

The SJA
BRITISH **SPORTS**
JOURNALISM
AWARDS **2025**

ENTRY DEADLINE
WEDNESDAY 4
FEBRUARY 2026

WWW.BRITISHSPORTSJOURNALISMAWARDS.CO.UK

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.

There are over 30 categories to enter, the deadline for entries is Wednesday 4 February 2026. We will notify entrants on shortlist release dates and ceremony date when announced.

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

CATEGORY LIST:

OPEN MEDIA CATEGORIES

SJA Sports Journalist of the Year (John Bromley Trophy)

Content Agency

Cricket Journalist

Data Journalist

Football Journalist

Rugby Journalist

Specialist Correspondent - Mike Dickson Trophy

Sport for Change Journalism

Sports Publisher

Sports Scoop

Sports Summariser

Women's Sport Journalist

WRITING CATEGORIES

Columnist

- Long-form

- Short-form

Feature Writer

- Long-form

- Short-form

News Reporter

Regional Journalist

Specialist Sports Publisher

The Newspaper of the Year

PHOTOGRAPHY CATEGORIES

Canon SJA Sports Photographer of the Year - Ed Lacey Trophy

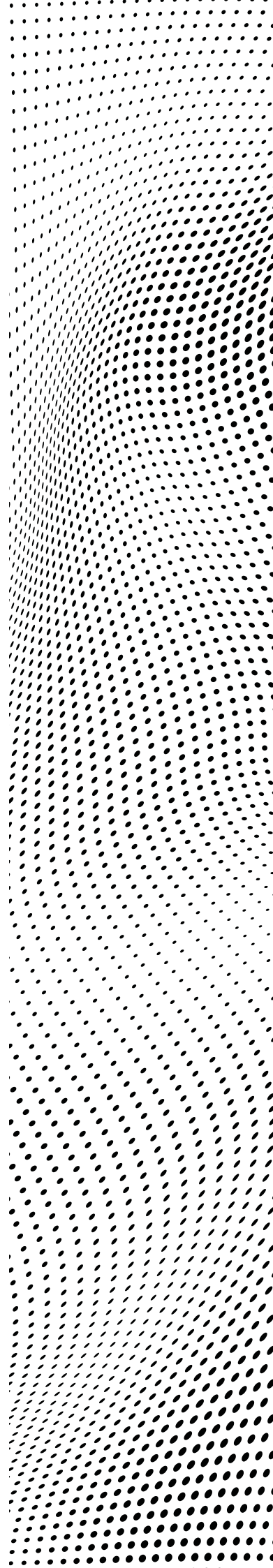
Canon Portfolio

Football Portfolio - Matthew Ashton Trophy

News Picture

Picture

Specialist Portfolio - Phil Sheldon Trophy



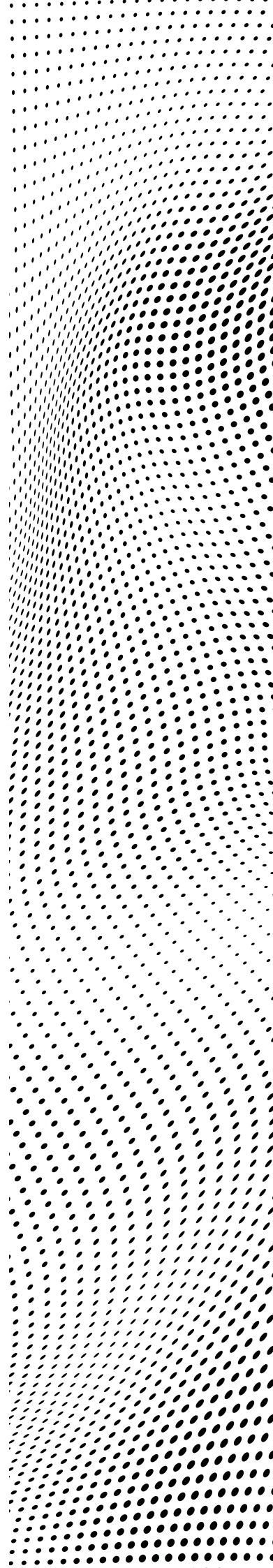
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BROADCAST CATEGORIES

Audio Documentary
Audio Live Event Coverage
Audio Podcast - always on and limited series
Audio Show
Broadcast Journalist
Commentator
Content Creator
Content Creator Exclusive
Presenter
Pundit
Television Documentary
Television Live Event Coverage
Television Show
YouTube Channel
YouTube Newcomer
YouTube Show

SJA - UPCOMING TALENT:

Canon Young Photographer
Ones to Watch – Writing (Ian Wooldridge Trophy)
Ones to Watch Broadcast
- On Air
- Off Air
SJA Academy Award (in association with talkSPORT)



The SJA BRITISH SPORTS JOURNALISM AWARDS **2025**

OPEN MEDIA CATEGORIES

Open Media Categories recognise excellence in sports journalism **regardless of platform**. These awards are open to journalists and organisations working across **writing, broadcast, audio, digital, Photography and emerging formats**.

Entries may consist of work from **a single medium or a combination of formats**. Judges will assess entries on the **quality, originality, impact and journalistic excellence** of the work submitted, not the platform on which it was published or broadcast.

SJA SPORTS JOURNALIST OF THE YEAR (JOHN BROMLEY TROPHY)

The SJA Sports Journalist of the Year (John Bromley Trophy) is the Association's highest individual honour, recognising work produced in 2025 by the sports journalist who, in the opinion of the judges, has made the most significant impact during the year. This award now celebrates outstanding sports journalism across all media, including writing, broadcast, audio, digital platforms and emerging formats.

The award recognises journalists who demonstrate journalistic excellence, authority and influence, whether through agenda-setting reporting, original storytelling, interviews, investigations or consistently high-quality coverage that shaped the sporting conversation during the year.

This award does not require entering, a panel of senior figures from across all areas of the industry will vote for candidates that must have been shortlisted in other areas of the awards to be eligible.

CONTENT AGENCY

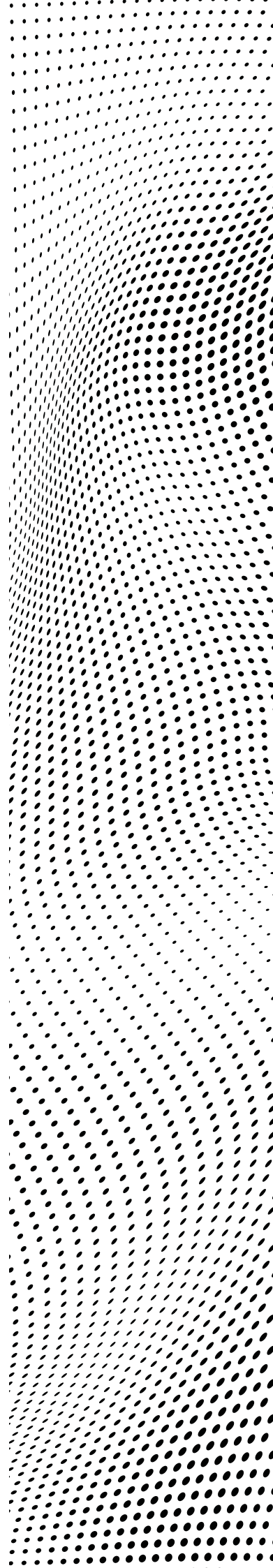
This award recognises outstanding sports journalism produced by a content agency during the eligibility year, celebrating organisations that deliver high-quality, original and impactful sports coverage for clients. This award is to recognise organisations who have produced sports content for clients 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.

The category is open to agencies working across writing, broadcast, audio, digital, video, Photography, Social and emerging formats, and recognises journalistic excellence, editorial judgement and innovation in serving audiences through multiple platforms.

