

Student Media Award Descriptions

All media must have a publication date between April 1st, 2020 and March 29th, 2021.

All nominations can be submitted using the following form:

<https://forms.gle/Bzmx9f9BtN27YBn6>

If you have any questions please contact studentmedia@usu.edu

Best News Story

Submit a single story about a news event or issue published with USU Student Media. Content can be general news or breaking. All staff are available to enter. Stories can be written, printed, video, audio, etc.

- Entrants can submit their story in any form appropriate (PDF, MP3, MOV, etc.) but must include link(s) or pictures of where the original story was published.
- Publication date must be clear and fall between April 1st, 2020 and March 29th, 2021.
- Applicants can submit a maximum of two entries for this category.
- Stories may have multiple creators.

Best Lifestyles Story

Submit a single story published with USU Student Media. Content can be about in-depth topics and people, student activities, event previews or reviews. All staff are available to enter. Stories can be written, printed, video, audio, etc.

- Entrants can submit their story in any form appropriate (PDF, MP3, MOV, etc.) but must include link(s) or pictures of where the original story was published.
- Publication date must be clear and fall between April 1st, 2020 and March 29th, 2021.
- Applicants can submit a maximum of two entries for this category.
- Stories may have multiple creators.

Best Sports Story

Submit a single story about an athletic event, team, game, issue or athlete published with USU Student Media. All staff are available to enter. Stories can be written, printed, video, audio, etc.

- Entrants can submit their story in any form appropriate (PDF, MP3, MOV, etc.) but must include link(s) or pictures of where the original story was published.
- Publication date must be clear and fall between April 1st, 2020 and March 29th, 2021.
- Applicants can submit a maximum of two entries for this category.
- Stories may have multiple creators.

Best Opinion Piece

Submit a single story published with USU Student Media. These stories can be about in-depth topics and people, student opinions or letters to the editor. All staff are available to enter. Stories can be written, printed, video, audio, etc.

- Entrants can submit their story in any form appropriate (PDF, MP3, MOV, etc.) but must include link(s) or pictures of where the original story was published.
- Publication date must be clear and fall between April 1st, 2020 and March 29th, 2021.
- Applicants can submit a maximum of two entries for this category.
- Stories may have multiple creators.

Most Prolific Reporter

Awarded to the reporter with the most individual stories published with their byline across the printed and digital products of *The Utah Statesman*.

- No application process needed

Best Multimedia Story

Submit a single published story that shows a creative use of multimedia to create a story published with USU Student Media. This could be a written story that incorporated innovative techniques, a video or audio story, or any combination of the three. All staff are available to enter.

- Entrants can submit their story in any form appropriate (PDF, MP3, MOV, etc.) but must include link(s) or pictures of where the original story was published.
- Publication date must be clear and fall between April 1st, 2020 and March 29th, 2021.
- Applicants can submit a maximum of two entries for this category.
- Stories may have multiple creators.

Best Reporter- \$100 scholarship

Submit three stories published through USU Student Media that shows your range, voice, and ability as a storyteller. Stories must range in publication date from April 2020 to March 2021. No more than two stories can be within the same *Utah Statesman* category.

- Entrants should submit copies of their stories in PDF format as well as links to the digital story. The date of publication and the entrant's name should be clear.
- Publication date must be clear and fall between April 1st, 2020 and March 29th, 2021.

The Jay Wamsley Award for Excellence in Journalism

Named after the long-time adviser to the Utah Statesman, Jay Wamsley, who sacrificed and dedicated his life to the improvements of The Utah Statesman and its students, this award is given to the most professional journalist throughout the year who has shown great sacrifice, passion and dedication to the success of the organization and the development of the individuals involved.

- No application process needed.
- Chosen by nomination only. Nominations can be made by filling out this form: <https://forms.gle/Bzmx9f9BtN27YBn6>

Most Downloaded Podcast

Awarded to the podcast with the most total downloads.

- No application process needed

Best Podcast- \$100 scholarship

Submit one audio file that best reflects the content of a series. These can be clips from multiple episodes but should not be longer than 10 minutes in total. Group entries will be accepted with the notice that scholarship total would be split between group members.

- Entrants should submit a link to the online episode or the MP3 file with the date of publication clear.
- Publication date must be clear and fall between April 1st, 2020 and March 29th, 2021.

Best Self-Promotion (liners)

Submit a single audio file promoting an internal radio show, an event, or other USU Student Media property.

