



The SJA British Sports Journalism Awards celebrate excellence among the country's sports writers, photographers, broadcasters and editors, whether staff or freelance, working for nationals, regionals, daily or weekly newspapers, as well as specialist sports magazines, news agencies and across all digital formats.

There are over 30 categories to enter, the deadline for entries is Wednesday 20 January 2021. Shortlists will be released on the following dates; Photography (17 Feb), Written (18 Feb) and Broadcast (19 Feb) with the award winners announced at a virtual ceremony taking place on Monday 15 March 2021, more details to follow. Should circumstances change and if suitable we may change this to a physical event.

All entries must be submitted via the online entry system. Competition rules and additional information is included at the end of this document:

[www.BritishSportsJournalismAwards.co.uk](http://www.BritishSportsJournalismAwards.co.uk)

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## BROADCAST CATEGORIES

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Entries for the broadcast categories need to be submitted digitally as MP4, .MOV, MP3 or WAV files except for the Sports Network of the year award which will be a pitch either in person or via video conference.

All categories are open to work produced by journalists working in the United Kingdom or by journalists working on programmes for consumption in the UK. All programmes must have been "exhibited" for the first time in 2020.

The term broadcasting is meant to be wide-ranging and encompasses, but is not limited to, linear radio and television platforms. It includes digital online platforms, cinematic exhibition and streamed and podcast audio.

Please read the categories carefully as significant clarifications of eligibility have been added to some awards in recent years.

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## SPORTS NETWORK

### Who is the award for:

This is the second year we are running this prestigious award, which is designed to recognise the sports network / channel / platform that best covered sport and set the sporting agenda in 2020.

It doesn't matter if you represent one radio station or a network, a single channel or a portfolio of channels - the sport coverage your organisation presents in whichever format will be judged on an individual basis. It is about how you serve your audience and showcase sport in different ways.

### Judging criteria:

Judges will be looking for how you serve your particular audience, using original journalism, style and innovation in a consistent manner throughout the year. Judges would especially like to hear how your organisation adapted to the challenges caused by the Covid-19 pandemic.

### The entry:

In the first instance, a 500 word supporting statement should be submitted detailing how your organisation has set the sports agenda in 2020.

Each entrant / organisation will then be invited to present a 20 minute pitch to an independent judging panel on Wednesday 3 March 2020. The pitch can be made in person or via video conference depending on preference, the circumstances around Covid 19, or the entrants' geographical location. The pitch can be from one representative, or a number of representatives but you must provide supporting evidence.

### Notes:

Judges must be notified if the content you showcase also utilises a content company - you will be judged on how that content is enhanced and used.

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## SPORTS PUNDIT

### Who is the award for:

This award is to recognise the pundit, summariser, studio analyst or guest whose work has most impressed the judges in the past year.

### Judging criteria:

They will be judged on tone, expertise and delivery as well connection to their audience.

### The entry:

Entries should consist of a showreel of clips lasting no more than 5 minutes in total and accompanied by a supporting statement of no more than 150 words, highlighting the pundits' broadcasting achievements in 2020.

Entrants are politely asked not to exceed the maximum duration or their entry will be deemed null and void.

### Notes:

The format for the selection of the winner is as last year. A shortlist will be created by the judges and SJA Members will subsequently be allowed to vote for their preferred winner from that shortlist.

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## **BROADCAST JOURNALIST**

### **Who is the award for:**

This award is to recognise the radio, audio, television or digital journalist who, in the opinion of the judges, has made the biggest impact of the year.

This award recognises outstanding journalism and is intended for sports news correspondents and reporters who have broken stories and gathered original content for either rolling news channels, documentaries or interviews (sit-down and/or post-match).

### **Judging criteria:**

Entrants will be judged on delivery and quality of journalism. The context of production pressures will be taken into account; for example turn-around time and the conditions under which a story is presented / produced.

### **The entry:**

Entries should consist of a showreel of clips lasting no more than 5 minutes in total and accompanied by a supporting statement of no more than 150 words, highlighting how they've set the sports agenda in 2020.

