

Student Media Award Descriptions

Best News Story

Submit a single article about a news event or issue published between April 18th, 2019 and March 29th, 2020. Content can be general news or breaking. All staff are available to enter.

- Entrants should submit link(s) to the online article(s) or a PDF of the page on which the story appeared and any multimedia (audio/video) files. The date of publication should be clear.
- Applicants can submit a maximum of two entries (separate stories) for this category.

Best Student Life Story

Submit a single article from the Student Life section published between April 18th, 2019 and March 29th, 2020. These stories can be about in-depth topics and people, student activities, event previews or reviews. All staff are available to enter.

- Entrants should submit link(s) to the online article(s) or a PDF of the page on which the story appeared and any multimedia (audio/video) files. The date of publication should be clear.
- Applicants can submit a maximum of two entries (separate stories) for this category.

Best Sports Story

Submit a single article about an athletic event, team, game, issue or athlete published between April 18th, 2019 and March 29th, 2020. All staff are available to enter.

- Entrants should submit link(s) to the online article(s) or a PDF of the page on which the story appeared and any multimedia (audio/video) files. The date of publication should be clear.
- Applicants can submit a maximum of two entries (separate stories) for this category.

Best Multimedia Story

Submit a single published story that shows a creative use of multimedia to create a story. 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 should submit link(s) to the digital story. The date and the entrant's name should be clear as stories must be published between April 18th, 2019 and March 29th, 2020.

- Applicants can submit a maximum of two entries (separate stories) for this category.

Best Events Coverage

As an individual or as a group, submit a series of stories, social media posts, links, photographs, videos or other files that highlight exceptional, unique, and innovative work done while covering an event. This could include coverage of an athletic event, concert, university-sponsored activity or anything else that would be scheduled in advance and draw general community interest. All staff are available to enter.

Applicants may submit a maximum of two entries.

- Entrants should submit link(s) to the online stories, personal and organizational social media, photographs, videos or other files relevant to the event coverage.
- Submit a page of no more than two paragraphs explaining why the coverage of the event was unique.

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 Reporter- \$100 scholarship

Submit up to three stories published through *Student Media* that show your range, voice, and ability as a storyteller. Stories can be from any section as long as the publication date is between April 18th, 2019 and March 29th, 2020. All staff are available to enter.

- Entrants should submit a link(s) to digital story. The date of publication and the entrant's name should be clear.

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 improvement 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 should be sent to studentmedia@usu.edu along with an explanation.

Most Downloaded Podcast

Awarded to the podcast with the most total downloads.

- No application process needed

Best Podcast- \$100 scholarship

Submit up to a 10-minute long audio file that best reflects the content of an ongoing series. Files should not be longer than 10-minutes and should have been published between April 18th, 2019 and March 29th, 2020. 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. Clip can feature segments of multiple shows and should not play entire songs.

Best Audio Story

Submit up to a 10-minute long audio file that best summarizes the story. Original story must have been published between April 18th, 2019 and March 29th 2020.

- Entrants should submit a link to the online episode or the MP3 file with the date of publication clear.

Most Downloaded Radio Theater Show

Awarded to the producer with the most downloads.

- No application process needed

Best Radio Theater Sound Design

Submit up to a 10-minute long audio file that highlights the sound design of the story. Original story must have been published between April 18th, 2019 and March 29th, 2020.

- Entrants should submit a link to the online story or the MPS file with the date of publication clear.

Best Radio Theater Voice Actor

Submit up to a 5-minute long audio file that highlights a specific voice actor. Original story must have been published between April 18th, 2019 and March 29th, 2020.

- Entrants should submit a link to the online story or the MPS file with the date of publication clear.

Best Self-Promotion (liners)

Submit a single audio file promoting an internal radio show, an event, or other USU Student Media property. File must have been created between April 18th, 2019 and March 29th, 2020.

- Entrants should submit a link to the published work or a PDF, MP3 or MOV file. The date of publication should be clear.

Best Radio Show of the Year

Submit up to a 10-minute long audio file that highlights the show. Audio files should emphasize on-air personality with drops, intros, segments, audience interaction etc. (entire song clips should be edited out). The file may contain segments from multiple dates that feature your best work, but may not exceed 10 minutes total. Entries can be a show or individual personality. Only one entry per person/show.

- Entrants should submit an audio file of an actual broadcast or podcast. All clips used must have been published between April 18th, 2019 and March 29th, 2020.

DJ of the Year- \$100 scholarship

Submit up to a 10-minute long audio file that highlights the DJ. Audio files should emphasize on-air personality with drops, intros, segments, audience interaction etc. (entire song clips should be edited out). The file may contain segments from multiple dates that feature your best work, but may not exceed 10 minutes total. Only one entry per person/show. Show entire winners would split scholarship.

- Entrants should submit an audio file of an actual broadcast or podcast. All clips used must have been published between April 18th, 2019 and March 29th, 2020.

Best News Photo

Submit copy of a published photo relating to news covered by Student Media between April 18th, 2019 and March 29th, 2020. All staff may apply.

- Include link to published photo along with a short description of the photo. Make sure publication date is clear.

Best Student Life Photo

Submit copy of a published photo relating to student life covered by Student Media between April 18th, 2019 and March 29th, 2020. All staff may apply.

- Include link to published photo along with a short description of the photo. Make sure publication date is clear.

Best Sports Photo

Submit copy of a published photo relating to sports covered by Student Media between April 18th, 2019 and March 29th, 2020. All staff may apply

- Include link to published photo along with a short description of the photo. Make sure publication date is clear.

