

The SJA  
BRITISH **SPORTS**  
**JOURNALISM**  
AWARDS **2024**

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ENTRY DEADLINE  
**WEDNESDAY 15**  
**JANUARY 2025**

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[WWW.BRITISHSPORTSJOURNALISMAWARDS.CO.UK](http://WWW.BRITISHSPORTSJOURNALISMAWARDS.CO.UK)

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The SJA British Sports Journalism Awards celebrate excellence among the country's sports writers, photographers, broadcasters, content creators 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.

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There are over 30 categories to enter, the deadline for entries is Wednesday 15 January 2025. Shortlists will be released on the following dates; Photography (26 Feb), Written (27 Feb) and Broadcast (28 Feb). The award winners will be announced at a gala awards ceremony taking place at the Park Plaza Westminster Bridge on Monday 24 March 2025.

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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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## WRITING CATEGORIES

### THE JOHN BROMLEY SPORTSWRITER OF THE YEAR

Sportswriter of the Year is chosen by a vote of national and regional sports editors. This category does not require a submission, however to be eligible for this award journalists must be shortlisted in one of the other writing categories. All other writing awards require entered submissions which are then put before our panels of judges.

### THE NEWSPAPER OF THE YEAR

This award is for the newspaper that best covered sport in 2024. An independent judging panel will be looking for entries which show style, good writing, exclusives and consistency throughout the year. Entries must consist of three full editions accompanied by an up to 500-word citation.

**Note:** In this category hard copy entries are accepted as well as digital entries. If you wish to submit hard copy entries please send 7 copies of each edition and citation to: **SJA Awards c/o S2F Events, Unit 94, Capital Business Centre, 22 Carlton Road, South Croydon, CR2 0BSS**

### SPORTS CONTENT ORGANISATION WRITTEN & BROADCAST

This award is for the organisation that best covered sport in 2024. Judges will be looking for how organisations serve their audience, using original journalism, style and innovation.

This category is open to organisations across all platforms, this can be a single publication/outlet or a portfolio. The sports 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.

Entries should focus on how you believe your organisation has shaped the sporting agenda, this can be in the form of breaking news, big-hitting interviews, exclusive content or captivating storytelling.

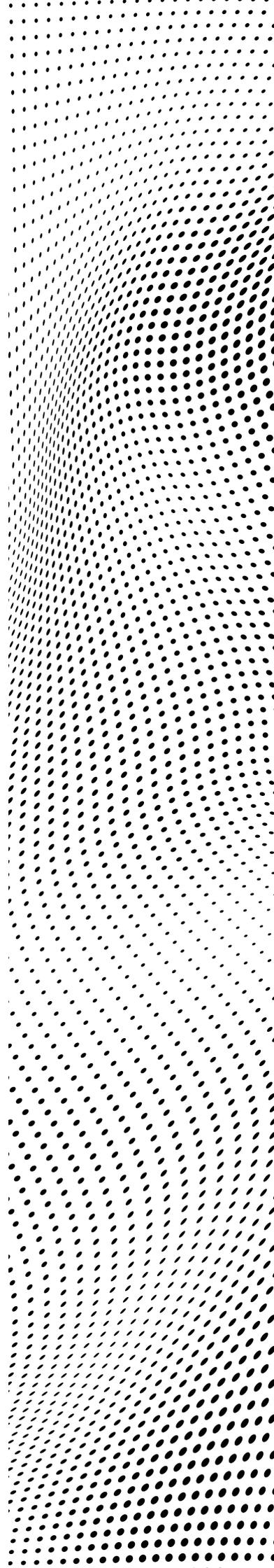
Entries should consist of an up to 500-word citation focusing on how your organisation demonstrates journalistic excellence with links to content that illustrates this.

### BREAKING NEWS COVERAGE WRITTEN & BROADCAST

This award is for significant breaking news. The sort of news which requires organisations to rip up their diaries and focus all resources into covering that topic; for example a shock sacking, an unexpected death or crowd issues at a major sporting event.

Entries should consist of an up to 500-word citation focusing on how your organisation demonstrated quick action and journalistic excellence.

Entries in this category can be from written media, broadcast media, or a combination of both. Entries can consist of up to three published reports and/or features and a showreel of clips lasting no more than 10 minutes in total.



# The SJA BRITISH SPORTS JOURNALISM AWARDS 2024

## **COLUMNIST**

Strong opinions and commentary on sport. Three separate published articles per entry. This category is open to journalists whose work is published online or in magazines, as well as newspaper correspondents.

## **CONTENT AGENCY WRITTEN, BROADCAST & PHOTOGRAPHY**

This award is to recognise organisations who have produced sports content for clients across any format; broadcast, photography, digital, video, written, audio and social.

This award recognises the original news gathering and journalist excellence of agencies who provide first class content to support outlets.

Entries should consist of an up to 500-word citation detailing the type of your organisation's output, the reach of your content, how you have shown innovation in the last 12 months and how you believe you have delivered journalistic excellence across 2024. Entries must include examples via links and supporting documents.

## **CRICKET JOURNALIST**

Open to journalists specialising in cricket. Entries must consist of three published reports and/or features. This category is open to journalists whose work is published online or in magazines, as well as newspaper correspondents.

**Note:** Entrants in this category cannot also enter the Specialist Correspondent category.

## **DATA JOURNALIST WRITTEN & BROADCAST**

This award recognises the best portfolio of work utilising sports data.

With audiences more informed than ever, sports data and the creative storytelling around it has brought to the forefront new ways of connecting with audiences.

Judges will be looking for data journalism that gives the audience fresh insight and displays complex information in ways that are interesting and easy to visualise.