Entrants are politely asked not to exceed the maximum duration or their entry will be deemed null and void.

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## **SPORTS PRESENTER**

### **Who is the award for:**

This award is to recognise the radio, audio, television or digital presenter / presenters who, in the opinion of the judges, has / have made the biggest impact in the year.

It is intended for presenters who anchor programmes, live events, discussions or shows.

### **Judging criteria:**

Entrants will be judged on their delivery, range, versatility and connection to their audience.

### **The entry:**

The entry can include studio-based and/or on-location work.

Entries should consist of a showreel of clips lasting no more than 5 minutes in total and be accompanied by a supporting statement of no more than 150 words, highlighting how they have made an impact in 2020.

Entrants are politely asked not to exceed the maximum duration or their entry will be deemed null and void.

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## SPORTS COMMENTATOR

### Who is the award for:

This award is to recognise the radio, audio, television or digital commentator who, in the opinion of the judges, has made the biggest impact in the year.

This is intended only for commentators who deliver “play by play” descriptions and whose work appears in live programmes and/or highlights programmes (providing the commentary is delivered live and not dubbed after the event).

### Judging criteria:

Judges will be looking for the entrant to demonstrate their range and depth, and ability to interpret the action in a compelling, fluent and accessible way for their audience.

### The entry:

Entries can include both sporting competition and related sporting events such as opening / closing ceremonies. It must only include commentary, not presentation, but may consist of a single sport, or range of sports.

Entries should consist of a showreel of clips lasting no more than 5 minutes in total and be accompanied by a supporting statement of no more than 150 words, highlighting the impact they've made in 2020.

Entrants are politely asked not to exceed the maximum duration or their entry will be deemed null and void.

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## AUDIO / RADIO SHOW

### Who is the award for:

This award is to recognise the broadcast radio, or streamed audio show or podcast, which, in the opinion of the judges, has made the biggest impact in the past year.

This is intended for a regularly scheduled show or one-off programme or podcast that uses the power of analysis, commentary, journalism and conversation to cover sport in a captivating and entertaining way for their audience.

This is a team award for presentation and production staff involved in the show's original content and ideas.

### Judging criteria:

Judges will be looking for the show to demonstrate good journalism and analysis for its target audience. The winner will be the show that has generated stories and content that have made an impact in the past year, using new and innovative ways of covering sport.

### The entry:

Entries should consist of a showreel of clips lasting no more than 10 minutes in total. Entries must be accompanied by a supporting statement of no more than 150 words, highlighting the impact the show has made in 2020 and why it is a must listen.

Entrants are politely asked not to exceed the maximum duration or their entry will be deemed null and void.

### Notes:

Any special one-off event coverage can instead be entered in the “Live event” category

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## TELEVISION / DIGITAL SHOW

### Who is the award for:

This award is to recognise the television, or digital show, which, in the opinion of the judges, has made the biggest impact in the past year.

This is intended for a regularly scheduled show, in a magazine-style, highlights or one-off programme format that uses the power of analysis, commentary, journalism and conversation to cover sport in a captivating and entertaining way for their audience.

This is a team award for presentation and production staff involved in the show's original content and ideas.

### Judging criteria:

Judges will be looking for the show to demonstrate good journalism and analysis for its target audience. The winner will be the show that has generated stories and content that has made an impact in the past year, using new and innovative ways of covering sport.

### The entry:

Entries should consist of a showreel of clips lasting no more than 10 minutes in total. Entries must be accompanied by a supporting statement of no more than 150 words, highlighting the impact the show has made in 2020 and why it is a "must-watch".

Entrants are politely asked not to exceed the maximum duration or their entry will be deemed null and void.

### Notes:

Any special one-off event coverage can instead be entered in the "Live event" category.

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## AUDIO / RADIO DOCUMENTARY

### Who is the award for:

This award is to recognise the broadcast radio, or streamed and podcast audio documentary / programme, which, in the opinion of the judges, has made the biggest impact in the past year.