Entries should consist of an up to 500-word supporting statement 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 2025.

Entries may consist of either:

- Up to 10 written articles
- Up to 10 pictures for photo agencies
- A broadcast/audio/video showreel of up to 10 minutes.
- 10 Social media examples.
- A combination of written work, clips and social examples within these limits.



The SJA BRITISH SPORTS JOURNALISM AWARDS **2025**

CRICKET JOURNALIST

This award recognises outstanding cricket journalism across 2025. Open to an individual journalists specialising in cricket, it celebrates authoritative news reporting, analysis and storytelling across writing, broadcast, audio and digital platforms.

The category is open to journalists working across writing, broadcast, audio, digital and emerging formats, and recognises high-quality cricket reporting, analysis and storytelling that informs, explains and adds context to the sport over time.

Entries should demonstrate:

- Strong cricket knowledge and insight
- High-quality news reporting across the season, including accuracy, judgement and sourcing
- Consistency and authority in covering cricket's key stories, themes and developments
- Clarity and depth, helping audiences understand the game beyond results
- Impact, shaping understanding, debate or coverage of cricket.

Entries may consist of either:

- Up to five written articles.
- A broadcast/audio/video showreel of up to 10 minutes.
- A combination of written work and clips within these limits.

DATA JOURNALIST

This award recognises the best portfolio of data led sports journalism that uses data to inform, explain and enhance storytelling during the eligibility year.

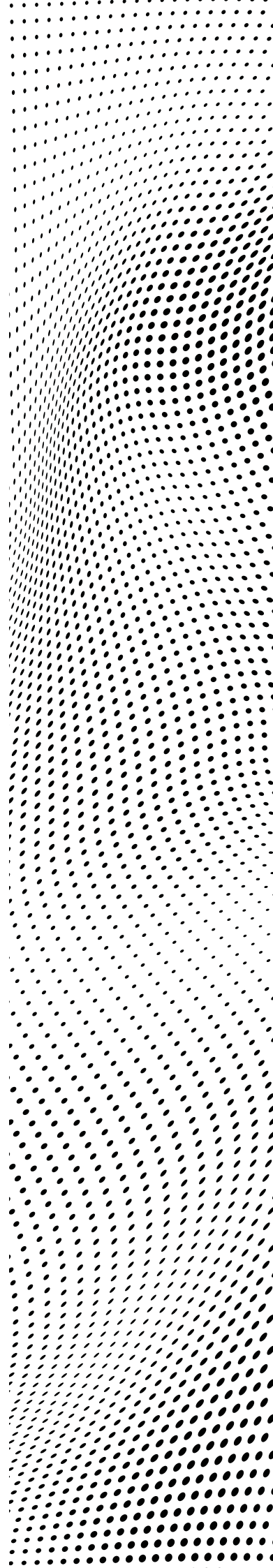
With audiences more informed than ever, sports data and the creative storytelling around it play an increasingly important role in providing insight, context and understanding. This category celebrates journalists who use data intelligently to reveal new perspectives and present complex information in ways that are clear, engaging and accessible. The category is open to individuals who produced work across writing, broadcast, audio, digital and emerging formats.

Entries should demonstrate an effective and original use of sports data, that brings fresh insight, going beyond surface-level statistics. Clarity of explanation, making complex information easy to understand. Strong storytelling, using data to support compelling narratives. Impact, enhancing audience understanding or engagement.

A supporting statement of up to 300 words should outline the use of data, the journalistic approach and the significance of the work.

Entries may consist of either:

- Up to five written articles.
- A broadcast/audio/video showreel of up to 10 minutes.
- A combination of written work and clips within these limits.



The SJA BRITISH SPORTS JOURNALISM AWARDS **2025**

FOOTBALL JOURNALIST

This award recognises outstanding football journalism across 2025. Open to an individual journalist specialising in football, it celebrates authoritative news reporting, analysis and storytelling across writing, broadcast, audio and digital platforms.

The category is open to journalists working across writing, broadcast, audio, digital and emerging formats, and recognises high-quality football reporting, analysis and storytelling that informs, explains and adds context to the sport over time.

Entries should demonstrate:

- Strong football knowledge and insight
- High-quality news reporting across the season, including accuracy, judgement and sourcing
- Consistency and authority in covering football's key stories, themes and developments
- Clarity and depth, helping audiences understand the sport beyond results

Impact, shaping understanding, debate or coverage of football

Entries may consist of either:

- Up to five written articles.
- A broadcast/audio/video showreel of up to 10 minutes.
- A combination of written work and clips within these limits.

RUGBY JOURNALIST

This award recognises outstanding rugby journalism across 2025. Open to an individual journalist specialising in rugby, it celebrates authoritative news reporting, analysis and storytelling across writing, broadcast, audio and digital platforms.

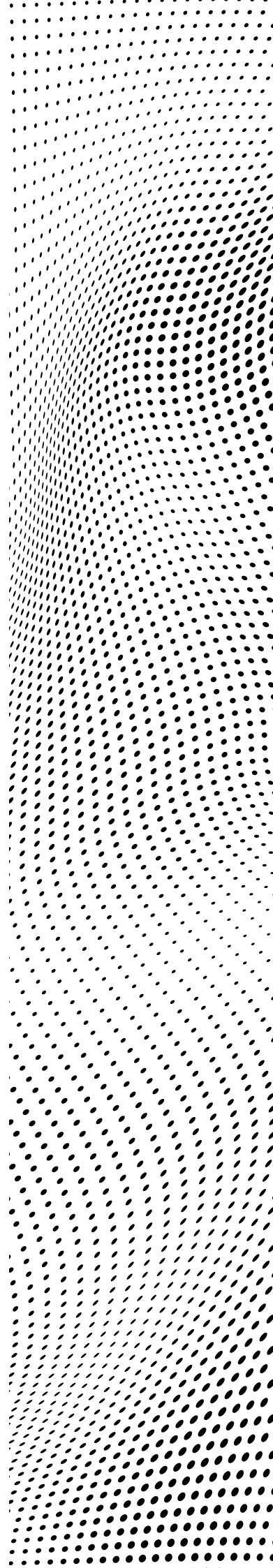
The category is open to journalists working across writing, broadcast, audio, digital and emerging formats, and recognises high-quality rugby reporting, analysis and storytelling that informs, explains and adds context to the sport over time.

Entries should demonstrate:

- Strong rugby knowledge and insight
- High-quality news reporting across the season, including accuracy, judgement and sourcing
- Consistency and authority in covering rugby's key stories, themes and developments
- Clarity and depth, helping audiences understand the sport beyond results
- Impact, shaping understanding, debate or coverage of football

Entries may consist of either:

- Up to five written articles.
- A broadcast/audio/video showreel of up to 10 minutes.
- A combination of written work and clips within these limits.



The SJA BRITISH SPORTS JOURNALISM AWARDS **2025**

SPECIALIST CORRESPONDENT - MIKE DICKSON TROPHY

This award recognises outstanding specialist sports journalism during the eligibility year, celebrating journalists who bring deep expertise, authority and insight to the coverage of a specific sport or subject area.

The category is open to journalists specialising in a sport or theme outside football, cricket and rugby, including but not limited to boxing, athletics, tennis, snooker, darts, as well as subject-led beats such as sports business and governance. Portfolios focused on Olympic and/or Paralympic sport are also eligible.

Entries may be drawn from writing, broadcast, audio, digital and emerging formats, and should demonstrate how specialist knowledge is used to inform, explain and add depth to sports coverage. A supporting statement of up to 300 words should outline the journalist's specialist focus, approach and the significance of the work submitted.

Entries may consist of either:

- Up to five written articles.
- A broadcast/audio/video showreel of up to 10 minutes.
- Five Social media examples.
- A combination of written work, clips and social examples within these limits.

