

## Oklahoma SPJ Awards Categories

### **Radio**

- Outstanding newscast
- Outstanding discussion program, series, or segment
- Outstanding extended form news story or series (in-depth)
- Outstanding news story
- Outstanding investigative reporting
- Outstanding documentary or special program
- Outstanding sports story
- Outstanding weather coverage
- Outstanding feature
- Outstanding spot news (includes live coverage)
- Outstanding editing (audio production)
- Outstanding use of sound
- Outstanding interview
- Outstanding online reporting
- Outstanding reporter (portfolio)
- Outstanding producer (portfolio)
- Outstanding host, moderator, anchor

### **Television**

- Outstanding newscast
- Outstanding discussion program, series, or segment
- Outstanding extended form news story or series (in-depth)
- Outstanding news story
- Outstanding investigative reporting
- Outstanding documentary or special program
- Outstanding sports story
- Outstanding weather coverage
- Outstanding feature
- Outstanding spot news (includes live coverage)
- Outstanding editing (video production)
- Outstanding photography
- Outstanding interview
- Outstanding online reporting
- Outstanding reporter (portfolio)
- Outstanding producer (portfolio)
- Outstanding host, moderator, anchor

### **Public Relations**

- Outstanding graphics
- Outstanding photography

- Outstanding video
- Outstanding newsletter
- Outstanding promotional material
- Outstanding press release writing
- Outstanding feature writing
- Outstanding publication
- Outstanding social media
- Outstanding campaign

## **Print**

- Outstanding podcast
- Outstanding video
- Outstanding web design
- Outstanding website (overall)
- Outstanding online story
- Outstanding online slideshow
- Outstanding newspaper story
- Outstanding newspaper graphic illustration
- Outstanding newspaper story/photo essay
- Outstanding newspaper photography
- Outstanding Page 1 newspaper layout and design
- Outstanding newspaper
- Outstanding magazine story
- Outstanding magazine illustration/graphic
- Outstanding magazine cover
- Outstanding magazine photography
- Outstanding magazine story/photo essay
- Outstanding magazine page design
- Outstanding magazine
- Outstanding review
- Outstanding investigative report
- Outstanding general news
- Outstanding spot news
- Outstanding column/commentary
- Outstanding editorial
- Outstanding feature
- Outstanding profile
- Outstanding sports report
- Outstanding sports photography
- Outstanding spot news photography
- Outstanding general photography

## **Digital**

- Outstanding short-form video
- Outstanding multi-slide post (image and text)

- Outstanding photo or illustration post
- Outstanding use of online audience engagement
- Outstanding email newsletter

### **Special Recognition**

- Print photographer of the year
- Broadcast photographer of the year
- Print reporter of the year
- Broadcast reporter of the year
- PR practitioner of the year
- Carter Bradley 1<sup>st</sup> Amendment Award
- Teacher of the Year
- Frank Greer Lifetime Achievement Award

### **Student Awards**

- Students compete in the same professional categories.

### **Digital Awards Guidance**

The following awards serve to recognize digital or social media work produced by Oklahoma newsrooms. Eligible submissions can be posted either by a news outlet or a reporter's individual professional account. Posts made to personal/private accounts will not be considered. Submissions from any online platform are eligible for all categories.

- Outstanding short-form video
  - This award recognizes a vertical video designed specifically for social media platforms. A variety of different video styles can be considered for this award, from in the field follow-alongs to reporter standups, but submissions must be journalistic in their storytelling. Judges should consider the narration, dialogue, source quotes, cinematography and audience response in making their decisions.
- Outstanding multi-slide post (image and text)
  - This award recognizes a social media post that consists of several slides of images and text. The submission can be posted to any platform. Submissions must be journalistic in nature, such as summarizing a story or aggregating information for viewers. Judges should consider image quality, photography, graphic design, clarity, conciseness and audience response in making their decisions.
- Outstanding photo or illustration post
  - This award recognizes a post that highlights a single photo, illustration or cartoon, or one that includes multiple, but does not include text. Submissions should focus on showcasing photojournalism, editorial cartoons or other journalistic art. Judges should consider the quality of the art, the arrangement of works included, the

caption and audience response when making their decision.

- Outstanding use of online audience engagement
  - This broad award recognizes an online audience engagement initiative that is bigger than a single social media post. This could include hosting an online event or discussion, an initiative to respond to comments and report on readers' concerns, feedback forms and more. Judges should consider creativity, reach and effectiveness when making their decisions. Submissions should include a brief explanation of the initiative and its impacts.
- Outstanding email newsletter
  - This award recognizes a recurring email newsletter of any type, including those that focus on news, sports and arts, as long as it is journalistic or informative in nature. Judges should consider creativity, clarity, flow and format when making their decisions.

### Student Awards

- Students compete in the same professional categories.