Entries in this category can be from written media, broadcast media, or a combination of both. Entries can consist of up to three published reports and/or features and a show reel of clips lasting no more than 10 minutes in total.

## **DIGITAL SPORTS PUBLISHER**

This award recognises all aspects of an organisation's digital performance including website, app (if applicable) and use of social media. Each entry must include a summary (in no more than 500 words) of the organisation's coverage and digital developments in 2024. Entries must include six URLs that demonstrate journalistic excellence and entrants can upload supporting documents. Entries will be judged on original journalism, design, ease of use, use of technology and innovation.

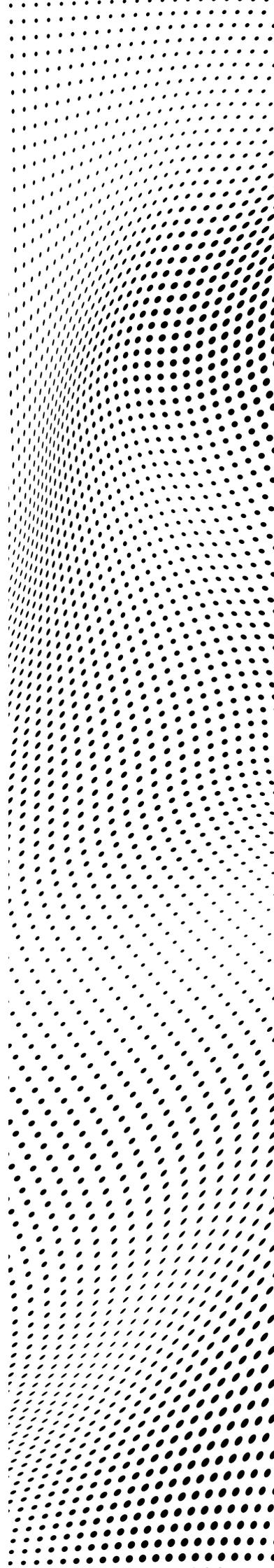
## **FEATURE WRITER**

This award is for high standards of writing, strength of thought and freshness of ideas. Each entry must include three separate published articles and should include at least one, but no more than two, interviews. This category is open to journalists whose work is published online or in magazines, as well as newspaper correspondents.

## **FOOTBALL JOURNALIST**

Open to journalists specialising in football. Entries must consist of three published reports and/or features. This category is open to journalists whose work is published online or in magazines, as well as newspaper correspondents.

**Note:** Entrants in this category cannot also enter Football News Reporter.



# The SJA BRITISH SPORTS JOURNALISM AWARDS 2024

## **FOOTBALL NEWS REPORTER**

Open to journalists specialising in football. Entries must consist of three published articles which demonstrate the author's ability to break football news stories and report/comment at speed on breaking football news issues. This category is open to journalists whose work is published online or in magazines, as well as newspaper correspondents.

**Note:** Entrants in this category cannot also enter Football Journalist.

## **NEWSPAPER HEADLINE**

The headline that encapsulates a story in an entertaining and engaging way. This category is FREE to enter.

## **NEWS REPORTER**

The best portfolio of breaking sports news stories by an individual. This category is for sports news stories which have made the greatest impact. Each entry must include three separate articles. This category is open to journalists whose work is published online or in magazines, as well as newspaper correspondents.

## **POPULAR CULTURE COMMENTATOR**

The journalist who encapsulates issues in a way that ordinary / lay fans of sport understand, appreciate and identify with.

Each entry must include three separate articles. This category is open to journalists whose work is published online or in magazines, as well as newspaper correspondents.

## **REGIONAL JOURNALIST**

High-quality reporting, feature writing or investigative journalism, from regional or local media. Three published articles per entry. This category is open to journalists whose work is published online or in magazines, as well as newspaper correspondents.

## **RUGBY JOURNALIST**

Open to journalists specialising in rugby, union or league. Entries must consist of three published reports and/or features. This category is open to journalists whose work is published online or in magazines, as well as newspaper correspondents.

## **SCOOP WRITTEN & BROADCAST**

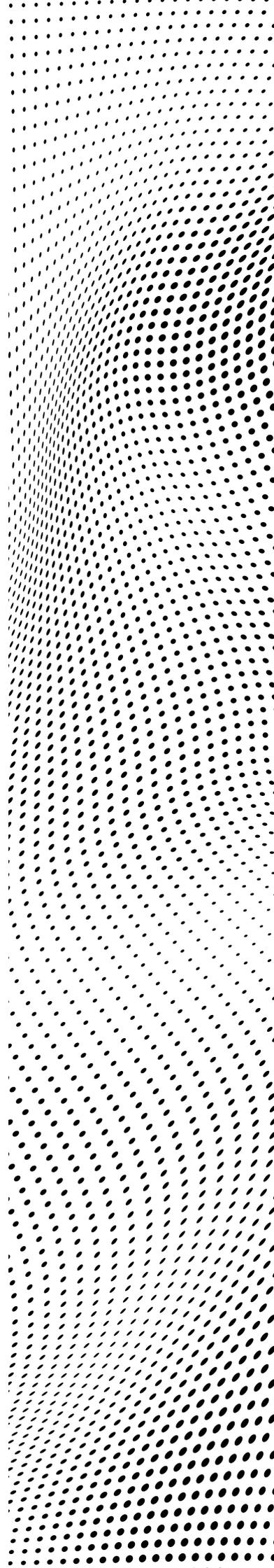
The single sports news story judged to have made the greatest impact. This category is FREE to enter. Entrants should enter the scoop along with any relevant details they wish to share about how they got it. Scoops can come from written or broadcast media.