SPORT FOR CHANGE JOURNALISM

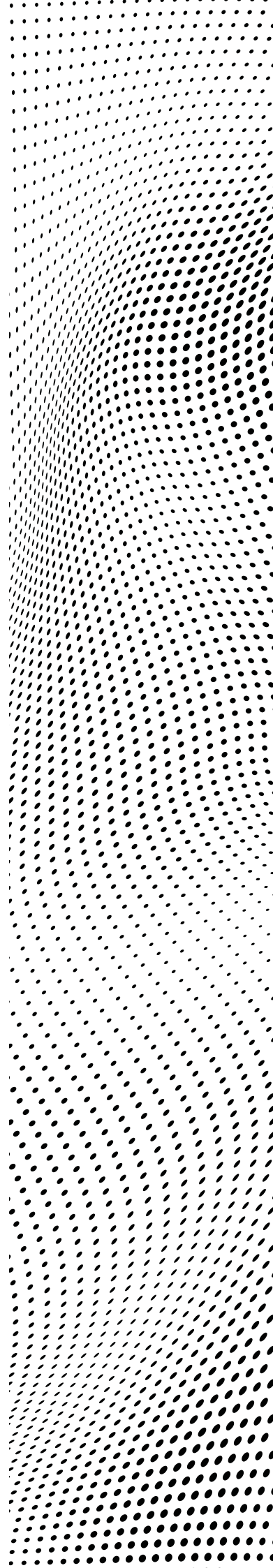
This award recognises outstanding sports journalism that focuses on social and environmental issues, using sport as a lens to inform, challenge and drive understanding. It celebrates journalism that shines a light on inequality, diversity and inclusion, social justice and environmental challenges, and demonstrates how sport intersects with wider societal change. Entries should show strong editorial purpose, clarity of storytelling and meaningful impact. All entries must include an up to 500-word supporting statement, detailing: the issues addressed the journalistic approach taken the significance and impact of the work

Entries should demonstrate:

- Clear focus on social or environmental issues within sport
- High standards of journalism, including accuracy, fairness and depth
- Insight and context, helping audiences understand complex or under-reported issues
- Sensitivity and responsibility in reporting lived experiences and inequality
- Impact, contributing to awareness, debate or positive change

Entries may consist of either:

- Up to five written articles.
- A broadcast/audio/video showreel of up to 10 minutes.
- Five Social media examples.
- A combination of written work, clips and social examples within these limits.



The SJA BRITISH SPORTS JOURNALISM AWARDS **2025**

SPORTS PUBLISHER OF THE YEAR

This award recognises the sports publishing organisation that demonstrated outstanding journalistic excellence during the eligibility year, following the merger of several former organisational awards into a single Open Media category.

It celebrates organisations that consistently serve their audience through high-quality sports journalism, regardless of platform, format or distribution model. Eligible entries may include newspapers, digital publishers, broadcasters, specialist outlets or multi-platform portfolios, and may represent a single company or a collection of titles.

Judges will be looking for organisations that combine original reporting, strong editorial identity and clear journalistic values with effective use of style, storytelling and innovation.

This may include coverage such as:

- Agenda-setting news and analysis.
- Big-hitting interviews and investigations.
- Exclusive or distinctive content.
- Compelling storytelling that deepens audience understanding of sport.
- Innovative uses of storytelling to engage audiences in an era where consumption is varied across platforms for different generations.

Entries should consist of an up to 500-word supporting statement demonstrating how the organisation uses its journalism to inform, engage and influence audiences, and how its editorial output contributed meaningfully to the sporting conversation during the eligibility year.

Entries may consist of either:

- Up to 10 written articles.
- A broadcast/audio/video showreel of up to 10 minutes.
- 10 Social media examples.
- A combination of written work, clips and social examples within these limits.

SPORTS SCOOP

This award recognises the single sports news story judged to have had the biggest impact during the year. It celebrates outstanding sports journalism that has shaped the sporting agenda through fast, accurate and original reporting, whether delivered as breaking news, an exclusive or a major scoop.

The category is open to individual journalists across all media, including written, broadcast, audio and digital platforms. While the focus is on one defining story, entrants may submit supporting coverage produced during the eligibility period to demonstrate impact, context and execution.

Entrants should submit the scoop alongside any relevant background details, including how the story was obtained and its wider impact. Submissions may include:

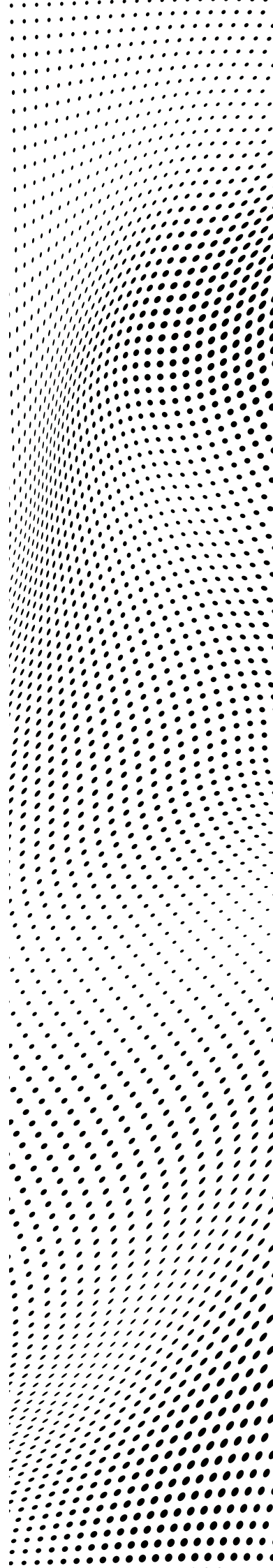
Up to five written articles

A broadcast, audio or video showreel of up to 10 minutes

A combination of written work and clips within these limits

Entries will be judged by a specialist panel. Judges may also consider other standout sports scoops from the year, whether or not they have been formally entered.

This category is free to enter.



The SJA BRITISH SPORTS JOURNALISM AWARDS **2025**

SPORTS SUMMARISER

This award recognises the journalist who demonstrates an exceptional ability to disseminate complex sports news clearly and accurately, enabling audiences to understand and engage immediately.

While summarising often plays a key role during fast-moving or breaking stories, this category celebrates a journalist whose work consistently delivers clarity, context and accessibility, helping audiences make sense of important sports news across writing, broadcast, audio, digital and emerging formats.

Entries may consist of either:

- Up to five written articles.
- A broadcast/audio/video showreel of up to 10 minutes.
- A combination of written work and clips within these limits.

WOMEN'S FOOTBALL JOURNALIST

This award recognises outstanding Women's football journalism. Open to an individual journalist specialising in football, it celebrates authoritative news reporting, analysis and storytelling across writing, broadcast, audio and digital platforms.

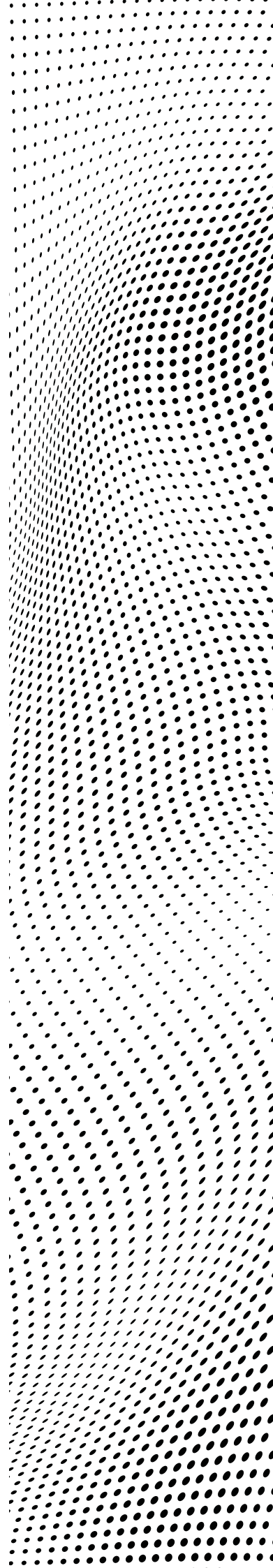
The category is open to journalists working across writing, broadcast, audio, digital and emerging formats, and recognises high-quality football reporting, analysis and storytelling that informs, explains and adds context to the sport over time.

