



# 2022 CLARIONS

Association for Women in Communications 2022 Clarion Awards

## Your class project could be an award-winner

The Association for Women in Communications offers students an extraordinary opportunity to showcase your work on a national platform and to win a prestigious Clarion Award. Launched in 1972, the Clarions honor excellence in more than 100 categories across all communications disciplines. While students are welcome to submit entries in any of the professional categories, there are several categories set aside specifically for students. These include: advertising or public relations campaign; written original materials; student publications – news; student publications – feature; online videos – informational/educational; online videos – entertainment or a wildcard category where you can create your own category.

### AWC Clarion Advantages

- Only major national competition to offer student-only categories at reduced rates
- Students compete among other students in student categories.
- Professional-level judges
- Students can also enter professional categories.

### Add to your portfolio and your resume

Follow in the footsteps of these recent student Clarion winners.

Category: Advertising or Public Relations Campaign  
Drake University Public Relations Capstone  
Vector Strategies, Ashley Hawkins, Account Executive

Category: Student Wild Card  
Syracuse University  
Bump the Mumps Pop-Up Awareness Event **Syracuse University**  
Julia Haber, Student, Class of 2018

*"A college degree shows a potential employer that you have successfully navigated the world of academics. It gets your foot in the door. However, in a competitive job market, you need more. Winning a professional award gives a grad credibility, from current professionals in the field, beyond academics. It validates expertise and predicts continued success in the professional world."*

*Linda Spencer Strelluf  
Professor Emerita  
Avila University*

### Clarion Facts

- Competition opens January 20, 2022
- Competition closes April 18 2022
- Cost \$30 for AWC members
- Multiple entries accepted

## Entering

Entering is easy: go to <https://womcom.org/> and click on Clarion Awards

## Payment Schedule and Deadlines

### Rate:

- \$30 for Student members
- \$45 for Students non-member

Entry forms, materials and fees must be submitted no later than April 12, 2021.

### Multiple entries by the same organization or individual:

- 5% discount for 3-5 entries
- 10% discount for 6-9 entries
- 15% discount for 10 or more entries

**Please Note: payments are non-refundable.**

## Submission of Entries

**Open January 20 Close April 18, 2022**

### Want tips to put together an award-winning entry?

Applicants can access a free PowerPoint from the AWC website Clarion page: Tips on Entering

Here you will find tips on:

- How to complete your application
- What judges look for
- What makes your presentation stand out

On the members only home, select Clarion Awards button, then click on the Tips for Entering—access the PowerPoint: How to be a Winner—AWC Clarion Awards

## Contact Us

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*"To have my work recognized at the national level is a great achievement, and I am proud to have received this award. It is reassuring to know that the skills and lessons provided me by my mentors have paid off and assisted the client in reaching their goal."*

*Michele Watley*

**Your reward is waiting:**

**Enter the AWC 2022 CLARIONS**