Best Photographer- \$100 scholarship

Submit up to three published photos taken between April 18th, 2019 and March 29th, 2020.

- Entrants should submit a link(s) to the online article(s) or a PDF of the page on which the story appeared and any multimedia (audio/video) files. The date of publication should be clear.

Best Paid Video

Submit video made for a client of Student Media. Must have been made between April 18th, 2019 and March 29th, 2020.

- Entrants can include link of where client published video if available.
- Please include a short description of video request.

Best Self-promotion Video

Submit video created between April 18th, 2019 and March 29th, 2020. Include a link or description of how this video was used by Student Media.

Best Video Series

Submit video series that was created between April 18th, 2019 and March 29th, 2020. This may be either for a client, self-promotion, or any other project done for Student Media.

- Entrants should submit a link(s) or files to the video. Please include the date the video was completed and where it was promoted (social media platforms or websites it appeared on)

Best Videographer- \$100 scholarship

Submit up to three completed and promoted videos between April 18th, 2019 and March 29th, 2020.

- Entrants should submit a link(s) to the online article(s) or a PDF of the page on which the story appeared and any multimedia (audio/video) files. The date of publication should be clear.

Best Proposal

The proposal/pitch is the idea, rate structure, recommended products and even the words that the sales rep used to convince a customer to sign a contract, upgrade their advertising, or try a new product or concept. Limit your submission to 6 pages total.

- Submit a statement of no more than 300 words in length that summarizes a single advertising proposal or sales pitch that was given to a new or existing client between April 18th, 2019 and March 29th, 2020.
- Include a description of the sales proposal that was put together for a particular customer.
- Also include the materials used to support or sell the pitch, such as an ad schedule, product sell sheets, proposal packet, etc. Videos may not be included.
- Please include details of this pitch's results.

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 18th, 2019 and March 29th, 2020. This category is specifically 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 may include evidence and samples of work in your explanation and also submit them separately.
- Letters of recommendation are suggested but not required. Please limit to no more than three total recommendations.

Best Client Ad Design

Submit a single published ad design created in-behalf of a client between April 18th, 2019 and March 29th, 2020. All staff are available to enter.

- Entrants should submit a link to the online image or a PDF of the page on which the image appeared. The date of publication should be visible.

- Applicants can submit a maximum of two entries (separate images) for this category.

Best Self-Promotion Ad

Submit a single published ad promoting USU Student Media, its entities: The Utah Statesman, Aggie Radio, aggiecribs.com, its products, events, or job openings, etc. All staff are available to enter.

- Entrants should submit a link to the online image or file (all files accepted). The date of publication should be visible. Must be between April 18th, 2019 and March 29th, 2020.
- Applicants can submit a maximum of two entries (separate images) for this category.

Best Graphic/Illustration

Submit a single graphic created to support Student Media or it's clients. Must have been created between April 18th, 2019 and March 29th, 2020. All staff are available to enter.

- Entrants should submit a link to the online image or a PDF of the page on which the image appeared. The date of publication should be visible.
- Applicants can submit a maximum of two entries (separate images) for this category.

Best Graphic Designer- \$100 scholarship

Submit up to three published designs between April 18th, 2019 and March 29th, 2020

- Entrants should submit a link(s) or PDFs showing how designs were used. The date of publication should be clear.

Rookie of the Year-\$100 scholarship

This award is given to an individual student who has worked for or volunteered for Student Media for the first time between April 18th, 2019 and March 29th, 2020 and has exceeded expectations. All staff in all departments are encouraged to enter.

Nominations may also be submitted on behalf of individuals by emailing studentmedia@usu.edu along with a brief explanation (only email is required for nominations). 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 Aggie Radio. This page should explain how your contribution fulfills the award category description.
- Letters of recommendation are suggested but not required. Please limit to no more than three total recommendations.

Intern of the Year- \$100 scholarship

This award is given to an individual student who has volunteered for Student Media as an unpaid intern between April 18th, 2019 and March 29th, 2020 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 be submitted on behalf of individuals by emailing studentmedia@usu.edu along with a brief explanation (only email is required for nominations). 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 contribution has exceeded expectations.
- Letters of recommendation are suggested but not required. Please limit to no more than three total recommendations.

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. Individual students not directly affiliated with Aggie Radio will also be considered. Nominations may also be submitted on behalf of individuals by emailing studentmedia@usu.edu along with a brief explanation (only email is required for nominations). Multiple individuals may be awarded.

- Submit evidence or samples of work done that show the positive impact.
- Submit an explanation limited to no more than one page that includes your position(s), responsibilities, and the years involved with Aggie Radio. This page should explain how your contribution fulfills the award category description.
- Short letters of recommendation are suggested but not required. Please limit to no more than two total recommendations.

Alumnus/Alumna of the Year

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.

- No application process needed.
- Chosen by nomination only. Nominations should be sent to studentmedia@usu.edu along with an explanation.

Leader of the Year- \$100 scholarship

This award is given to leaders or managers within USU Student Media between April 18th, 2019 and March 29th, 2020 and has 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 emailing studentmedia@usu.edu

- Submit an explanation limited to no more than one page 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 (this last part can be submitted separately).
- Letters of recommendation are suggested but not required. Please limit to three letters of recommendation.

The Enduring Legacy Award- \$100 scholarship

This award is given to an individual student whose work or achievements have 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 emailing studentmedia@usu.edu.

- 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 (if you are affiliated).
- Letters of recommendation are suggested but not required. Please limit to no more than three total recommendations.