Entries should demonstrate:

- Strong football knowledge and insight
- High-quality news reporting across the season, including accuracy, judgement and sourcing
- Consistency and authority in covering football's key stories, themes and developments
- Clarity and depth, helping audiences understand the sport beyond results
- Impact, shaping understanding, debate or coverage of football

Entries may consist of either:

- Up to five written articles.
 - A broadcast/audio/video showreel of up to 10 minutes.
 - A combination of written work and clips within these limits.
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The SJA BRITISH SPORTS JOURNALISM AWARDS **2025**

WRITING CATEGORIES

COLUMNIST OF THE YEAR

(Written Category)

- One winner for Long-Form
- One winner for Short-Form

Entrants should select the category that best reflects the dominant style and intent of their column writing, rather than the publication format or word count.

COLUMNIST OF THE YEAR – LONG-FORM

This award recognises column writing that is primarily long-form in approach, offering depth, context and developed argument. Entries typically take a reflective or explanatory view of sport, drawing on reporting, expertise or wider context to explore themes, issues or narratives over time. This may have been published across digital, print and hybrid formats.

Columns in this category are judged on:

- depth of thought and argument
- clarity and structure
- insight, context and perspective
- quality and consistency of writing

Long-form refers to the style and intent of the writing, not a fixed word count.

COLUMNIST OF THE YEAR – SHORT-FORM

This award recognises column writing that is primarily short-form in approach, delivering strong opinion, reaction or perspective with immediacy and impact. Entries often respond quickly to events, using voice, clarity and engagement to drive debate and connect with a broad audience. This may have been published across digital, print and hybrid formats.

Columns in this category are judged on:

- strength and clarity of voice
- immediacy and relevance
- ability to engage and provoke thought
- impact and consistency

Short-form refers to the style and intent of the writing, not a fixed word count.

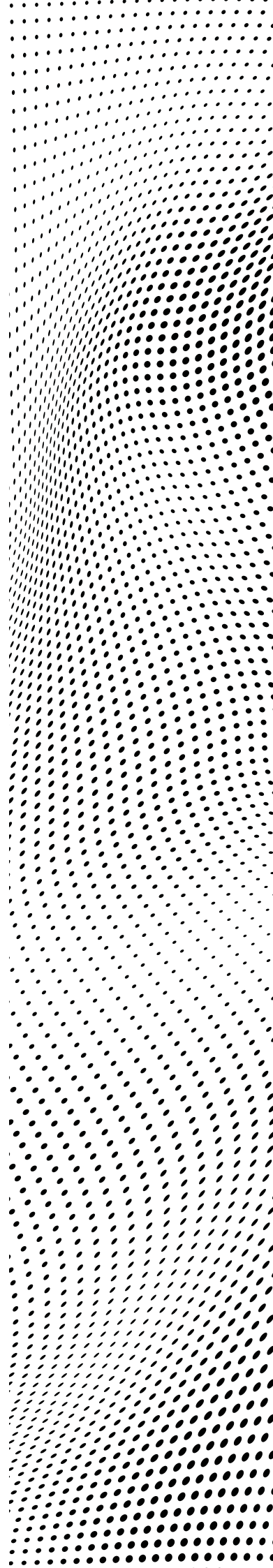
Entries for both short/Longform may consist of up to five published columns and up to 500-word supporting statement, detailing the columnist's voice and approach, the themes or issues explored and how the work demonstrates consistency, insight and impact during the eligibility year.

FEATURE WRITER

(Written Category)

- One winner for Long-Form
- One winner for Short-Form

Entrants should select the category that best reflects the dominant style and intent of their Feature writing, rather than the publication format or word count.



The SJA BRITISH SPORTS JOURNALISM AWARDS **2025**

FEATURE WRITER - LONG-FORM

This award recognises long-form feature writing that demonstrates high standards of writing, strength of thought and freshness of ideas. Entries typically take an in-depth, narrative or investigative approach, exploring people, themes or issues in sport with detail, context and originality.

Long-form refers to the approach and construction of the feature, not a fixed word count.

Features in this category are judged on:

- Excellence in writing and storytelling
- Strength of thought and originality
- Depth, context and narrative clarity
- Effective use of interviews and reporting
- Impact, leaving the reader with greater understanding or insight

FEATURE WRITER - SHORT-FORM

This award recognises outstanding short-form feature writing that demonstrates high standards of writing, strength of thought and freshness of ideas, delivered with clarity, and impact.

Entries typically focus on people, moments or themes in sport, using concise storytelling, strong narrative focus and effective reporting to bring stories to life. While short-form features may respond to current events, they are judged on their storytelling quality and insight.

Short-form refers to the approach and construction of the feature, not a fixed word count, and may be published across digital, print and hybrid formats.

Features in this category are judged on:

- Excellence in writing and storytelling
- Strength of thought and originality
- Clarity, focus and economy of language
- Effective use of interviews and reporting
- Impact, engaging readers quickly and memorably

Entries for both short/Longform may consist of up to five published columns and up to 500-word supporting statement, detailing the feature writer's voice and approach, the themes or issues explored and how the work demonstrates consistency, insight and impact during the eligibility year.

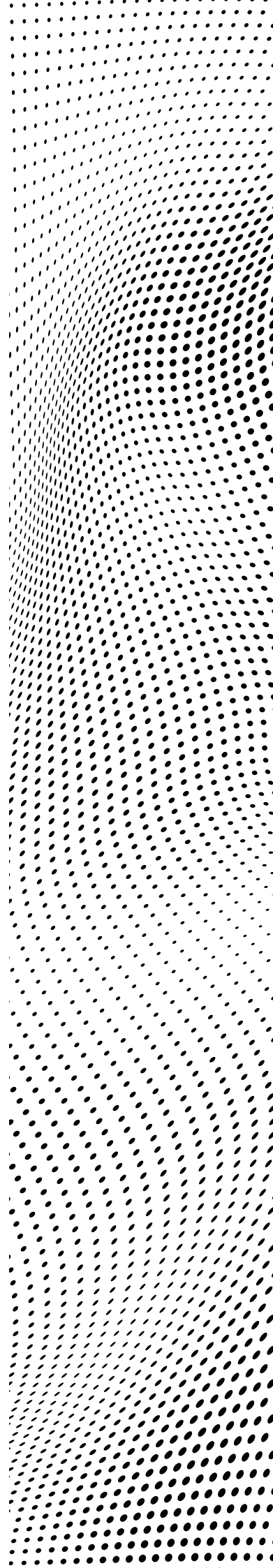
NEWS REPORTER

This award recognises an outstanding sports news reporter whose journalism has consistently influenced the sporting agenda over the past year. It celebrates individuals who demonstrate excellence in fast, accurate and original reporting across breaking news, exclusives and major developing stories.

Open to individual journalists across all media - including written, broadcast, audio and digital platforms - the category rewards sustained high-quality news reporting rather than a single story. Judges will look for evidence of authority, reliability, originality and impact throughout the eligibility period.

Entries may reflect either a portfolio of breaking sports news coverage or a combination of defining stories that showcase the entrant's ability to deliver under pressure and ahead of the competition.

Submissions may consist of up to five published news articles, accompanied by a supporting statement of up to 500 words.



