

TAM-TAM Institute, in collaboration with **Radio Student**, is announcing the **12th international PLAKTIVAT competition** in designing a city poster on the topic of

“The Crisis of the Media”

The **mass media** is in serious crisis. Their quantity is increasing, abounding with ever more superficial commentary and increasingly poor quality of content. The digital revolution gave rise to the primacy of online journalism, which places presentation before content. The media's ever-greater dependency on the market is reflected in thoughtful innovations in surreptitious advertising erasing the line between commercial and editorial content with perfected efficiency. With individuals depending exceedingly, in some cases even exclusively, on social media for their news, the “Crisis of the Media” has never been more relevant.

The change in media structure reduces the level to which we are informed and simultaneously reduces our critical scrutiny of the media content. We believe everything we read and demand fast, superficial explanations of complex issues. We can always find an explanation that fits our worldview. We lack a critical attitude to media content, which also degrades journalism, and with no engaged public there is no need for engaged media.

NEW: APPLICATION IS POSSIBLE EXCLUSIVELY VIA ONLINE FORM

THE OBJECT AND AIM OF THE COMPETITION:

Our action aims to encourage individuals to exercise greater critical judgement in assessing information served up by the mass media.

We aim to prompt individuals to act by marking dubious media content using the hash-tag **#fastfoodnovica** on social networks such as Facebook, Instagram, and thereby promote greater awareness of the problem.

WHO CAN PARTICIPATE:

Participation in the competition is free of charge. The competition is open to all creators, individuals as well as agencies and companies, who want to help create our common living environment. By submitting their work to the competition, the artists agree to all of the competition's provisions; i.e. those clearly stated in the competition documentation, as well as those which can be reasonably deduced.

AWARDS:

- The winning poster will be printed and published on **500 TAM-TAM city posters across Slovenia**,
- **It will be automatically entered** in the competitions of the Slovenian Advertising Festival SOF and the Brumen biennial of Slovenian Design,
- The winner receives Plaktivat's MEGAFON and a winning plaque,
- All participants receive a plaque commemorating their participation, awarded by the organizer of Plaktivat, TAM-TAM Institute.

The jury reserves the right to select two or more winning creative solutions.

Results will be published in June 2019 at facebook.com/plakatiranje and twitter.com/TamTamSLO.

DEADLINES AND ADDITIONAL INFORMATION

The competition officially begins when the call is disseminated via email and published at facebook.com/plakatiranje and twitter.com/TamTamSLO as well as through other institutions.

The deadline for the submission of posters is midnight, 10th May 2019. All submissions received by the deadline will be considered. For additional information regarding the competition you can write to plaktivat@tam-tam.si until and including 3rd May 2019.

JURY:

The jury consists of the following seven members:

- Robert Bohinec - Futura DDB – chairman of the jury,
- Petja Montanez - Publicis,
- Gregor Žakelj – VBG,
- Kristijan Andoljšek – Inovatif,
- Blaž Kocjančič - Internavti,
- Jelena Ličanin - Radio Študent
- Blaž Gregorin - TAM-TAM.

CRITERIA FOR ASSESSMENT:

- Technical suitability (Competition requirements)
- Taking into account the specifics of TAM-TAM city poster
- Originality
- Innovative approach
- Communication clarity
- Positivity of the message

The Rules on the Work of the Commission shall be published at tam-tam.si/plaktivat12eng/ .

COMPETITION DOCUMENTATION:

Your creative solution must fit the format of TAM-TAM city posters. Take note that the posters are located outside in the streets and design your poster accordingly, so that it will be legible and communicate its message well in the multitude of visual stimuli of the street environment. Consider that city posters are usually initially noticed from a distance of a few metres (we only get up-close later) – think about how to grab attention and how much text a billboard can take etc. In line with articles 22 and 23 of the Public Use of the Slovene Language Act, any text in a public environment must be in Slovene or alternatively the Slovene version must not be less prominent than the text in a foreign language. We are available for help with translation on plaktivat@tam-tam.si.

A creative poster solution must include a “call to action” promoting activation using the hash-tag #fastfoodnovica.

The poster must also be in line **with PLAKTIVAT's visual identity**, and include PLAKTIVAT's pre-prepared logos in the designated manner (Appendix: Graphic elements for the competition, instruction on preparing files).

Appended files:

- Graphic elements for the competition, instruction on preparing files,
- Communication brief for the designing of the poster,
- The rules on the work of the jury.

All documentation is accessible at: tam-tam.si/plaktivat12eng/.

APPLICATION DOCUMENTATION:

Submission is possible exclusively by [online form](#), which is the point of entry for all participants. The application is only valid when all the fields marked with an asterisk have been filled and the posters have been attached in the correct formats and sizes:

1. **title_poster-print** (in PDF format, see guide and instructions – print)
2. **title_poster-panel** (in JPG format, see guide and instructions – panel)

In case of questions or ambiguity write to plaktivat@tam-tam.si.

*In case of winning, the author pledges to provide a translation of their work or an open file for the purposes of translation into Slovenian.

One applicant may submit no more than 5 posters.

Intellectual property rights:

Authors and participants in the competition retain moral rights over their work and agree that their submitted works may be used for potential presentation of the PLAKTIVAT project (via the Internet, at conferences, talks, promotional events and materials, and other publications within the framework of the PLAKTIVAT project). The authors of the posters agree to potential publicizing of their names and posters in the media.

Ljubljana, 9 April 2019