

RULES – 4TH ALTA JOURNALISM AWARD

1. OBJECTIVE

1.1. The 4th edition of the ALTA Journalism at Altitude Award, organized by the Latin American and Caribbean Air Transport Association (ALTA), aims to recognize journalists from Latin America and the Caribbean who have published stories in the air transport sector that highlight the impact and importance of aviation in the social and economic development of the region.

2. PARTICIPATION

2.1. Journalists from Latin America and the Caribbean may participate with reports published in newspapers, magazines, websites, online portals, radio, TV, YouTube, podcast or blogs, in print or digital formats.

2.2. Each journalist may submit only one entry per category.

3. REGISTRATION

3.1. Registration must be done exclusively online at [ALTA Journalism Award registration](#), from **July 15 to August 20, 2026 (until 11:59 p.m.)**.

3.2. Only reports published between **January 1, 2025, and June 30, 2026**, will be accepted.

3.4. Entries can be submitted in **Portuguese, Spanish or English**.

4. CATEGORIES

4.1. Awards will be given in the following categories:

- Best General Media Report (print or digital) - journalism published in mass-circulation media: newspapers, magazines, and news portals covering general topics.
- Best Specialized Media Report (print or digital) - thematic journalism specialized in the air transport industry.
- Best Digital Media Report (new) - journalism in digital formats: videos, podcasts, and multimedia features.

4.2. Reports must address topics that highlight the impact and importance of aviation in the social and economic development of the region. Submissions must go beyond simply mentioning this impact: they must be rigorous journalistic work supported by data, figures, or evidence that contributes to the improvement of the industry in the region.

5. EVALUATION

5.1. Reports will be evaluated by a jury of professionals from the aviation sector.

5.2. Evaluation criteria include **relevance, originality, depth, journalistic quality, accuracy, impact, and creativity.**

5.3. The jury's decision is final and cannot be appealed.

6. AWARDS

6.1. **1st place (each category):** The prize covers travel and accommodation expenses to attend the award ceremony at the ALTA AGM & Airline Leaders Forum 2026, in Ciudad de México, Mexico.

6.2. The award ceremony will take place during the gala dinner of the **ALTA AGM & Airline Leaders Forum**, in Ciudad de Mexico, Mexico on **October 19, 2026**. Winners will be notified up to **15 days in advance**.

7. FINAL PROVISIONS

7.1. The Organizing Committee, composed of ALTA members, will be responsible for the overall coordination of the award.

7.2. The following are not eligible to participate:

- ALTA employees and their family members
- Professionals who have provided services to ALTA within one year prior to the start of registration
- People submitting a report that is not their own original work; entrants must be the sole author of the submitted report, regardless of professional background or credentials.

7.3. By registering, authors authorize the use of their reports for the purpose of promoting the award, with appropriate credit to the author and the publication outlet.

7.4. If the journalist cannot travel to receive the award, ALTA is not responsible for delivering it in another location.

7.5. Registration implies full acceptance of these regulations.