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The supporting statement should outline the entrant's reporting remit and approach, highlight the range and significance of the stories covered, and explain how the work demonstrates speed, accuracy, originality and impact. Judges will be looking for evidence of consistent high-quality sports news reporting throughout the eligibility year, including the ability to break stories, develop exclusives and shape the wider sporting agenda.

REGIONAL JOURNALIST

This award recognises high-quality sports journalism produced for regional or local audiences, celebrating journalists whose reporting, features or investigations inform, reflect and serve their communities. Entries may include news reporting, feature writing or investigative journalism, and should demonstrate strong editorial judgement, originality and impact within a regional or local sporting context.

Entries should demonstrate:

- High standards of reporting and writing
- Strong local knowledge and relevance
- Original journalism, including investigations or exclusive reporting where applicable
- Clarity and accuracy, serving the needs of a regional audience
- Impact, such as informing the community, driving debate or holding institutions to account

Entries should include five separate published articles, which may include reporting, features or investigations, an up to 500-word supporting statement, detailing the journalist's regional focus, the significance of the stories covered, how the work demonstrates quality, originality and impact during the eligibility year.

SPECIALIST SPORTS PUBLISHER

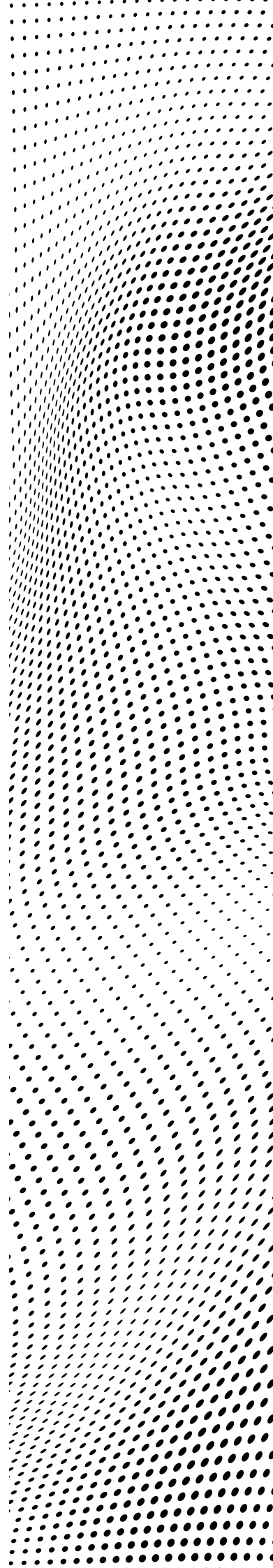
This award recognises a sports publishing organisation whose journalism focuses on a specific sport, subject or theme, delivering authoritative, original and high-quality coverage for a clearly defined audience. It celebrates specialist publishers that combine strong editorial expertise with effective digital performance, using their platforms to inform, engage and serve audiences through focused, knowledgeable journalism.

Eligible entries may include publishers dedicated to a single sport, league, discipline or subject area such as governance, data or performance. Entries may include print only, digital-only or digitally led publishers.

Judges will be looking for:

- Original, high-quality journalism within the specialist area.
- Editorial authority and expertise, demonstrating depth of knowledge.
- Clear editorial identity and purpose.
- Strong digital execution, including website design and usability.
- Innovation, including use of technology, formats or storytelling approaches.

Entries must consist of a summary of no more than 500 words, outlining the organisation's editorial focus and specialist remit, the nature and quality of its journalism, key digital developments and innovation during 2025. Six URLs that best demonstrate journalistic excellence. Optional supporting documents may be uploaded where relevant if print only.



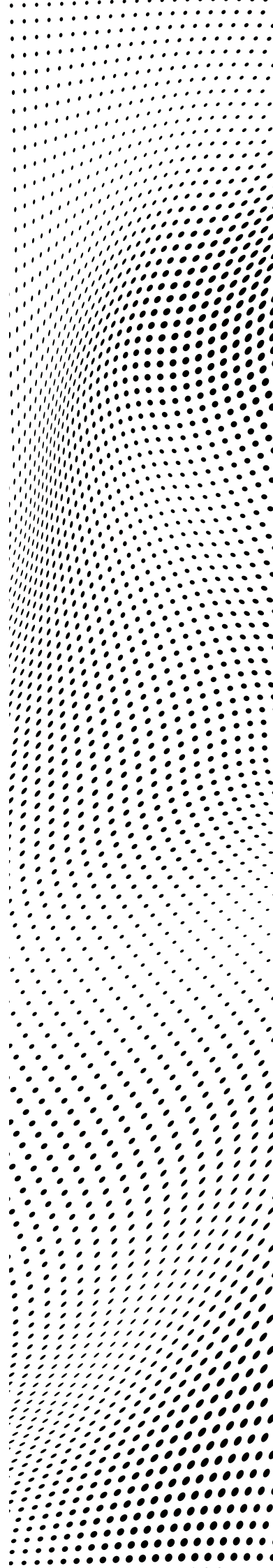
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THE NEWSPAPER OF THE YEAR

This award is for the newspaper that best covered sport in 2025. 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 0BS



PHOTOGRAPHY CATEGORIES

CANON SJA SPORTS PHOTOGRAPHER OF THE YEAR - ED LACEY TROPHY

The Ed Lacey Trophy is awarded to the photographer who, in the opinion of the judges, has been the overall best sports photographer of 2025 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 - PHIL SHELDON TROPHY

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 - MATTHEW ASHTON TROPHY

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.

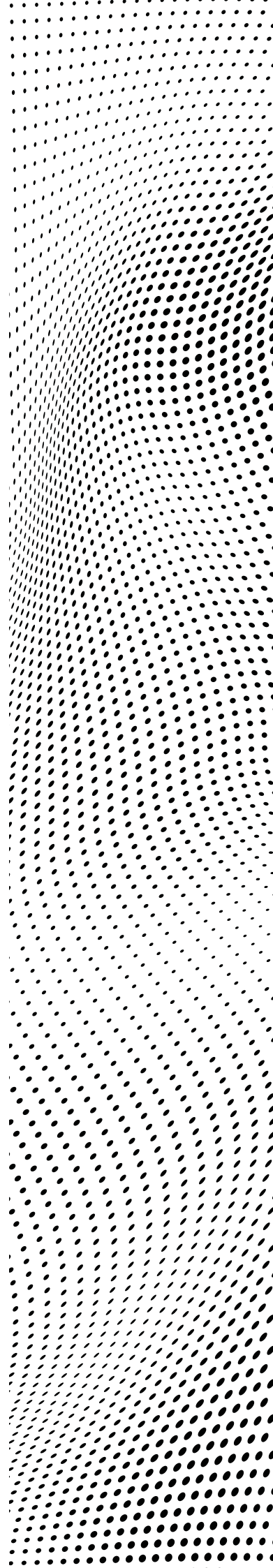
PICTURE

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 2025. 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.



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BROADCAST CATEGORIES

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 stand-alone 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 within 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 250 words, highlighting the impact the documentary made in 2025. Please include track listings with your entry for judges to follow (not included in the 250 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 Euro's 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 30 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 2025. Please also include a track listing for judges to follow (not included in the 250-word supporting statement).

