



2010 Clarion Awards Frequently Asked Questions

Every year there are reoccurring questions from competition entrants. After listening to feedback, we hope this FAQ page helps to ensure your clarity on what is expected in an entry for the Clarion Awards competition. If you do not see the answer to your question here, or need additional details, do not hesitate to contact the AWC national office at (703) 370-7436, ext. 502, or at clarion@womcom.org.

Q: Must I be an AWC member to enter?

A: No, the competition is open to all: women, men, individuals, organizations, AWC members, non-members, and students!

Q: When is the deadline?

A: The early-bird deadline has been extended to Saturday, March 13, 2010. The final deadline has been extended to Saturday, April 17, 2010. Your entry must be POSTMARKED by these dates in order to be submitted.

Q: What is the entry rate or fee?

A: The following are the rates per entry:

Early-bird rate

\$70 for AWC members, \$30 for student members
\$90 for non-members, \$45 for student non-members

Regular rate

\$85 for AWC members, \$30 for student members
\$120 for non-members, \$45 for student non-members

Multiple entries (All entries must be submitted at the same time.)

5% discount if you submit 5 or more entries
10% discount if you submit 10 or more entries
15% discount if you submit 15 or more entries

Q: How do I pay for the entries?

A: You can submit credit card or check payment through the online entry form, or the printable PDF entry form. Send checks, with an entry form or confirmation, payable to The Association for Women in Communications, to:

Association for Women in Communications
Attn: Clarion Awards
3337 Duke Street
Alexandria, VA 22314

Entries will not be processed until payment has been received. We accept Visa, MasterCard and American Express.



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Q: When will the winners be notified?

A: Winners and non-winners will be notified in July 2010.

Q: Can I submit the same entry into more than one category?

A: Yes. Sometimes a communications piece falls under the criteria of more than one of our 100+ categories. However you must submit an entry form, physical entry, and payment, with *each* category submission.

Q: How many entries can I submit into one category?

A: As many as you like! But remember you will be competing against yourself. There is only one winner for each category, unless the judges conclude there is no winner for that category.

Q: What needs to be included with my entry?

A: In order to qualify, you must submit the following in a professional binder or folder:

- Entry form
- Payment
- Physical communications piece
- Supporting documentation and synopsis
 - Rationale/purpose
 - Goals
 - Budget/costs (indicate if the budget is confidential)
 - Timeline
 - Audience
 - Applicable research
 - Evaluation with measureable results

Q: Why do you need to know the goals, budget and results?

A: This information gives the judges more background into the overall objective of the piece. If two entries are close in points, the achievement of objective could be the deciding factor for the winner. Plus, if the entry does not contain the required supporting documentation, it will lose 10 points on the scoring sheet.

Q: I'm not sure which category my piece would be best suited for. Can you help me figure out the best category for my piece?

A: We are happy to help. E-mail clarion@womcom.org, or call 703-370-7436, ext. 502, and we can do our best to make suggestions for your entry. Don't worry, if you enter into the wrong category, it will not be disqualified. AWC reserves the right to move entries between categories.

Q: Will my entry be returned to me?

A: No. And AWC is not responsible for loss or damage to any entry submitted.



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Q: Can I see my entries' comments and feedback from the judges?

A: Yes. In your entry, include a self-addressed and stamped envelope. Your completed evaluation sheet will be sent to you after winners and non-winners are notified.

Q: On the sample entry a line says "Clarion Entry #". What is my Clarion Entry Number? Where do I get it?

A: A Clarion Entry Number is assigned to every entry once it has been submitted online and is how the entry is identified throughout the judging process.

If you complete the Online Entry Form before you mail in your entry, you will receive the entry number in a confirmation e-mail. It is helpful to include that number when you mail in your entry.

If you are mailing the PDF entry form and payment with your entry, you will not receive an entry number until the entry has been received at AWC National Headquarters. Do not worry about including the Clarion Entry Number, it will be added for you.

Q: My entry is in Spanish, does it qualify?

A: Please provide an English translation. Though all of our judges are outstanding professional communicators, we cannot guarantee they speak any language other than English fluently.

Q: My entry submission is a campaign that contains a lot of oversize materials. How do I submit it?

A: No matter what the size or content, ALL ENTRIES must be mailed in to:
Attn: Clarion Awards
Association for Women in Communications
3337 Duke Street
Alexandria, VA 22314

There is no electronic uploading of entries.

Q: I am trying to enter my Web site, but there is no space on the entry form to include the URL. What do I do?

A: Even in submitting a Web site into the competition, you must mail in an entry including all of the supporting documentation (synopsis, purpose, goals, budget, timeline, research, results, etc.) in a professional folder or binder. In that write-up, you should include the Web address of a live Web site that will be judged. If there is a members only section, or other password protected section, that you want to be included in the judging, please provide a temporary access code.



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Q: Help! What do I do?

A: Call the AWC National Office, Monday through Friday, 9am – 5pm EST at (703) 370-7436, ext. 502, or e-mail clarion@womcom.org.