This category will be judged by a specialist panel who will deliberate on all entered entries as well as being able to include non-entered scoops if necessary.

## **SPECIALIST SPORTS PUBLISHER**

This award is for publishers whose journalism focuses on a specific sport, subject or theme.

This award recognises all aspects of an organisation's digital performance including website and use of social media. Each entry must include a summary (in no more than 500 words) of the organisation's coverage and digital developments in 2024. Entries must include six URLs that demonstrate journalistic excellence and entrants can upload supporting documents. Entries will be judged on original journalism, design, ease of use, use of technology and innovation.



# The SJA BRITISH SPORTS JOURNALISM AWARDS 2024

## **SPORT FOR CHANGE JOURNALISM** WRITTEN & BROADCAST

This award recognises the best portfolio of work focusing on social and environmental issues. Judges will be looking for journalism that shines a light on inequality, diversity & inclusion, and environmental challenges.

Entries in this category can be from written media, broadcast media, or a combination of both. Entries can consist of up to three published reports and/or features and a show showreel of clips lasting no more than 10 minutes in total.

## **SPORTS SUMMARISER** WRITTEN & BROADCAST

This award is to recognise the journalist who has an ability to disseminate breaking news - often complex - in a way that allows the audience to understand and engage immediately.

Entries in this category can be from written media, broadcast media, or a combination of both. Entries can consist of up to three published reports and/or features and a show showreel of clips lasting no more than 10 minutes in total.

**Note:** Entrants in this category cannot also enter News Reporter or Broadcast Journalist.

## **THE MIKE DICKSON SPECIALIST CORRESPONDENT**

Open to journalists specialising in a specific sport, or subject such as sports betting or sports business but excluding specialists in cricket, football and rugby. For this year this category can include a portfolio based around the Olympics and/or Paralympics. This category is open to journalists whose work is published online or in magazines, as well as newspaper correspondents.

## **WOMEN'S SPORT JOURNALIST** WRITTEN & BROADCAST

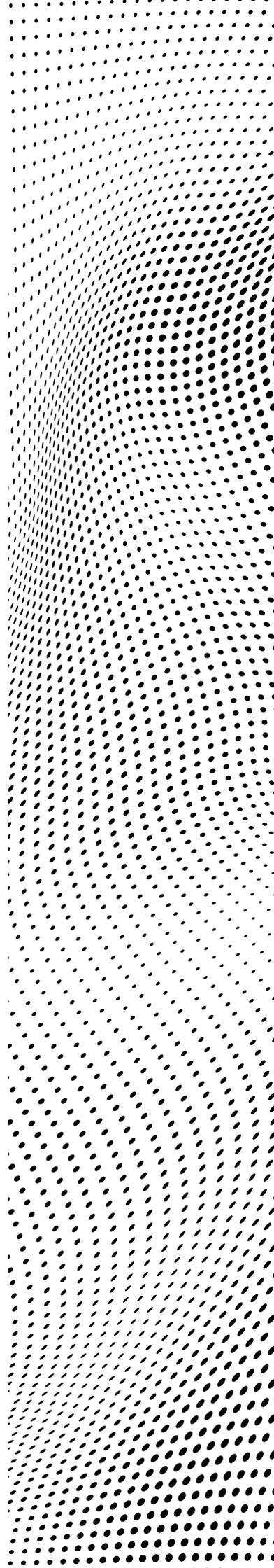
Open to journalists specialising in women's sport. Entries in this category can be from written media, broadcast media, or a combination of both. Entries can consist of up to three published reports and/or features and a show showreel of clips lasting no more than 10 minutes in total.

## **ONES TO WATCH - WRITING**

The Ian Wooldridge Trophy is open to writers aged 30 or under on 31 December 2024, or to those with less than two years industry experience. Previous gold winners are not eligible to enter. Entries must show versatility and a high standard of writing. Entries must consist of three published reports. This category is open to journalists whose work is published online or in magazines, as well as newspaper correspondents.

**Note:** The cost of entering this category is at the reduced rate of £30 regardless of SJA membership.

**Note:** The winners of the Ones to Watch categories will be announced prior to the awards ceremony via the SJA website. The winners will receive a complimentary ticket to attend the event on Monday 24 March 2025.



# The SJA BRITISH SPORTS JOURNALISM AWARDS 2024

## BROADCAST CATEGORIES

### **SPORTS CONTENT ORGANISATION** **WRITTEN & BROADCAST**

This award is for the organisation that best covered sport in 2024. Judges will be looking for how organisations serve their audience, using original journalism, style and innovation.

This category is open to organisations across all platforms, this can be a single publication/outlet or a portfolio. The sports 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.

Entries should focus on how you believe your organisation has shaped the sporting agenda, this can be in the form of breaking news, big-hitting interviews, exclusive content or captivating storytelling.

Entries should consist of an up to 500-word citation focusing on how your organisation demonstrates journalistic excellence with links to content that illustrates this.

### **AUDIO DOCUMENTARY**

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.

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.

Entries must 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. In addition 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 2024.

