



August 2011

**TO:** PRSSA Chapter Members  
PRSSA Faculty Advisers

**FROM:** Jeneen Garcia, Vice President of Education, PRSA

**CC:** William Murray, President and COO, PRSA

**RE:** 2012 Bateman Case Study Competition

---

PRSSA is pleased to share the 2012 Bateman Case Study Competition. This year, students will be challenged to build a public relations campaign on a critical and extremely current issue: battling childhood obesity.

The Society is committed to providing a stellar Competition that offers a relevant learning experience for all participants. Teams will be expected to create a well-thought-out public relations campaign, inclusive of research through evaluation, just as in previous years. At this time, PRSSA has yet to secure a sponsor. However, PRSSA continues the search and will inform students if one is secured.

Following the first round of judging, the three selected finalist teams will present their campaigns to be judged. All members of the finalist teams must be available for the final phase in May 2012. The logistics/administration of the final phase of the Competition will be determined on the confirmation of a client/sponsor.

The first-place team will receive \$2,500 and a trophy; the second-place team will receive \$1,500 and a plaque; and the third-place team will receive \$1,000 and a plaque.

The Bateman Case Study Competition offers an exciting, unique and challenging experience. We believe this Competition will provide countless opportunities for participants to exercise creativity and originality in planning their campaigns.

PRSSA looks forward to receiving your entries and encourages all to enter this competition. As one of the most challenging programs PRSSA offers, past teams have testified that the program provides unmatched experience.

Please read the enclosed material carefully, and if you have questions, feel free to contact me at (212) 460-1466 or email [jeneen.garcia@prsa.org](mailto:jeneen.garcia@prsa.org).

Enclosures: Project Brief  
Rules and Guidelines  
Timeline  
Intent-To-Enter Form