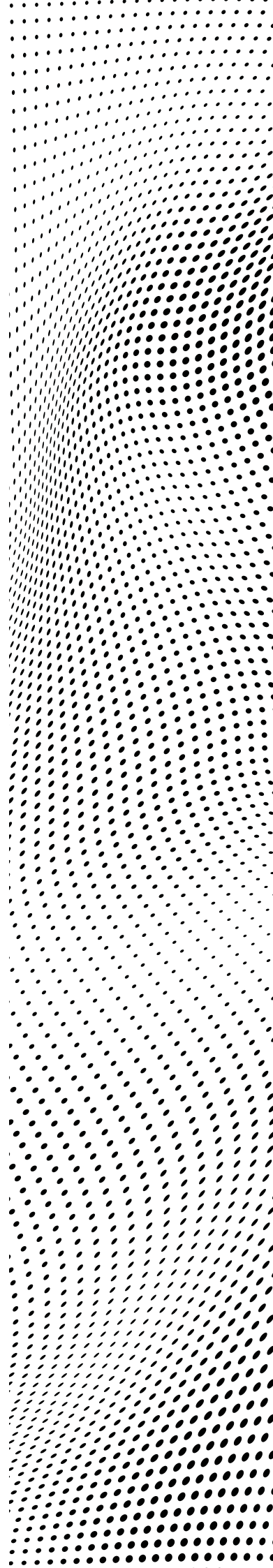
NOTE: Where the broadcast signal or multi-lateral coverage is generated by a "host broadcaster" - for example at a World Cup (Rugby) or Euros - the entry should demonstrate how they have enhanced the core material.

AUDIO PODCAST

AUDIO PODCAST - ALWAYS ON

This award recognises an always-on sports podcast that delivered consistent, engaging and impactful coverage throughout the year. It is intended for regularly scheduled podcasts (minimum of ten episodes) that use insightful analysis, strong storytelling, interviews or humour to cover sport in an informative and entertaining way. The category celebrates podcasts that build an ongoing relationship with their audience through clarity, personality and consistency.

"Always-on" refers to a podcast designed for continuous, recurring release, rather than a defined narrative with a fixed end point. Podcasts may be audio-only or video-led



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Judges are looking for consistency of quality and tone with engaging presentation and strong editorial voice. This could be insightful analysis, interviews/discussion or fun and engaging elements. They must show an ability to build and retain an audience over time with impact that demonstrates relevance, reach or audience connection

Entries should consist of a showreel of clips lasting no more than 30 minutes in total (audio or video), and A supporting statement of no more than 250 words, outlining the podcast's format and editorial approach, the target audience the impact made during 2025. Entrants may also include a link to the full podcast, where available (must be accessible to judges), and a track listing for judges to follow (*not included in the 250-word supporting statement*)

AUDIO PODCAST - LIMITED SERIES

This award recognises an outstanding limited-series sports podcast, defined by a clear narrative, investigative or thematic focus delivered across a set number of episodes. It celebrates podcasts designed as a self-contained series, often exploring a specific story, issue, event or subject in depth. Entries should demonstrate strong storytelling, structure and editorial ambition, using sport as a lens to inform, engage and captivate audiences.

"Limited series" refers to the intentional design of a podcast with a defined beginning, middle and end. Podcasts may be audio-only or video-led.

Judges are looking for clear narrative or editorial concept of the theme with strong storytelling and structure across episodes. It must have originality and depth of subject matter with effective pacing and use of audio. The impact must clearly demonstrate the audience responses and deeper understanding of the subject of the pod.

Entries should consist of a showreel of clips lasting no more than 30 minutes in total (audio or video), and a supporting statement of no more than 250 words, outlining the series concept and scope, the editorial approach and the impact made during 2025. Entrants may also include a link to the full series, where available (must be accessible to judges), and a track listing for judges to follow (*not included in the 250-word supporting statement*).

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 30 minutes in total.

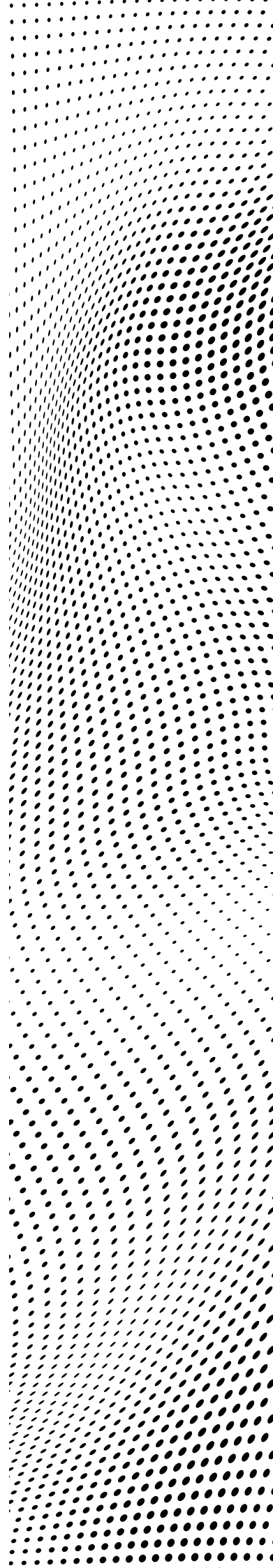
Entries must be accompanied by a supporting statement of no more than 250 words, highlighting the impact the show has made in 2025 and why it is a must listen.

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

BROADCAST JOURNALIST

This award recognises the radio, audio, television, or digital journalist who, in the judges' opinion, has made the biggest impact in sports journalism over the past year. It is open to sports news correspondents and reporters who have broken stories, gathered original content, and delivered compelling coverage through rolling news channels, documentaries, interviews, or post-match reporting.

Entrants will be judged on the quality, accuracy, and impact of their journalism, with



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consideration given to production pressures, including turn-around times and challenging reporting conditions.

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 250 words, highlighting how the journalist has made an impact in 2025.

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 2025.

CONTENT CREATOR

This award recognises the content creator who delivered consistently engaging, informative and entertaining sports coverage during the year, demonstrating creative journalism, originality and audience connection across digital platforms.

It celebrates creators who use innovative storytelling and platform-native formats to explain, analyse or showcase sport, and who successfully reach and engage new audiences through their work. This is Open to individual content creators or creator-led teams whose content was published across digital video, audio, social or creator-led platforms. All submitted work must have been published during 2025. Entries may cover a single sport or multiple sports in their content.

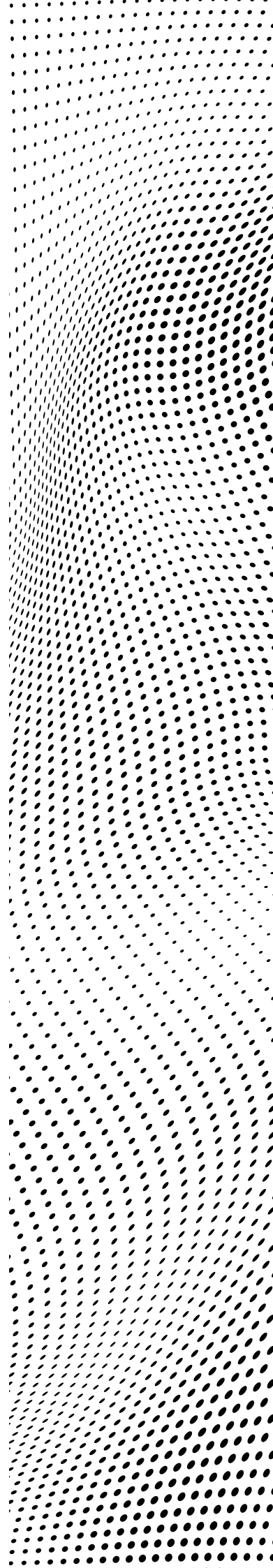
Judges expect the creator to have demonstrated creative and original journalism, with strong storytelling and presentation. Consistency of quality across all outputs. Audience engagement, including interaction and growth with innovation, in format, tone or use of their chosen platform. Showing impact particularly in reaching new or under-served audiences.

A showreel of clips lasting no more than 5 minutes in total, showcasing the breadth of the creator’s work, an a supporting statement of no more than 250 words, outlining the creator’s approach and editorial focus how audiences were engaged and grown the impact made during 2025.