- Entrants should submit a link to the published work or a MP3/MOV file. The date of publication should be clear.
- Publication date must be clear and fall between April 1st, 2020 and March 29th, 2021.

Most Watched Video

Awarded to the video with the most total views.

- No application process needed

Best Radio Show of the Year

Submit one audio file that best reflects the content of the show. Audio files should emphasize on-air personality with drops, intros, segments, audience interaction etc. These can be clips from multiple episodes but should not be longer than 10 minutes in total. Only one entry per person/show.

- Entrants should submit a link to the online episode or the MP3 file with the date of publication clear. Clips should not play entire songs.
- Publication date must be clear and fall between April 1st, 2020 and March 29th, 2021.

DJ of the Year- \$100 scholarship

Submit one audio file that best highlights the DJ. Audio files should emphasize on-air personality with drops, intros, segments, audience interaction etc. These can be clips from multiple episodes but should not be longer than 10 minutes in total Only one entry per person/show (show entire winners would split scholarship.)

- Entrants should submit a link to the online episode or the MP3 file with the date of publication clear. Clips should not play entire songs.
- Publication date must be clear and fall between April 1st, 2020 and March 29th, 2021.

Best News Photo/Illustration/Design

Submit a single photo/illustration/design published with a news story for USU Student Media. All staff are available to enter.

- Entrants can submit their photo/illustration/design in any form appropriate (PDF, MP3, MOV, etc.) but must include link(s) or pictures of where the original news story was published.
- Publication date must be clear and fall between April 1st, 2020 and March 29th, 2021.
- Applicants can submit a maximum of two entries for this category.

Best Lifestyles Photo/Illustration/Design

Submit a single photo/illustration/design published with a lifestyles story for USU Student Media. All staff are available to enter.

- Entrants can submit their photo/illustration/design in any form appropriate (PDF, MP3, MOV, etc.) but must include link(s) or pictures of where the original story was published.
- Publication date must be clear and fall between April 1st, 2020 and March 29th, 2021.
- Applicants can submit a maximum of two entries for this category.

Best Sports Photo/Illustration/Design

Submit a single photo/illustration/design published with a sports story for USU Student Media. All staff are available to enter.

- Entrants can submit their photo/illustration/design in any form appropriate (PDF, MP3, MOV, etc.) but must include link(s) or pictures of where the original story was published.
- Publication date must be clear and fall between April 1st, 2020 and March 29th, 2021.
- Applicants can submit a maximum of two entries for this category.

Best Opinion Photo/Illustration/Design

Submit a single photo/illustration/design published with an opinion story for USU Student Media. All staff are available to enter.

- Entrants can submit their photo/illustration/design in any form appropriate (PDF, MP3, MOV, etc.) but must include link(s) or pictures of where the original story was published.
- Publication date must be clear and fall between April 1st, 2020 and March 29th, 2021.
- Applicants can submit a maximum of two entries for this category.

Best Photographer- \$100 scholarship

Submit 5 published photos taken within the allowed publication dates. Photos can vary or be part of a single project. All photos must be published through USU Student Media.

- Entrants should submit links to the online articles and a PDF of the page on which the photo appeared.
- Publication date must be clear and fall between April 1st, 2020 and March 29th, 2021.

Best Videographer- \$100 scholarship

Submit three completed and promoted videos used either within Student Media or by a client through Student Media.

- Entrants should submit a link(s) to the website and a PDF of the page on which the video appeared.
- Publication date must be clear and fall between April 1st, 2020 and March 29th, 2021.

Best Graphic Designer- \$100 scholarship

Submit three designs published under USU Student Media or by a client through Student Media.

- Entrants should submit a link(s) to online designs or a PDF of the designs.
- Please include a 100-200 word explanation of the purpose of the submitted designs.

Best Marketing Campaign

Submit a description of a marketing or promotional campaign created to increase audience size, community awareness, etc for Student Media, its operations, or its clients. Campaigns must have taken place between April 1st, 2020 and March 29th, 2021. This category is for one specific project and designed to judge your marketing objectives, plans and results overall.

- Submit a statement of no more than 2 pages in length that summarizes the plan. Include a schedule of promotional events, campaigns and measurement of success (what are your KPIs? Did you achieve your goals?). The total entry should be no more than 10 pages in length. (A front-and-back piece is counted as two pages).

Salesperson of the Year- \$100 scholarship

This award is given to an individual student who has exceeded expectations in selling advertising, underwriting, and sponsorships for USU Student Media and its organizations and has shown great skill in producing new revenue streams.