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

### **AUDIO LIVE EVENT COVERAGE**

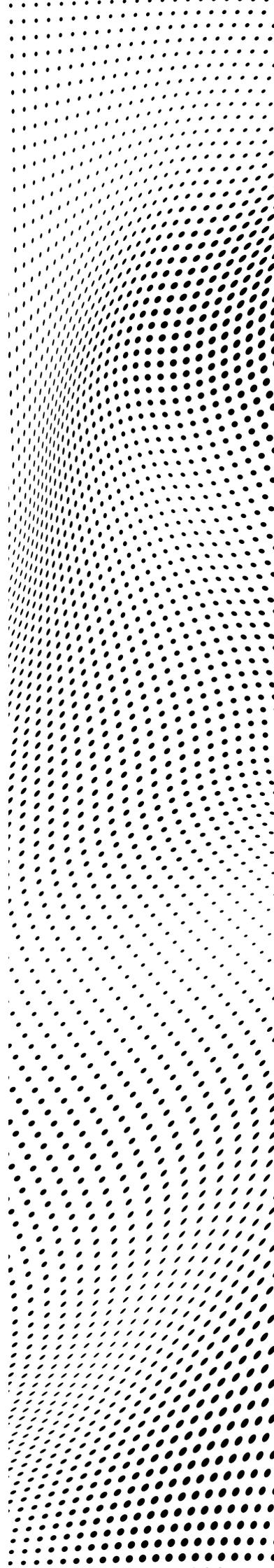
This award is designed exclusively for live broadcast radio or streamed audio which, in the opinion of the judges, has made the biggest impact in the last year.

Entries to this category should be from one event (for example, a single event like a Boxing Match, a competition such as the Premier League, or a tournament such as the Women's World Cup or Wimbledon).

The entry can consist of live coverage from the event, supporting coverage during other live programming such as preview, review and colour audio and breaking news.

The judges will be looking at how the entries have used innovative and creative audio techniques and employed robust journalism to bring the occasion to their listeners.

Entries should consist of a showreel of clips lasting no more than 15 minutes in total and must be accompanied by a supporting statement of no more than 250 words, highlighting the impact their coverage of the event made in 2024.



# The SJA BRITISH SPORTS JOURNALISM AWARDS 2024

Please also include a track listing for judges to follow (not included in the 250 word supporting statement).

**NOTE:** 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.

## AUDIO SHOW

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.

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.

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 2024 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).

## BREAKING NEWS COVERAGE WRITTEN & BROADCAST

This award is for significant breaking news. The sort of news which requires organisations to rip up their diaries and focus all resources into covering that topic; for example a shock sacking, an unexpected death or crowd issues at a major sporting event.

Entries should consist of an up to 500-word citation focusing on how your organisation demonstrated quick action and journalistic excellence.

Entries in this category can be from written media, broadcast media, or a combination of both. Entries can consist of up to three published reports and/or features and a showreel of clips lasting no more than 10 minutes in total.

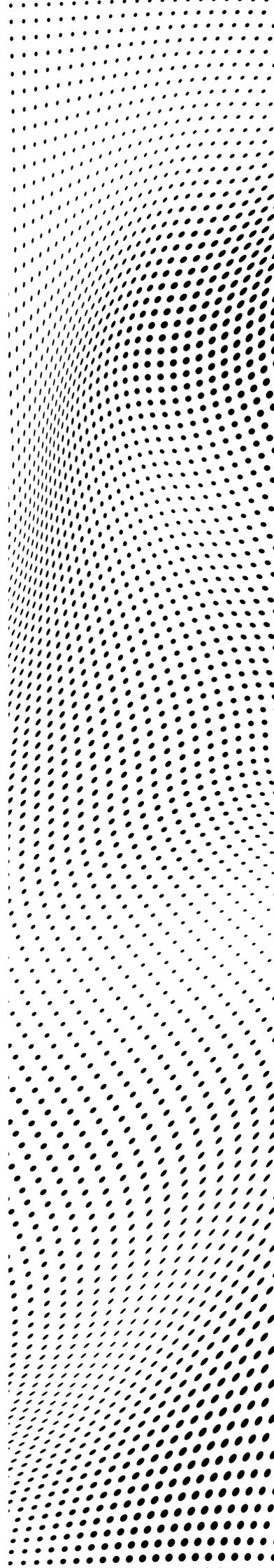
## BROADCAST JOURNALIST

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).

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.

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 2024.



# The SJA BRITISH SPORTS JOURNALISM AWARDS 2024

## COMMENTATOR

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).

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.

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 2024.

## CONTENT AGENCY WRITTEN, BROADCAST & PHOTOGRAPHY

This award is to recognise organisations who have produced sports content for clients across any format; broadcast, photography, digital, video, written, audio and social.

This award recognises the original news gathering and journalist excellence of agencies who provide first class content to support outlets.

Entries should consist of an up to 500-word citation detailing the type of your organisation’s output, the reach of your content, how you have shown innovation in the last 12 months and how you believe you have delivered journalistic excellence across 2024. Entries must include examples via links and supporting documents.

## CONTENT CREATOR

This award is to recognise the creator who delivered consistently engaging, entertaining and informative content in 2024.

Judges will be looking for creative journalism, audience engagement, innovative storytelling and how the creator has reached new audiences.

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 impact they’ve made in 2024.

## CONTENT CREATOR EXCLUSIVE

This award is to recognise the exclusive from non-traditional media that made the most impact.

This category is FREE to enter. Entrants should enter the exclusive along with any relevant details they wish to share about how they got it.

This category will be judged by a specialist panel who will deliberate on all entered entries as well as being able to include non-entered exclusives if necessary.

