



EIGHTH “VITAL AIRE VITAL” JOURNALISM CONTEST 2012 CALL FOR ENTRIES

INTERAMERICAN JOURNALISM CONTEST ON TOBACCO DEPENDENCE TREATMENT

1. Description:

The Inter American Heart Foundation cordially invites you to participate in the Eighth "Vital Aire Vital" Journalism Contest. The objective of the contest is to reward and recognize the best works of journalism or marketing relating to the problem of ***Tobacco Dependence Treatment in support of Article 14 of the Framework Convention for Tobacco Control (FCTC) of the World Health Organization***. For more information on this international treaty, visit www.fctc.org or www.who.int/tobacco/framework/en.

Tobacco use causes hundreds of thousands of deaths every year in Latin America and the Caribbean. Hundreds of thousands in this region are left with serious and debilitating health consequences. Latin America and the Caribbean have taken important steps towards adopting tobacco control and prevention measures. In particular, tobacco control policies following the requirements and guidelines of the World Health Organization Framework Convention on Tobacco Control (FCTC), the first public health treaty in history, have had a strong impact in many countries. This treaty is currently subscribed by over 90 percent of the world's countries.

Many of these achievements would not have been possible without the continuous support, conviction and courage of many journalists who have presented the facts and influenced the public as well as government and business leaders. Journalists reach those that hold great economic and political power in our societies. Without these journalists, tobacco control policies would not have been approved or adequately developed, and the health of the population would have suffered as a result. Despite the fact that important progress has been made, the path toward tobacco control is frequently filled with obstacles. This is why we believe that it is important to reward and stimulate the actions of journalists whose work helps advance tobacco control.

For these reasons, the InterAmerican Heart Foundation continues to organize the “Aire Vital Air” Contest for Journalists with the support of the Global Bridges Alliance for Tobacco Dependence Treatment.

2. Who is eligible to participate

All journalists, communications professionals, publicists and other professionals related to Latin American and Caribbean media may participate in the categories of print media, radio, television and Internet. The contest will also be open to students in their last year of studies in journalism, marketing or related field. Individuals may also nominate the work(s) of another journalist. In this case, the nomination must be accompanied with a written authorization from the author giving their approval of the nomination. Any prize won as a result of a nominated work will be granted to the author and not the person submitting the nomination.



3. Conditions of participation

The works *must* have been printed, broadcasted or edited in a Latin American or Caribbean country, during the time period of **July 1, 2011 to March 1, 2013**.

4. Entry categories

Entries will be accepted for these four categories:

a. Print media (including dailies, magazines and supplements)

b. Radio

c. Television

d. Internet (in this category, the work must be original, from a media outlet Internet site, and may not be a duplication of a work published in a print medium, such as a daily.)

5. Formatting requirements for entries

A copy of the original work must be submitted IN ELECTRONIC FORMAT ONLY. For written materials, press or magazine publications, or Internet articles, copies should be submitted in PDF format. For radio or television entries, or Internet materials that include images and/or audio, entries should be in electronic format (mp3, wma, avi, etc.). For works that are already available on the web you may include a link to your work instead of submitting the file. Simply upload a word document containing a hyperlink to the work when you complete your registration.

6. To register and submit entries

To register and submit your entries, please fill out the form at the following Web site:
<http://www.interamericanheart.org/?secc=vav&mod=inicio>

7. Awards

The awards for winning entries will be given to the persons or entities identified as authors on the participation form. The awards will be divided into the following categories:

Category 1: PRINT MEDIA

1st Place: US \$1000 and honorable mention

2nd Place: Honorable mention

Category 2: RADIO

1st Place: US \$1000 and honorable mention

2nd Place: Honorable mention

Category 3: TELEVISION

1st Place: US \$1000 and honorable mention

2nd Place: Honorable mention

Category 4: INTERNET

1st Place: US \$1000 and honorable mention

2nd Place: Honorable mention



AWARD TO THE BEST ENTRY: The first place entries for each category will be eligible for *Best Latin American and Caribbean Journalistic Work on Tobacco Dependence Treatment* award and an additional \$1,000 award.

Honorable Mentions : A mention for the best entry from each country will be given, excluding those that have already obtained one of the main awards.

The names of the winners will be announced to the main communication media in Latin America and the Caribbean.

8. International Jury

The international jury will be composed of distinguished journalists with a wide range of experience in health reporting, experts in the area of tobacco control and representatives of the contest's sponsors.

- a) The jury's verdict is final.
- b) The jury will sign all the voting ballots and the final winner's declaration document, which will be available to the organizing entities up to 10 business days after voting has taken place.
- c) Voting will be secret. In the case of a tie, the vote of the contest's President will constitute the deciding vote.
- d) If a member of the jury is associated directly or indirectly with a submission, this must be brought to the attention of the jury's President before proceeding with its evaluation. In addition, the judge must abstain from voting for that participant and make a note to this effect on the ballot. In case of non-compliance, this vote will be nullified.

9. Acceptance of Guidelines

By participating in this contest, the contestant agrees to all previously explained guidelines.

The sponsoring organizations reserve the right to publish the winning entries and the winners agree to release their rights for the distribution of their entries by the sponsoring organizations.

10. Deadline for submitting entries: March 15, 2013.

For more information, or if you have any difficulties, please contact Javier Valenzuela at concurso@interamericanheart.org
