prize will be awarded to the winner of each category.



6.2. The value of the prize will be:

- **1<sup>st</sup> place tier 1 media:** 2,000 US\$ + a trip to Nassau-Bahamas, including accommodation, during the ALTA AGM & Airline Leaders Forum (from October 28 to 30, 2024)
- **1<sup>st</sup> place specialized media:** US\$ 2,000 + a trip to Nassau-Bahamas, including accommodation, during the ALTA AGM & Airline Leaders Forum (from October 28 to 30, 2024)
- **2<sup>nd</sup> place tier 1 media:** Smartphone + a trip to Nassau-Bahamas, including accommodation, during the ALTA AGM & Airline Leaders Forum (from October 28 to 30, 2024)
- **2<sup>nd</sup> place specialized media:** Smartphone + a trip to Nassau-Bahamas, including accommodation, during the ALTA AGM & Airline Leaders Forum (from October 28 to 30, 2024)

6.3. The awards ceremony will be held on October 29 at the ALTA AGM & Airline Leaders Forum gala dinner in Nassau-Bahamas, and winners will be notified in advance (up to 1 month earlier) so they can attend. The ALTA AGM & Airline Leaders Forum will bring together more than 50 CEOs from the world's leading airlines and 300 participants from the entire aviation supply chain.

6.4. If the work is written with joint participation, ALTA will not be responsible for dividing the prize or travel among the authors.

## 7. FINAL PROVISIONS

7.1. The Organizing Committee, composed of ALTA professionals, is responsible for the coordination of the ALTA - Periodismo de Altura Award.

7.2. The following are not eligible to participate in the ALTA - Periodismo de Altura Award:

- ALTA employees and their relatives;
- Professionals who have worked for ALTA up to one year before the opening date to register for the current Award;
- People who do not have a professional license for the category.

7.3. By submitting their works, journalists agree to assign copyright to the award organization, which may use them in its distribution activities, provided that the authors and the media where they have been published are cited.

7.4. Participation in the contest implies the acceptance of all the provisions of this regulation.

7.5. All issues omitted from this regulation and the interpretation of its provisions shall be decided in a sovereign manner by the Organizing Committee, and such decisions may not be questioned or disputed by any of the parties involved.