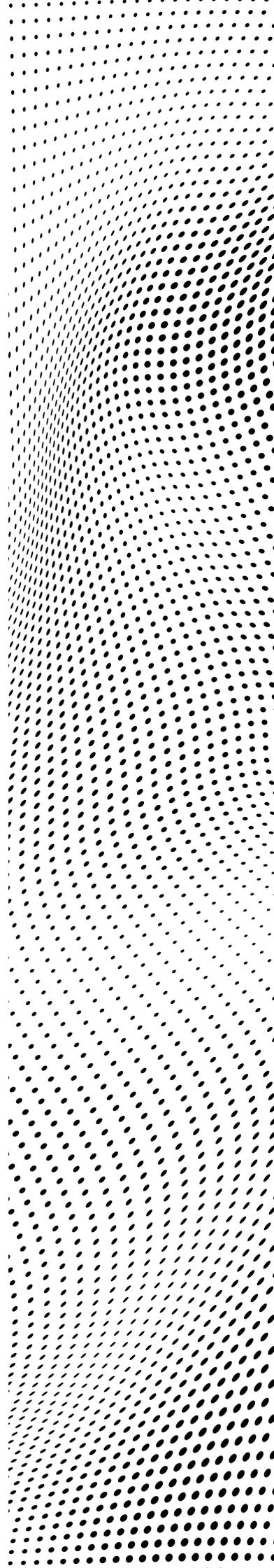
## DATA JOURNALIST WRITTEN & BROADCAST

This award recognises the best portfolio of work utilising sports data.

With audiences more informed than ever, sports data and the creative storytelling around it has brought to the forefront new ways of connecting with audiences.

Judges will be looking for data journalism that gives the audience fresh insight and displays complex information in ways that are interesting and easy to visualise.

Entries in this category can be from written media, broadcast media, or a combination of both. Entries can consist of up to three published reports and/or features and a showreel of clips lasting no more than 10 minutes in total.



# The SJA BRITISH SPORTS JOURNALISM AWARDS 2024

## **PUNDIT**

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

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

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 2024.

## **PODCAST**

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.

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.

Entries should consist of a showreel of clips lasting no more than 30 minutes in total. Showreels can be audio only or video.

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 2024.

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

## **PRESENTER**

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

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 2024.

## **SCOOP | WRITTEN & BROADCAST**

The single sports news story judged to have made the greatest impact. This category is FREE to enter. Entrants should enter the scoop along with any relevant details they wish to share about how they got it. Scoops can come from written or broadcast media.

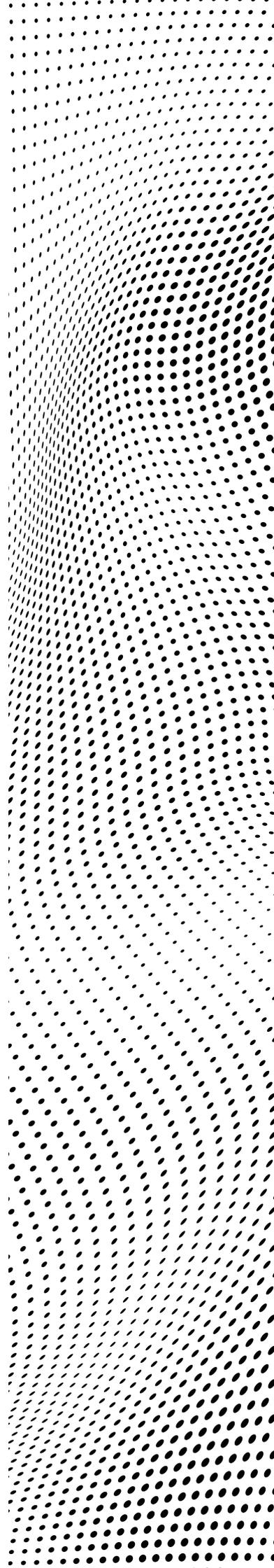
This category will be judged by a specialist panel who will deliberate on all entered entries as well as being able to include non-entered scoops if necessary.

## **SPORT FOR CHANGE JOURNALISM | WRITTEN & BROADCAST**

This award recognises the best portfolio of work focusing on social and environmental issues.

Judges will be looking for journalism that shines a light on inequality, diversity & inclusion and environmental challenges.

Entries in this category can be from written media, broadcast media, or a combination of both. Entries can consist of up to three published reports and/or features and a showreel of clips lasting no more than 10 minutes in total.



# The SJA BRITISH SPORTS JOURNALISM AWARDS 2024

## **SPORTS SUMMARISER** **WRITTEN & BROADCAST**

This award is to recognise the journalist who has an ability to disseminate breaking news - often complex - in a way that allows the audience to understand and engage immediately.

Entries in this category can be from written media, broadcast media, or a combination of both. Entries can consist of up to three published reports and/or features and a show reel of clips lasting no more than 10 minutes in total.

**Note:** Entrants in this category cannot also enter News Reporter or Broadcast Journalist.

## **TELEVISION DOCUMENTARY**

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.

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.

Entries must 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 2024.

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

## **TELEVISION LIVE EVENT COVERAGE**

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

Entries to this category should be from one event (for example, a single event like a Boxing Match, a competition such as the Premier League, or a tournament such as the Women's World Cup or Wimbledon).

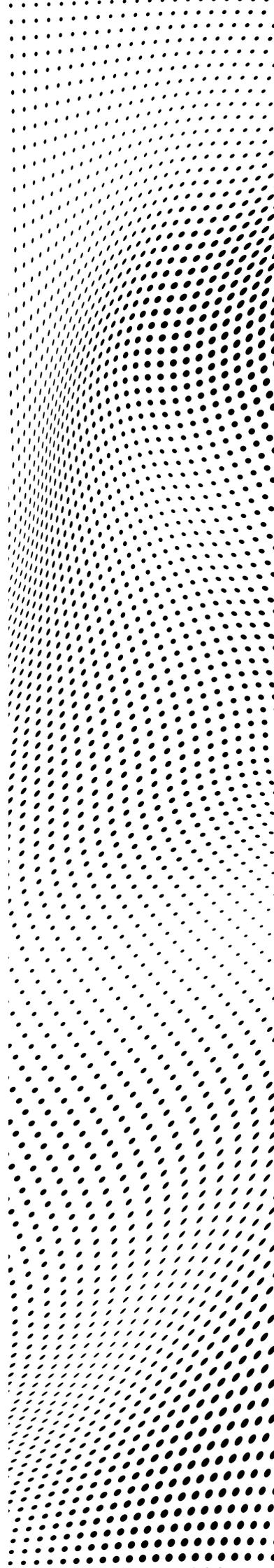
The entry can consist of live coverage from the event, supporting coverage during other live programming such as preview, review and breaking news.

