# Rules for the 1st ALTA Award - Journalism at Height

# 1. OBJECTIVE

# 1.1. The 1st ALTA Award - Journalism at Height promoted by the Latin American and Caribbean Air Transport Association, aims to recognize the journalistic work of professionals from Latin America and the Caribbean who have produced articles on the aviation industry within the scope of Competitiveness and ESG.

# 1.2. Applications can be made in the period from (04/27/2023 to 09/01/2023).

# 1.3. This award aims to stimulate, publicize, support, encourage and honor journalistic works that deal with the airline industry, in addition to helping society and public authorities better understand the importance of this activity, which is so relevant to the economy, politics, society and culture. from the country.

# 1.4. Work published in newspapers, websites, news portals, magazines and blogs that address Competitiveness and ESG in the airline industry can compete for the ALTA Journalism Award.

# 1.5. The content can be in the form of an article, report or special feature.

**2. PARTICIPATION**

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

2.2. Stories can be individual or team, but each journalist or team can submit only one story per category.

**3. REGISTRATION**

3.1. Entries must be made exclusively online, via the ALTA Prize - Journalism on the Heights e-mail address (premio@alta.aero), between April 27th and September 1st (until 11:59 pm) of the current year.

3.2. Only entries for works that were broadcast between September 17, 2022 and September 1, 2023 will be considered.

3.3. Entries will be classified into categories for judging and awarding purposes, which are: press (newspapers, magazines and news portals) and specialized media (print or digital dealing exclusively with aviation and/or tourism).

3.4. In order to register the published works, it is necessary to fill in the form available on the ALTA website and send, by e-mail (premio@alta.aero), the material in PDF format, with the author's name, the vehicle of publication, the date and the place of publication, in addition to a copy of the professional registration.

3.5. In the case of a journalistic series, a single registration form must be completed and a single PDF file with the complete report must be attached.

3.6. Texts can be sent in Portuguese, Spanish or English.

**4.CATEGORIES**

4.1. Prizes will be awarded to the best articles in the following categories:

* Best press report (print or digital) – ESG
* Best specialized media report (print or digital) – ESG
* Best press report (print or digital) – Competitiveness
* Best specialized media report (print or digital) – Competitiveness

4.2. **ESG Category:** Reports that address issues related to sustainability, society and governance.

* This category must recognize the best reporting on environmental issues within aviation, including the impact of CO2 emissions on climate change, cleaner technologies and sustainable initiatives;
* Subjects dealing with the social factor with a focus on aviation work management policies, commitment to inclusion and diversity strategies, as well as job and income generation through the airline sector, may compete. Commitment to product safety and quality, as well as an organization's impact on a local community will also be assessed;
* Reports that address topics related to governance and that highlight the development of intelligent regulatory acts that allow the democratization of air service and connectivity in the country.

4.3. **Competitiveness Category:** News dealing with the progress of competitiveness in commercial civil aviation in Latin America and the Caribbean.

* Reports that include competitiveness indices, such as an increase in the number of passengers, expansion of the route network, new destinations, faster flights and the implementation of measures to ensure greater safety for passengers and crew.
* Articles that highlight the current barriers that impede the sector's growth, such as the uneven distribution of the air network, the concentration of airports, overload and infrastructure problems at the terminals and high operating costs.
* News that explains how pricing in commercial civil aviation in Latin America and the Caribbean is directly affected by factors such as fuel taxes, airport fees, shipping fees and regulatory issues.
* Reports that show how airlines and their executives work to increase efficiency, reduce costs and improve services for users, especially in adverse economic conditions.
* News that address issues related to airport infrastructure, air traffic control and enforcement, which improve the sector's performance.
* Articles focused on sector regulation, showing the benefits that the implementation of plans and possible regulatory changes can bring to companies and users.

**5. EVALUATION**

5.1. Submitted articles will be evaluated by a jury composed of five professionals from the aviation and journalism sectors, with experience in their respective areas.

5.2. The evaluation will take into account the following criteria: relevance, originality, depth, writing/reporting quality, journalistic accuracy and rigor, impact and creativity.

5.3. The jury's decision will be final and unappealable.

**6. AWARDS**

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

6.2. The value of the prize will be:

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

6.3. The awards ceremony will be held on October 23rd, at the Hilton Hotel, in Cancun - Mexico, and the winners will be informed in advance (up to 1 month before) so that they can participate.

6.4. The winners, in addition to cash prizes and a trophy, will win an all-expenses-paid trip to participate in the largest Conference promoted by ALTA - the Leaders Forum, which will bring together more than 50 CEOs from the main airlines in the world, in addition to 700 participants from the entire aviation production chain.

6.5. If the article is collectively authored, ALTA will not be responsible for dividing the cash prize, as well as the trip, among the authors.

**7. FINAL PROVISIONS**

7.1. The Organizing Committee, made up of professionals from ALTA, is responsible for coordinating the ALTA Journalism Award.

7.2. The following cannot participate in the ALTA Journalism Award:

* ALTA employees and their families;
* Professionals who have provided service to ALTA up to one year before the opening of the in progress Award entries;
* Persons who do not have a professional registration for the category.

7.3. When registering their stories, journalists agree to assign copyrights to the organization of the award, which may use the stories in its dissemination activities, provided that the authors and communication vehicles in which the stories were published are always mentioned.

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

7.5. All matters not covered by this regulation and the interpretation of its provisions will be decided by the Organizing Committee in a sovereign manner, and its decisions will not be questioned or challenged by any of the parties involved.