This could be a documentary or long form factual feature / programme or series that demonstrates compelling storytelling. It could be on a specific individual, or past / present event or investigative work such as an exposé. It can include standalone recorded programmes and documentary segments presented as part of a studio discussion or a single interview, where this has particular merit, but must be over 30 minutes in length.

### Judging criteria:

Judges will be looking for entries that demonstrate compelling audio with untold stories or aspects of familiar stories not heard before. The winner will captivate listeners with in depth original journalism told in a unique way.

### The entry:

Entries should be submitted electronically and must comprise of the complete programme or particular strand / episode where relevant. Entries should also be accompanied by a supporting statement of no more than 150 words, highlighting the impact the documentary made in 2020.

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## TELEVISION / DIGITAL DOCUMENTARY

### Who is the award for:

This award is to recognise the television, or digitally broadcast visual documentary / programme, which, in the opinion of the judges, has made the biggest impact in the past year.

This category is intended for documentary films, features, interviews, special investigations and other feature reports that demonstrate in depth original journalism. It could be on a specific individual, or past / present event or investigative work such as an exposé. It can include standalone recorded programmes and documentary segments presented as part of a studio discussion or a single interview, where this has particular merit.

### Judging criteria:

Judges will be looking for entries that demonstrate compelling television with untold stories or aspects of familiar stories not heard before. The winner will captivate viewers with in depth original journalism told in a unique way.

### The entry:

Entries should be submitted electronically and must comprise of the complete programme or particular strand / episode where relevant. Entries should also be accompanied by a supporting statement of no more than 150 words, highlighting the impact the documentary made in 2020.

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## AUDIO / RADIO LIVE EVENT COVERAGE

### Who is the award for:

This award is designed exclusively for LIVE broadcast radio, or streamed and podcast audio which, in the opinion of the judges, has made the biggest impact in the past year.

Entries in this category must be from coverage of ONE event (for example, a single event like the Champions League Final, or one tournament, such as Wimbledon; or a series, like The Ashes). This year it will NOT include season-long coverage, instead, entrants are asked to select a particular event from that coverage (for example, the final day of the Premier League season.) This includes coverage from a number of outside sources and studio-based live work.

### Judging criteria:

Judges will be looking at how entries have used audio techniques to convey the occasion, bringing the event to their listeners in a unique and captivating way.

### The entry:

Entries should consist of a showreel of clips lasting no more than 20 minutes in total and must be accompanied by a supporting statement of no more than 150 words, highlighting the impact their coverage of the event made in 2020.

Entrants are politely asked not to exceed the maximum duration or their entry will be deemed null and void.

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## TELEVISION / DIGITAL LIVE EVENT COVERAGE

### **Who is the award for:**

This award is designed exclusively for LIVE television, or digitally broadcast visual coverage which, in the opinion of the judges, has made the biggest impact in the past year.

### **Judging criteria:**

Entries in this category must be from coverage of ONE event (for example, a single event like the Champions League Final, or one tournament, such as Wimbledon; or a series, like The Ashes). This year it will NOT include season-long coverage, instead, entrants are asked to select a particular event from that coverage (for example, the final day of the Premier League season.) This includes coverage from a number of outside sources and studio-based live work.

### **The entry:**

Entries should consist of a showreel of clips lasting no more than 20 minutes in total demonstrating how journalism was used to cover the event in an engaging and unique way. It must be accompanied by a supporting statement of no more than 150 words, highlighting the impact their coverage of the event made in 2020.

Entrants are politely asked not to exceed the maximum duration or their entry will be deemed null and void.

### **Notes:**

Where the broadcast signal or multi-lateral coverage is generated by a “host broadcaster” – for example at a World Cup or Olympic Games – the entry should demonstrate how they have enhanced the core material.

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## ONES TO WATCH

### Who is the award for:

This category is split into two awards - there will be an “on air” winner and an “off air” winner.

This is open to journalists working within broadcasting / digital media who are aged 30 and under on 31st December 2020.