The judges will be looking at how the entries have used innovative and creative visual techniques and employed robust journalism to bring the occasion to their viewers.

Entries should consist of a showreel of clips lasting no more than 15 minutes in total and must be accompanied by a supporting statement of no more than 250 words, highlighting the impact their coverage of the event made in 2024.

Please also include a track listing for judges to follow (not included in the 250 word supporting statement).

**NOTE:** 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.



# The SJA BRITISH SPORTS JOURNALISM AWARDS 2024

## TELEVISION SHOW

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.

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.

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 2024 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).

## WOMEN'S SPORT JOURNALIST WRITTEN & BROADCAST

Open to journalists specialising in women's sport. Entries in this category can be from written media, broadcast media, or a combination of both. Entries can consist of up to three published reports and/or features and a show showreel of clips lasting no more than 10 minutes in total.

## YOUTUBE CHANNEL

This award is to recognise the YouTube Channel of the Year.

Judges will be looking for entries that entertain and engage the audience. The winner will be the channel that is informative as well as entertaining.

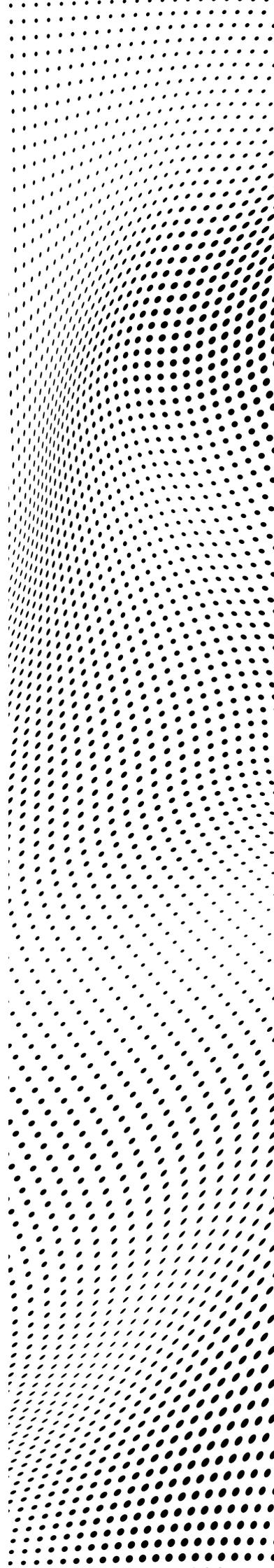
Entries should consist of a showreel of clips lasting no more than 30 minutes in total. Entries should also be accompanied by a supporting statement of no more than 150 words, highlighting the impact the channel made in 2024.

## YOUTUBE NEWCOMER

This award is to recognise the YouTube channel, show or individual of the year that burst onto the scene in 2024.

Judges will be looking for entries that entertain and engage the audience. The winner will be the channel, show or individual that is informative as well as entertaining.

Entries should consist of a showreel of clips lasting no more than 30 minutes in total. Entries should also be accompanied by a supporting statement of no more than 150 words, highlighting the impact the channel made in 2024.



# The SJA BRITISH SPORTS JOURNALISM AWARDS 2024

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## YOUTUBE SHOW

This award is to recognise the YouTube Show of the Year. This can be a single show or series of shows.

Judges will be looking for entries that entertain and engage the audience. The winner will be a channel, show or series that is informative as well as entertaining.

Entries should consist of a showreel of clips lasting no more than 30 minutes in total. Entries should also be accompanied by a supporting statement of no more than 150 words, highlighting the impact the show made in 2024.

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## ONES TO WATCH - BROADCAST

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 2024, or those with less than two years industry experience. and are not previous gold winners of the award. Previous gold winners are not eligible to enter.

**"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.

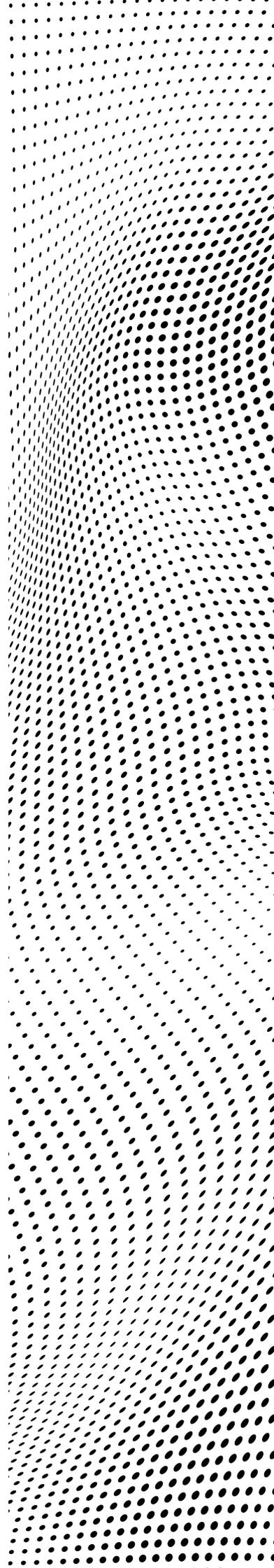
Judges will look at the entrants portfolio of work, journalistic skills, time in the industry and impact they've had in their chosen field in 2024.

