

## BROADCASTING CATEGORY ENTRY FORM

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 19 January 2022. Shortlists will be released on the following dates; Photography (16 Feb), Written (17 Feb) and Broadcast (18 Feb). The award winners will be announced at a gala awards ceremony taking place at the Park Plaza Westminster Bridge on Monday 7 March 2022.

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)

## BROADCAST CATEGORIES

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 call.

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 2021.

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.

## SPORTS NETWORK

**WHO IS THE AWARD FOR:** This is the third 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 2021.

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.

**THE ENTRY:** In the first instance, a 500 word supporting statement should be submitted detailing how your organisation has set the sports agenda in 2021.

Each entrant / organisation will be invited to present a 30 minute pitch to an independent judging panel on Wednesday 16 February 2022. The pitch can be made in person or via video conference depending on preference.

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.

## 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 as 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 2021.

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 the same as previous years. A shortlist will be created by the judges and SJA Members will subsequently be allowed to vote for their preferred winner from that shortlist.

## 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 2021.

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 2021.

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

## 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 2021.

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, which, in the opinion of the judges, has made the biggest impact in the past year.

This is intended for a regularly scheduled show 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 2021 and why it is a must listen.

Please also include a track listing for judges to follow (not included in the 150 word supporting statement).

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

## 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 2021 and why it is a "must-watch".

Please also include a clip listing for judges to follow (not included in the 150 word supporting statement).

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

## 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 the aired programme must have been 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 consist of a showreel of clips lasting no more than 30 minutes in total. If it is a series, you can choose to select 30 minutes from one programme, or a selection of clips from the series totalling no more than 30 minutes. Entries can include a link to the whole documentary or documentary series if available online, please note this needs to be accessible to judges if behind a paywall. Entries should also be accompanied by a supporting statement of no more than 150 words, highlighting the impact the documentary made in 2021.

Please include track listings with your entry for judges to follow (not included in the 150 word supporting statement).

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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 consist of a showreel of clips lasting no more than 30 minutes in total. Entries can include a link to the whole documentary or documentary series if available online, please note this needs to be accessible to judges if behind a paywall. Entries should also be accompanied by a supporting statement of no more than 150 words, highlighting the impact the documentary made in 2021.

Please also include a clip listing for judges to follow (not included in the 150 word supporting statement).

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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 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 10 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 2021.

Please also include a track listing for judges to follow (not included in the 150 word supporting statement).

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 10 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 2021.

Please also include a clip listing for judges to follow (not included in the 150 word supporting statement).

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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## SPORTS PODCAST

**WHO IS THE AWARD FOR:** This award is to recognise the sports podcast, which, in the opinion of the judges, has made the biggest impact in the past year.

This is intended for a regularly scheduled podcast or podcast series (minimum of three

episodes) that uses insightful analysis, gripping interviews or light-hearted humour to cover sport in a captivating and entertaining way.

**JUDGING CRITERIA:** Judges will be looking for entries that entertain and engage the audience over the course of the podcast. The winner will be the podcast that is informative as well as entertaining.

**THE ENTRY:** Entries should consist of a showreel of clips lasting no more than 30 minutes in total. Entries can include a link to the whole podcast if available online, please note this needs to be accessible to judges if behind a paywall. Entries should also be accompanied by a supporting statement of no more than 150 words, highlighting the impact the podcast made in 2021.

Please also include a track listing for judges to follow (not included in the 150 word supporting statement).

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## YOUTUBE SPORTS SHOW

**WHO IS THE AWARD FOR:** This award is to recognise the YouTube sports show, which, in the opinion of the judges, has made the biggest impact in the past year. This can be a one-off show or series.

**JUDGING CRITERIA:** Judges will be looking for entries that are creative in the way they entertain, engage and bring new insight to the audience.

**THE ENTRY:** Entries should consist of a showreel of clips lasting no more than 10 minutes in total. Entries can include a link to the whole series if available online. Entries should also be accompanied by a supporting statement of no more than 150 words, highlighting the way the show has used original journalism to serve their particular audience.

Please also include a clip listing for judges to follow (not included in the 150 word supporting statement).

## 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 2021 and are not previous gold winners of the award.

“On Air” entries are for radio / audio / television / digital presenters or reporters who have made an 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 an 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 2021.

### 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.

This should be accompanied by a supporting statement from the entrant of no more than 500 words detailing how and how they feel they have developed in 2021.

**“Off Air”** - Entries should consist of examples of work in a showreel format lasting no more than 5 minutes in total (if relevant). It should demonstrate the entrant's production, journalism and/or editing / news gathering skills. This should be accompanied by a supporting statement from the entrant of no more than 500 words detailing how and why they feel they have developed in 2021.

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.

The winners of the Ones to Watch category will be announced prior to the awards ceremony via the SJA website. The winners of the gold, silver and bronze awards will each receive a complimentary ticket for themselves and a guest to attend the event on Monday 7 March 2022.

### CLOSING DATE FOR ENTRIES IS WEDNESDAY 19 January 2022

Shortlists in the broadcasting categories will be published on the SJA website [www.sportsjournalists.co.uk](http://www.sportsjournalists.co.uk) on 17 February 2022. Winners will be announced via a gala awards ceremony staged at the Park Plaza Westminster Bridge on Monday 7 March 2022.

The SJA  
BRITISH SPORTS  
JOURNALISM  
AWARDS 2021



## 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:

[www.sportsjournalists.co.uk/membership](http://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.

# The SJA BRITISH SPORTS JOURNALISM AWARDS 2021



## RULES

- All entries must be submitted and paid for via the awards website: [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 and track lists 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).
- 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 2021.
- 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 materials including for use on social media without any payment or fee.
- Entries will not be returned.

## 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.