

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

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.