**"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 2024.

**"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 2024.

**Note:** The winners of the Ones to Watch categories will be announced prior to the awards ceremony via the SJA website. The winners will receive a complimentary ticket to attend the event on Monday 24 March 2025.

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## **PHOTOGRAPHY CATEGORIES**

### **CANON SPORTS PHOTOGRAPHER OF THE YEAR**

The Ed Lacey Trophy is awarded to the photographer who, in the opinion of the judges, has been the overall best sports photographer of 2024 and has demonstrated an outstanding range of photographic skills. This will be judged on submitted entries into the categories listed below. All other awards are subject to entered submissions which are then put before our panel of judges.

### **CANON PORTFOLIO**

To consist of 10 photographs representing a variety of sports and a range of photographic disciplines at a variety of sports events. Photographers can only enter one portfolio into this category.

### **SPECIALIST PORTFOLIO**

To consist of 10 photographs of one particular sport, showing a range of photographic disciplines. Photographers can submit two portfolios from different sports into this category and this will be counted and charged as two entries.

### **FOOTBALL PORTFOLIO**

To consist of 10 photographs from football showing a range of photographic disciplines. Entries to this category cannot be entered into Specialist Sports Portfolio. Photographers can only enter one portfolio into this category.

### **PICTURE**

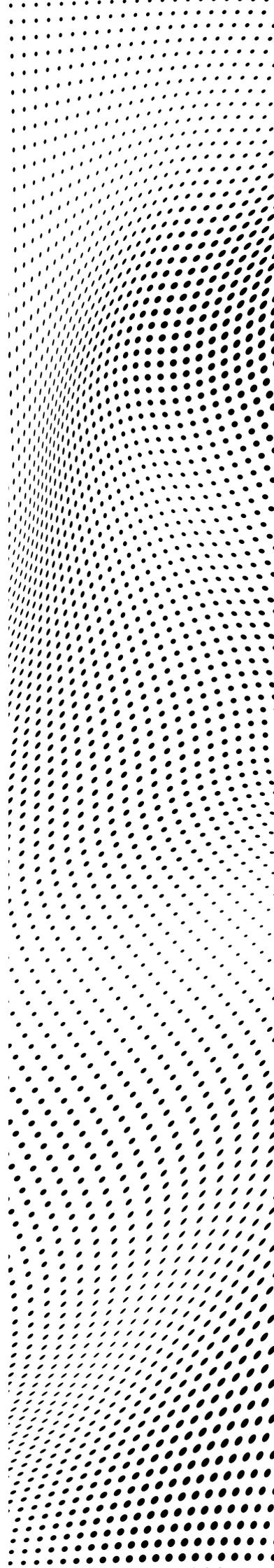
This category is judged as the outstanding single picture. Photographers can enter up to three pictures in this category, this will be counted as one entry.

Entries to this category cannot be entered into Sports News Picture.

### **NEWS PICTURE**

This category is judged as the outstanding single picture that best illustrates a sports news story of 2024. Entries to this category cannot be entered into Sports Picture.

Photographers can enter up to three pictures in this category, this will be counted as one entry.



# The SJA BRITISH SPORTS JOURNALISM AWARDS 2024



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## OLYMPIC & PARALYMPIC PORTFOLIO

To consist of 10 photographs from the Olympic and or Paralympic games representing a range of photographic disciplines. Portfolio can be from a single or multiple sports. Photographers can only enter one portfolio into this category.

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## CANON YOUNG SPORTS PHOTOGRAPHER

This category is open to photographers aged 25 or under on 31 December 2024. Previous gold winners are not eligible to enter. Entries must consist of 5 photographs representing a range of photographic disciplines. Portfolios can consist of photographs from just one sport or multiple sports. Photographers can only enter one portfolio into this category.

**Note:** The cost of entering this category is at the reduced rate of £30 regardless of SJA membership.

**Note:** The winners of the Young Sports Photographer category will be announced prior to the awards ceremony via the SJA website. The winners will receive a complimentary ticket to attend the event on Monday 24 March 2025.

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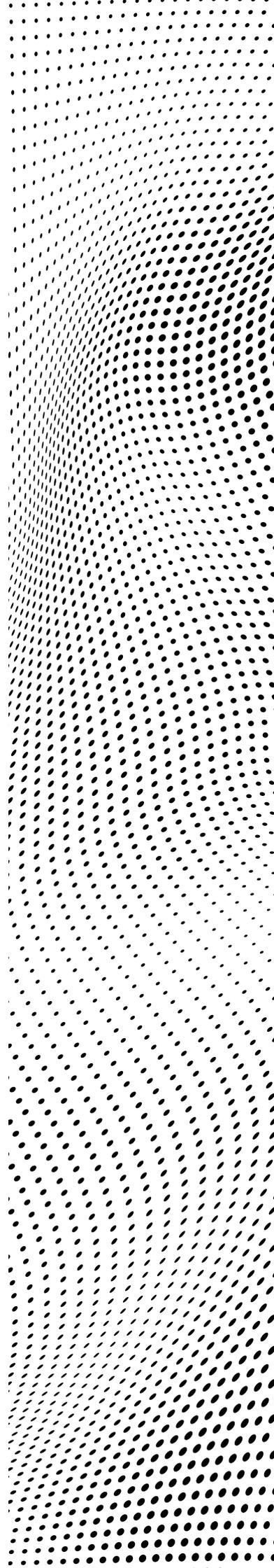
## CONTENT AGENCY WRITTEN, BROADCAST & PHOTOGRAPHY

This award is to recognise organisations who have produced sports content for clients across any format; broadcast, photography, digital, video, written, audio and social.