The difference this year, is that entrants must be put forward and endorsed by a senior member of their organisation, with no more than 3 entrants per organisation (3 for on air, 3 for off air).

“On Air” entries are for radio / audio / television / digital presenters or reporters who have made a impactful contribution to an organisation’s output.

“Off Air” entries are for radio / audio / television / digital journalists, editors or other production staff members who have made a impactful contribution to an organisation’s output.

### Judging criteria:

Judges will look at the entrants portfolio of work, journalistic skills, time in the industry and impact they’ve had in their chosen field in 2020.

### The entry:

#### “On air”

Entries should consist of at least three clips in a showreel format lasting no more than 5 minutes in total. It should demonstrate the entrant’s broadcasting ability and journalism and be accompanied by a supporting statement from their endorser of no more than 150 words highlighting why they have had a breakthrough year.

#### “Off Air”

Entries should consist of examples of work in a showreel format lasting no more than 3 minutes in total (if relevant). It should demonstrate the entrant’s production, journalism and/or editing / newsgathering skills and be accompanied by a supporting statement from their endorser of no more than 500 words highlighting their impact on programming and background information to help understand the individual contribution and why they have had a breakthrough year.

All entrants are politely asked not to exceed the maximum duration or their entry will be deemed null and void.

### Notes:

The cost of entering this category is at the reduced rate of £20 regardless of SJA membership.

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# CLOSING DATE FOR ENTRIES IS WEDNESDAY 20 JANUARY 2021

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Shortlists in the broadcast categories will be published on the SJA website <http://www.sportsjournalists.co.uk> on 19 February 2021. Winners will be announced via a virtual awards ceremony on Monday 15 March, more details to follow. Should circumstances change and if suitable we may change this to a physical event.

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## HOW TO ENTER

All entries must be submitted via the online entry system accompanied by a completed entry form.

[www.BritishSportsJournalismAwards.co.uk](http://www.BritishSportsJournalismAwards.co.uk)

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## ENTRY FEES

Non-Members: £50 per entry per category.

SJA Members: £20 per category.

**Not an SJA member? - Join the SJA for the annual membership fee of £30.**

**Members receive discounted entry fees to the awards as well as many other benefits, for more information visit:**  
<https://www.sportsjournalists.co.uk/membership/>

Freelance: Entry fees for freelancers are £50 in total (£20 for SJA Members) to enter 2 categories.

If you enter as a freelancer and win, you will only be credited as a freelancer. If you require a newspaper or agency to be credited, entry fees of £50 per entry per category (£20 if SJA member) will apply, and the name of the newspaper or agency must be stated on the entry form at time of entry. An employer cannot be credited retrospectively.

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## RULES

- All entries must be submitted and paid for via the online entry system: [www.BritishSportsJournalismAwards.co.uk](http://www.BritishSportsJournalismAwards.co.uk)
  - Broadcast files should be submitted in MP4, .MOV, MP3 or WAV format. It is not mandatory, but entrants can submit citations to accompany entries.
  - There is no limit on the number of shows or broadcasters that an organisation can enter in any category.
  - An individual Broadcaster may only submit one entry in each category (Pundit of the Year / Broadcast Journalist of the Year / Sports Presenter of the Year / Ones to Watch).
  - Journalists may submit only one entry in each category.
  - All entries must be the entrant's original work and must have been first broadcast by UK-based broadcasters between 1 January and 31 December 2020.
  - The decision of the judges will be final.
  - Entry into the competition implies acceptance of the rules.
  - Failure to comply with any of the rules may result in disqualification.
  - The organisers retain the right, within the context of the competition and related promotions, to reproduce articles, photographs or broadcast programmes, or to give permission for the reproduction without any payment or fee.
  - Entries will not be returned.
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## JUDGING PANEL

The SJA British Sports Journalism Awards will be judged by panels of some of the best-known and most experienced figures in our business. We will publish a full list of the judging panels ahead of the awards presentation dinner.

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