CONTENT CREATOR EXCLUSIVE

This award recognises the most impactful sports exclusive produced by a content creator or non-traditional media outlet during the year. It celebrates original journalism that breaks new ground, reveals new information or delivers a story of significant public or sporting interest, published outside traditional media structures. Eligible entries may include exclusives delivered via digital video, audio, social platforms or creator-led channels.

Judges will be looking for originality, including first-to-publish or uniquely revealed information. Journalistic significance, demonstrating why the exclusive mattered.



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Credibility and sourcing, appropriate to the platform and format. Impact, such as agenda-setting, reach, reaction or influence on wider coverage and execution, including clarity, storytelling and audience engagement.

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 as part of supporting statement of no more than 250 words, highlighting the impact their coverage made in 2025. 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.

PRESENTER

This award recognises the radio, audio, television or digital presenter who, in the opinion of the judges, has made the most significant impact during the year. It is intended for presenters who anchor programmes, live events, studio discussions or shows, providing structure, authority and clarity to sports coverage. The category celebrates presenters who bring range, versatility and professionalism, and who connect effectively with audiences across different formats and platforms.

Judges will be looking for the entrant to demonstrate strong delivery and communication skills, authority and control, particularly during live or complex broadcasts, range and versatility, across different formats, events or discussion styles. Connection with the audience, creating trust, clarity and engagement. Professionalism and judgement, handling breaking moments, debate or sensitive topics. Impact, demonstrated through influence on coverage and audience experience during the year

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 250 words, highlighting how they have made an impact in 2025.

PUNDIT

This award recognises the radio, audio, television or digital pundit who, in the opinion of the judges, has made the most significant contribution to sports coverage during the year through expert analysis, insight and interpretation.

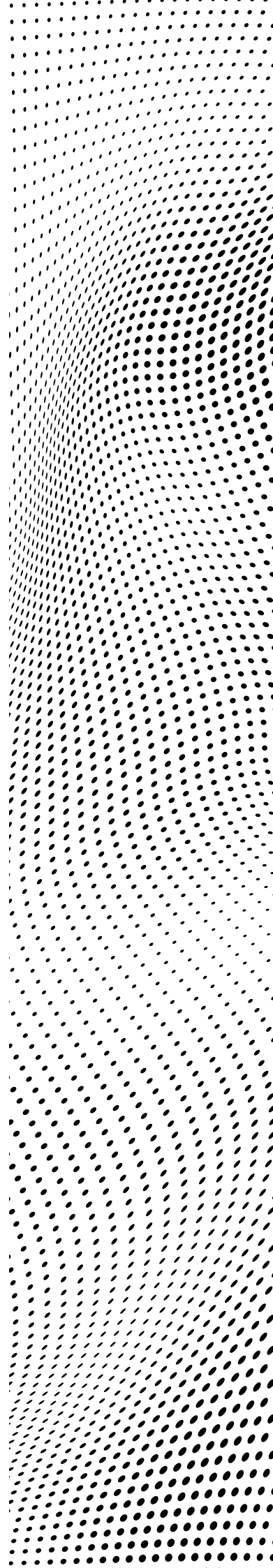
It is intended for on-air contributors whose role is to explain, analyse and contextualise sport, before, during or after live events. Pundits are judged on their ability to enhance audience understanding through knowledge, clarity, judgement perspective and impact, demonstrated through influence on coverage, debate or audience understanding.

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 250 words, highlighting the pundit's broadcasting achievements in 2025.

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



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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 250 words, highlighting the impact the documentary made in 2025. Please also include a clip listing for judges to follow (not included in the 250-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 Euros 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 30 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 2025.

NOTE: Where the broadcast signal or multi-lateral coverage is generated by a "host broadcaster" - for example at a World Cup (Rugby) or Euros - the entry should demonstrate how they have enhanced the core material.

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.

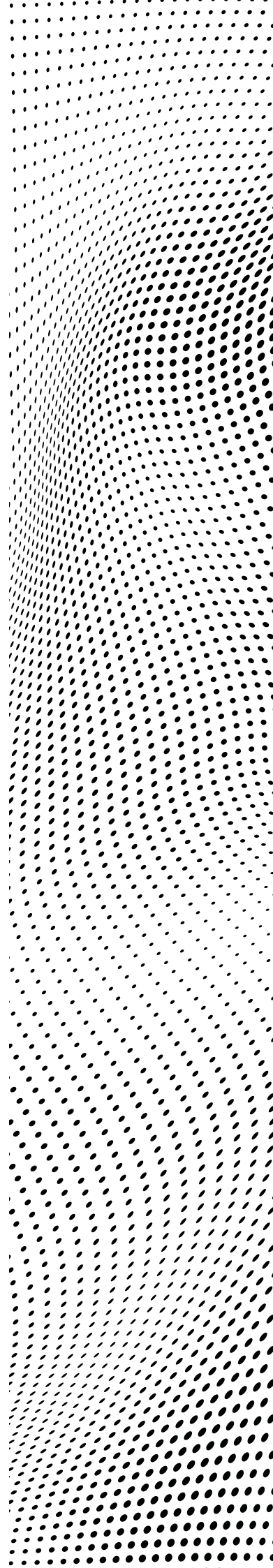
This is a team award for presentation and production staff involved in the show's original content and ideas. Judges will be looking for the show to demonstrate good journalism and analysis for its target audience. The winner will be the show that has generated stories and content that has made an impact in the past year, using new and innovative ways of covering sport.

Entries should consist of a showreel of clips lasting no more than 30 minutes in total. Entries must be accompanied by a supporting statement of no more than 250 words, highlighting the impact the show has made in 2025 and why it is a "must-watch". Please also include a clip listing for judges to follow (not included in the 250 word supporting statement).

YOUTUBE CHANNEL

This award is to recognise the YouTube channel that delivered outstanding sports coverage during the year, demonstrating a clear editorial identity, strong storytelling and consistent audience engagement on the platform.

It celebrates channels that use YouTube effectively to inform, entertain and connect with audiences, whether through original shows, analysis, interviews, features, documentaries or hybrid formats. The award recognises overall channel performance rather than a single programme.



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The Judges will be looking for entries that recognise overall channel excellence, not individual presenters or single shows. Demonstrating clear editorial vision and consistency with quality and originality across the channel's output. Effective use of YouTube as a platform, including format, pacing and audience connection. Audience engagement and growth, relative to the channel's scale. Range and coherence, across multiple videos or formats and Impact, demonstrating why the channel stood out during 2025.

A showreel of clips lasting no more than 30 minutes in total, showcasing the breadth and quality of the channel's output, and A supporting statement of no more than 250 words, outlining the channel's editorial focus and approach to the target audience and the impact the channel made during 2025.

YOUTUBE NEWCOMER

This award is to recognise the YouTube channel, show or individual of the year that burst onto the scene in 2025. 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.

It celebrates new or recently launched YouTube entrants that combine original ideas, strong storytelling and audience engagement, delivering content that is both informative and entertaining and demonstrates clear potential for long-term impact.

Entrants should show originality of concept or voice, clarity of editorial direction, even at an early stage. The ability to engage and grow an audience and effective use of YouTube as a platform, including format and presentation. Quality and consistency of output and finally impact, demonstrating why the entrant stood out during 2025.

Entries should consist of a showreel of clips lasting no more than 30 minutes in total. This should also be accompanied by a supporting statement of no more than 250 words, highlighting the impact the channel made in 2025.