This award recognises the original news gathering and journalist excellence of agencies who provide first class content to support outlets.

Entries should consist of an up to 500-word citation detailing the type of your organisation's output, the reach of your content, how you have shown innovation in the last 12 months and how you believe you have delivered journalistic excellence across 2024. Entries must include examples via links and supporting documents.

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## CLOSING DATE FOR ENTRIES IS WEDNESDAY 15 January 2025.

Shortlists will be published on the SJA website [www.sportsjournalists.co.uk](http://www.sportsjournalists.co.uk) from **26 February 2025**. Winners will be announced at a gala awards ceremony staged at the Park Plaza Westminster Bridge on **Monday 24 March 2025**.

### 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)

### ENTRY FEES

**Non-Members:** £60 per entry per category.

**SJA Members:** £30 per category.

### Diversity

Entry fees will be waived if you meet one of the following criteria:

- I confirm that I am from a non-white ethnic minority and do not have an employer willing to underwrite my application.
- I confirm that I am female and do not have an employer willing to underwrite my application.
- I confirm that I have a disability under the terms of the Equality Act 2010 and do not have an employer willing to underwrite my application.

### Membership

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 £60 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 £60 per entry per category (£30 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.

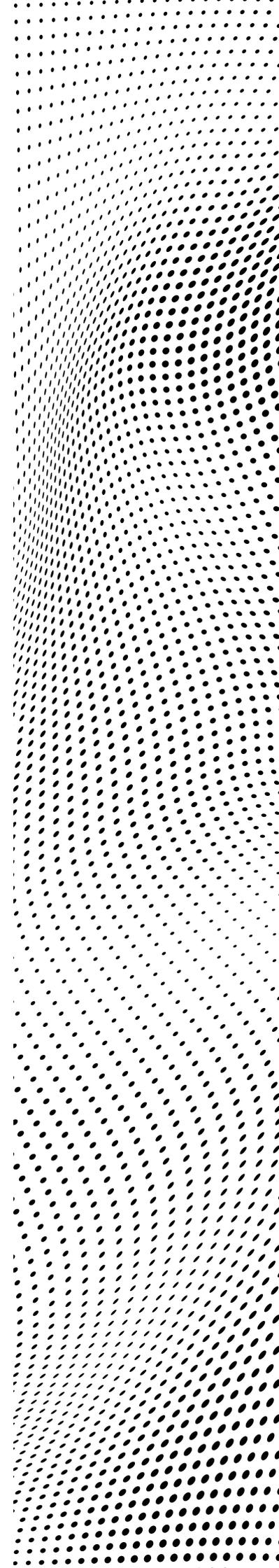
### RULES

#### General rules

- All entries must be submitted and paid for via the online entry system: [www.BritishSportsJournalismAwards.co.uk](http://www.BritishSportsJournalismAwards.co.uk)
- Entry into the competition implies acceptance of the rules.
- Failure to comply with any of the rules may result in disqualification.
- The organisers and event sponsors 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.
- The decision of the judges will be final.

#### Written rules

- Written entries must be submitted digitally unless specified. Entries can be submitted as PDFs, URLs or Screen Grabs.
- It is not mandatory, but entrants can submit citations to accompany entries.
- There is a limit of six journalists that an organisation may enter in any category.
- No journalist may be entered in more than three sports writing categories. The one exception is Sports Scoop which does not count towards a journalists three category limit.
- Journalists may submit only one entry in each category.



# The SJA BRITISH SPORTS JOURNALISM AWARDS 2024

- All articles must be the entrant's original work and must have been first published by UK-based publications, websites or broadcasters between 1 January and 31 December 2024.
- Entries will not be returned.

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## Broadcast rules

- 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. There is a limit of six journalists that an organisation may enter in any category.
- An individual is only permitted one entry in each category. For example a commentator that covers more than one sport must include these in a single entry, not separate entries for football commentary and one for athletics commentary for example. (Pundit of the Year/Broadcast Journalist of the Year/ Commentator/ 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 2024.
- All entrants are politely asked not to exceed the maximum duration or their entry will be deemed null and void.

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## Photography rules

- Entries for photography categories must be submitted as JPEG.
- There is no limit on the number of photographers that a newspaper, magazine, agency or website may enter in any category.
- All photographs must be the entrant's original work and must have been taken between 1 January and 31 December 2024.
- Photographers must be UK based
- Judges reserve the right to move pictures from the portfolio categories into the Picture and News Picture categories for consideration
- By entering you declare that you are a professional photographer and the pictures you are entering are your own work and were taken in 2024.
- Entries can be colour or black and white or a combination of both.
- The manipulation or adjustment of digital files are subject to the following restrictions: the original structure of a digital image (scan or digital camera file) may not be altered except by the equivalent of traditional darkroom techniques such as brightness, contrast, basic colour adjustment, spotting, dodging and burning. The use of photo enhancement software to create 'drama' or HDR style to images is not acceptable. No other changes of the original digital file or part of it are acceptable. Composite photographs, multiple exposures, the removal of image content are also excluded from the competition.
- Prior to the shortlist being announced shortlisted photographers may be asked to provide original JPEG files of their shortlisted entry.

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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 the industry. We will publish a full list of the judges ahead of the awards.

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