

Media Release – Clare O’Beara wins SMedias Blog / Vlog of The Year

August 2021.

Clare O’Beara has won the National Student Media Awards (SMedias) 2021, Blog / Vlog of the Year.

Clare’s winning entry was [Inside DBS](#), the official blog of [Dublin Business School](#). Clare, a full-time student, is graduating with First-class Honours BA in Journalism. Clare is a Dublin-based tree surgeon and author.

The [SMedias](#) have been running since 2000, organised by Oxygen.ie. Their awards contest saw a 60% increase in entries this year. The judge for the Blog / Vlog was RTE journalist and blogger, [Pete The Vet](#), Pete Wedderburn. The trophy was made by Tipperary Crystal. Due to the Covid-19 restrictions the ceremony was [held online](#). Clare’s friends and colleagues [at DBS](#) are extremely proud and pleased.

Clare became President of the Journalism Society during September 2020, and assumed editorship of the blog from her predecessor Lea Lair. Her aims were:

- Feature as many students and events as possible
- Produce a professional looking blog.

Events covered: starting college with Covid restrictions, Diwali celebrations, Christmas, Chinese Year of the Ox, Sustainability Week, an original drama produced on Zoom, a fire safety awareness contest, a previous year’s visit to RTE Studios, and St. Patrick’s Day. Clare penned a series on writing for websites, including SEO, images and copyright.

Journalism Society Publicity Officer, Loreto Magaña, from Chile, provided a series about fellow language students, and another about business students. A guest poster was DBS graduate, sports journalist Thomas Lyster.

Clare was also shortlisted in the SMedias category: EPA Award for Journalism Relating To The Environment, with a set of three original news features. Clare made the longlist of seven with News Journalism – Features, and made the shortlist for People’s Choice Award with *Inside DBS*.

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