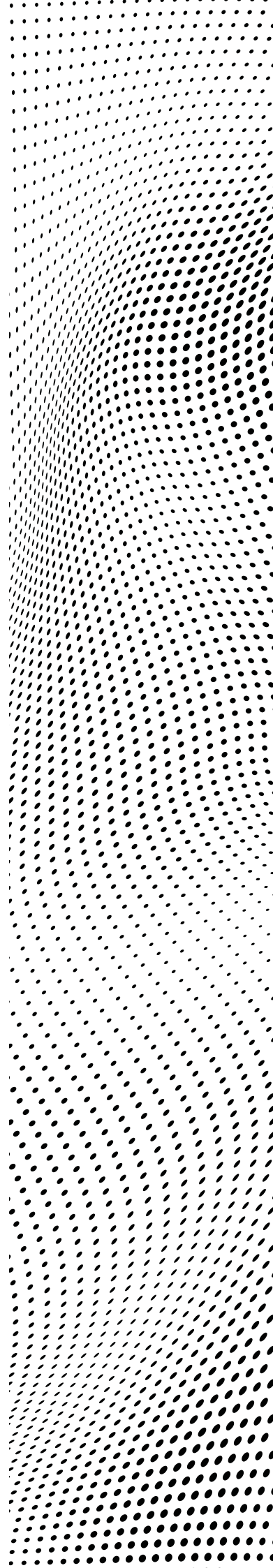
YOUTUBE SHOW

This award is to recognise the YouTube Show of the Year. This can be a one-off show or series that delivered outstanding sports coverage during the year, combining original ideas, strong storytelling and audience engagement on the platform.

It is intended for sports-focused YouTube programmes that use the strengths of the platform to inform, entertain and connect with audiences. Eligible entries may be a standalone show or a series of episodes, and may include formats such as discussion, analysis, interviews, documentaries, features or hybrid programming.

Judges will be looking for clear editorial concept and originality, strong storytelling and effective use of YouTube as a platform, including format, pacing and audience connection. Audience engagement, such as growth, interaction or cultural relevance. Impact, demonstrating how the show informed, entertained or influenced its audience during the year.

Entries should consist of a showreel of clips lasting no more than 30 minutes in total. This should also be accompanied by a supporting statement of no more than 250 words, highlighting the impact the show made in 2025.



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SJA - UPCOMING TALENT:

Note: The cost of entering upcoming talent categories is at the reduced rate of £30 Ex VAT regardless of SJA membership. The SJA Academy Award is free to enter.

CANON YOUNG PHOTOGRAPHER

(Photography Category)

This category is open to photographers aged 25 or under on 31 December 2025. 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 winner of the Young Sports Photographer category will be announced prior to the awards ceremony via the SJA website. The winner will receive a complimentary ticket to attend the event.

ONES TO WATCH WRITING - IAN WOOLDRIDGE TROPHY

(Written Category)

The Ian Wooldridge Trophy is open to writers aged 30 or under on 31 December 2025, 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 five published reports and up to 500-word supporting statement. This category is open to journalists whose work is published online or in magazines, as well as newspaper correspondents.

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.

ONES TO WATCH BROADCAST

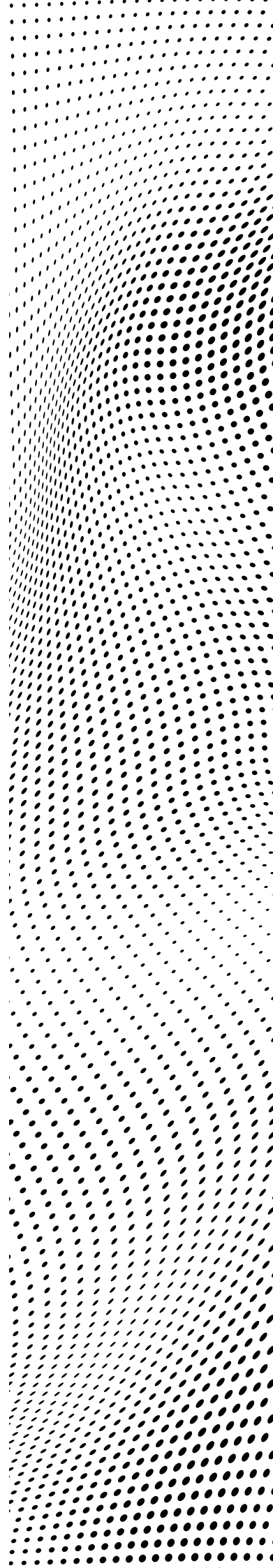
This category is split into two awards - there will be an "on air" winner and an "off air" winner. This is open to journalists working within broadcasting/digital media who are aged 30 and under on 31st December 2025, or those with less than two years industry experience. and are not previous gold winners 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 entrant's portfolio of work, journalistic skills, time in the industry and impact they've had in their chosen field in 2025

"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 why they feel they have developed in 2025.



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"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 2025.

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.

SJA ACADEMY AWARD IN ASSOCIATION WITH TALKSPORT

Who is eligible?

Open to anyone with less than one year of full-time experience in professional journalism, or those for whom journalism has never made up their primary source of income. This may include students, graduates, or those without formal training.

We particularly welcome applications from those who feel their voices and communities are underrepresented in the sports journalism industry.

What to submit:

Entrants may submit up to three pieces of their work produced between 1 January 2025 - 31 December 2025, as well as no more than 200 words per submission explaining each piece.

Entries may be from across print, digital, broadcast or any other medium the candidate feels best reflects their work and potential as a sports journalist.

We ask that broadcast entries are no longer than 10 minutes each. If you wish for us to consider a clip from a larger piece, please note on your entry form the start and end times of the section you would like the panel to review.

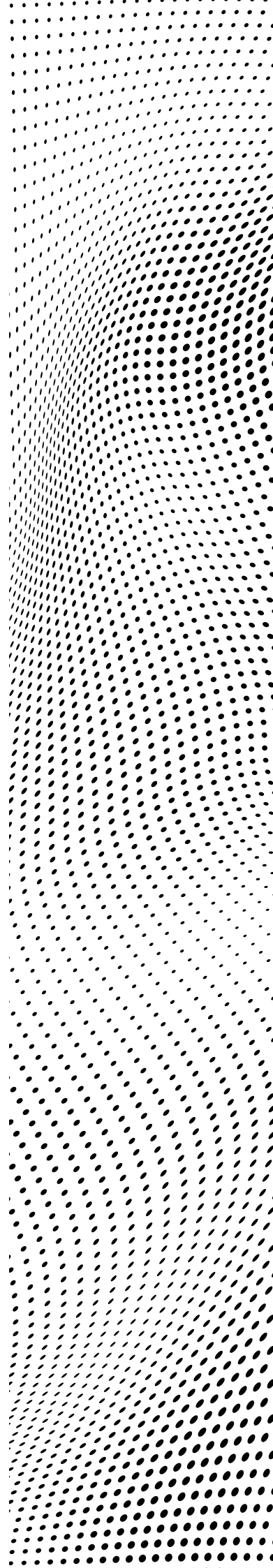
Submissions may consist of published or unpublished work. Candidates may also submit work expressly created for the purpose of this application should they wish.

Shortlisted entrants may be asked to complete an additional assignment or task.

Judging criteria:

A diverse panel of judges will consider a number of criteria including quality of storytelling, news sense, accuracy, reporting and originality.

Prize: The winner will be invited to the SJA British Sports Journalism Awards, offered a work placement with talkSPORT and the opportunity to meet with one of our committee members to discuss their work and career development.



HOW TO ENTER

All entries must be submitted via the online entry system accompanied by a completed entry form. **www.BritishSportsJournalismAwards.co.uk**

ENTRY FEES

Non-Members: £60 Ex VAT entry per category.

SJA Members: £30 Ex VAT 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**

Freelance

Entry fees for freelancers are £60 Ex VAT in total (£30 Ex VAT 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 Ex VAT per entry per category (£30 Ex VAT 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**
- 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 supporting statements 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.
- 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 2025.
- Entries will not be returned.

Broadcast rules

- Broadcast files should be submitted in MP4, .MOV, MP3 or WAV format. It is not mandatory, but entrants can submit supporting statements 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 2025.
 - 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 2025.
- 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 2025.
- 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.

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.

