



## **MINISTRY OF TOURISM & TRANSPORT**

### **Shadow a Journalist Essay Competition**

Have you ever wondered what it is like to be a journalist? Or maybe you are already an aspiring future journalist or recent communications graduate interested in a career in journalism or broadcasting? Does the thought of investigating a subject matter and informing the people around you about that topic stimulate your senses?

The Ministry of Tourism and Transport (MoTT) is holding an essay competition for people who are interested in entering or currently working in the field of journalism. The *Shadow a Journalist Essay Competition* is geared toward two (2) categories of entrants; a Junior Category for persons aged 17 to 23 and a Senior Category, for persons aged 24 and up.

You could win the chance to shadow visiting journalists during the Caribbean Tourism Organization's (CTO) Business Meetings and Youth Conference, and the International Air Transport Association's (IATA) 4<sup>th</sup> Annual Caribbean Aviation Day events at the Ritz Carlton, Grand Cayman in September.

Shadowing a professional in your area of interest is good way to gain familiarity on what to expect when you venture off into that field of work. This competition offers a chance to mingle with local and international journalists and can help you to grow your professional network, pursue your future plans and develop your skills in research and communication.

#### **Event overview**

The Cayman Islands Government is partnering with the Caribbean Tourism Organization (CTO) and the International Air Transport Association (IATA) to host the CTO's Annual Business Meetings and IATA's Caribbean Aviation Day in the Cayman Islands.

These prestigious events will be held from 12<sup>th</sup> - 15<sup>th</sup> September 2022 and will be the first major in-person meeting for the CTO since the start of the pandemic. The programme will bring together regional Ministers, government authorities, industry experts and decision-makers.

Under the theme '*Recover, Reconnect, Revive*', IATA's Caribbean Aviation Day (14<sup>th</sup> September), will address topics ranging from aviation sustainability and multi-destination tourism, with the aim of identifying how we can jointly rebuild a more competitive air transport sector in a post COVID world.

#### **Eligibility:**

- Must be a minimum of 17 years old.
- Must be Caymanian (proof of Caymanian status required i.e. Birth Certificate, Passport).
- Enrolled in, currently undergoing or recently graduated from a course relating to News Writing and Reporting, or Broadcasting including journalism and communications or currently working in a related field.
- There is no registration fee for this essay competition.

### Competition Rules:

Entry to the *Shadow a Journalist Essay Competition* opens on August 2<sup>nd</sup> and closes on August 21<sup>st</sup> giving you ample time to write an essay that could help you to examine Tourism and Travel in a manner you may not have considered before!

Enter by choosing to write on one of the two topics below, ensure your essay is thought-provoking and well researched.

<b>Topic 1:</b>	How does the media impact the recovery of the tourism industry in the Caribbean region?
<b>Topic 2:</b>	During the height of the COVID-19 pandemic, there were many lessons learned as it relates to the environment, technology and public health; what lessons do you believe the leaders of Caribbean countries should embrace as they seek to rebuild the region's tourism industry?

- Ensure age category, full name, email and telephone number is included in the submission.
- Submissions must be emailed to [pr.mott@gov.ky](mailto:pr.mott@gov.ky) by 5:00 pm on Sunday 21<sup>st</sup> August 2022.
- Only one entry per person. The first document submitted will be recognised as the *final* entry (all other entries will not be accepted).
- Participants should write in their own words, plagiarism will result in disqualification.
- Include a title page with your essay.
- The essay should be between 1,500 and 2000 words.
- Essay should be expository.

### Judging criteria:

A panel of three judges comprising of local and international journalists will judge the submissions on the following criteria:

1	Thoroughness/quality of research	25
2	Creativity/originality	25
3	Articulation/analysis of ideas	25
4	Grammar and spelling	25

### Notification of winners:

Winners will be notified by email by 1<sup>st</sup> September, 2022.

### Prizes

The winners of the competition will shadow journalists attending the CTO/IATA Conference between 12<sup>th</sup> and 15<sup>th</sup> September 2022 which includes:

- Entry to the Destination Briefings by Regional Ministers of Tourism, the IATA Caribbean Aviation Day panel discussions, Press Conferences, Media FAM Trip and welcome reception.
- Lunch at the Ritz-Carlton, Grand Cayman during the conference daily.
- Access to delegates for one-on-one interviews (as shadow journalist).
- The winners' names and photos will be published in a MoTT Press Release.
- The winning essay will be published on MoTT platforms and submitted to media.