- Submit no more than one page explanation of how you have met the award category description. You must include evidence and samples of work in your explanation.
- One letter of recommendation is required. This may come from any Student Media leader.

Best Client Advertisement

Submit an advertisement made for a USU Student Media client. Please include a 100-200 word description of what this advertisement was used for.

- Entries should submit a PDF of the advertisement along with a link to the advertisement in use if possible.
- Description should include type and goal of the advertisement.

Best Self-Promotion Advertisement

Submit an advertisement made for USU Student Media and used to promote an internal goal. Please include a 100-200 word description of what this advertisement was used for.

- Entries should submit a PDF of the advertisement along with a link to the advertisement in use if possible.
- Description should include type and goal of the advertisement.

Rookie of the Year- \$100 scholarship

This award is given to an individual student who has worked for or volunteered for Student Media during the allotted time and has exceeded expectations. All staff in all departments are encouraged to enter. Nominations may also be submitted on behalf of individuals by filling out this form: <https://forms.gle/Bzmx9f9BtN27YBn6> . Multiple individuals may be awarded

- Submit evidence or samples of work.
- Submit an explanation limited to no more than one page that includes your position(s), responsibilities, and the years involved with Student Media. This page should explain how your contributions fulfill the award category description.
- One letter of recommendation is required. This may come from any Student Media leader.

Intern of the Year- \$100 scholarship

This award is given to an individual student who has volunteered for Student Media as an unpaid intern and has exceeded expectations. All interns in all departments are encouraged to enter. Students who started in unpaid positions, but later moved into paid positions in the current academic year may apply. Nominations may also be submitted on behalf of individuals by filling out this form: <https://forms.gle/Bzmx9f9BtN27YBn6>. Multiple individuals may be awarded.

- Submit evidence or samples of work.
- Submit an explanation limited to no more than one page that includes your position(s), responsibilities, and the years involved with Student Media. This page should explain how your contributions fulfill the award category description.
- One letter of recommendation is required. This may come from any Student Media leader.

Behind the Scenes- \$100 scholarship

This award is given to an individual student whose work has greatly benefitted, impacted, or enhanced structure, finances, or reputation in a positive way. This includes work specifically done above and beyond normal expectations. All staff in all departments are encouraged to enter. Nominations may also be submitted on behalf of

individuals by filling out this form: <https://forms.gle/Bzmx9f9BtN27YBn6>. Multiple individuals may be awarded.

- Submit evidence or samples of work.
- Submit an explanation limited to no more than one page that includes your position(s), responsibilities, and the years involved with Student Media. This page should explain how your contributions fulfill the award category description.
- One letter of recommendation is required. This may come from any Student Media leader.

Alumnus/Alumna of the Year

This award is given to a former student, employee, contributor, or member of USU Student Media who has enhanced the community and society in a positive way. An individual who has shown significant dedication to the development of USU Student Media staff and the organization's success and reputation in the past year specifically. Nominations may also be submitted on behalf of individuals by filling out this form: <https://forms.gle/Bzmx9f9BtN27YBn6>

- No application process needed.

Leader of the Year- \$100 scholarship

This award is given to leaders or managers within USU Student Media who have demonstrated exemplary dedication and work in their role as a leader. Leaders include, but are not limited to, Aggie Radio Board of Directors, content managers of The Utah Statesman, or business managers. Nominations may also be submitted on behalf of individuals by filling out this form: <https://forms.gle/Bzmx9f9BtN27YBn6>

- Submit an explanation limited to no more than two pages that includes your position(s), responsibilities, and years involved with Student Media. This explanation should also detail why you are applying for this award and can include evidence or samples of work.
- One letter of recommendation is required. This may come from any Student Media leader

The Enduring Legacy Award- \$100 scholarship

This award is given to an individual student whose work or achievement has permanently changed USU Student Media's structure, finances, reputation or brand in a positive and enduring way. All staff in all departments are encouraged to enter. Individual students not directly affiliated with USU Student Media will also be

considered. Nominations may also be submitted on behalf of individuals by filling out this form: <https://forms.gle/Bzmx9f9BtN27YBn6>

- Submit evidence or samples of work done that show the positive enduring impact.
- Submit an explanation limited to no more than one page. This page should explain how your contribution fulfills the award category description. You may include your position(s), responsibilities, and the years involved with USU Student Media.
- One letter of recommendation is required. This may come from any Student Media Leader