

**2011-2012 Bateman Case Study Competition  
Rules and Guidelines  
(as of Nov. 1, 2011)**

The following are the basic rules and guidelines for participation in the 2011-2012 Bateman Case Study Competition. PRSSA may add to these guidelines at any time during the competition. All additions will be emailed to the specified team contact and posted on the PRSSA website. Teams are responsible to make themselves aware of these additions by providing a valid contact email address and checking the PRSSA website often.

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**ENTERING THE COMPETITION**

**Team Requirements**

Teams must be composed of 4 or 5 teammates who are the following:

- Full-time undergraduate students
- Enrolled in the same school
- Current or incoming PRSSA members who paid March 2011 dues or will pay November 2011

Teams may have no less than four and no more than five members. In all aspects of the campaign, only team members may participate.

**Team Advisers**

Each team must have a faculty adviser and a professional adviser (not necessarily the Chapter's Faculty Adviser and/or Professional Adviser). Advisers do not need to be PRSA members. The role of the advisers is to stimulate creativity and give direction, but they may not contribute to the actual creation of the campaign. PRSSA encourages advisers to assure that their teams adhere to the competition rules.

The same person (people) may advise multiple teams, but they must be cautious not to share research, ideas or information between their teams. Also, one professional cannot serve as both the faculty and professional adviser for the same team.

**Multiple Teams Per School**

A single school may submit multiple teams. There is no limit to the number of teams from the same school that can participate. Please choose distinctive team names and label entries clearly so materials from the same schools will not be confused.

Entries from the same school will be evaluated by separate judging teams to give each team an equal chance at advancement. If multiple entries from one school are advanced in the judging, those entries will be reviewed collectively to ensure that teams did not share research, tactics or evaluation measures, giving them an unfair advantage over schools who fielded a single team. Based on that review, the judges will determine whether all the entries continue in the judging.

**Registration**

An intent-to-enter form and \$50 registration fee for each team are due to PRSSA Headquarters no later than Nov. 7, 2011. A confirmation email will be sent to all teams by Nov. 7, so be sure to include a valid contact email address.

## **RULES OF PARTICIPATION**

### **Timeline**

For a complete list of competition deadlines, please see the official Bateman Case Study Competition Timeline. Teams may begin planning their campaigns immediately.

### **Research, Planning, Execution and Evaluation**

Each campaign should have four phases: research, planning, execution and evaluation. These phases are essential components of strategic, effective public relations.

The research phase may include primary and secondary research, and each team should follow its school's IRB guidelines. Judges will look to see that the research was relevant to the brief's goals and teams should clearly demonstrate in their entry how the research findings influenced their planning, execution and evaluation.

Teams must also understand the requirements for the incorporation of any brand, logo, website and messaging. Expectations and requirements are in the competition brief and can be clarified through correspondence with PRSSA Headquarters. Registered teams will receive more details and any client/sponsor changes to this campaign. Although PRSA and PRSSA still seek a sponsor/client for the 2011-2012 Competition, the overall subject matter will not change – yet if a sponsor/client is secured, it will have the opportunity to tailor the brief to its specific needs.

There is no specific timeframe for the research and planning stages (see Timeline).

Since one purpose of this competition is to enhance students' professional skill, teams should utilize all of their resources, including members of their sponsoring PRSA Chapter. Professionals who assist teams act in the same capacity as the team adviser; they stimulate creativity and give direction, but may not contribute to the actual construction or creation of the campaign.

The execution phase of the campaign begins February 1, 2012 and ends February 29, which means the implementation of the campaign plan (including any special events, outreach, collateral distributions, etc.) must happen within those dates. Websites, including social media, associated with a team's campaign cannot be accessible before February 1 or after February 29. Teams may reference media coverage that occurs after February 29 as long as the tactic that generated the media coverage was completed within the appropriate timeframe. Violation of these time limits is grounds for disqualification.

Evaluation methods should be relevant to the campaign goals and demonstrate the success of specific, measurable objectives established during the planning phase.

### **Finances**

Teams may not spend more than \$300 (expense limit) on the campaign. This money is not provided by PRSSA or the client. The value of in-kind donations cannot exceed \$1,000. Fundraising and sponsorships are not allowed.

An in-kind donation is any service or product that normally has a cost, but is being offered "free of charge." The cash value of any item in this category must be deducted from the in-kind donation limit. If the donation has no charge to the public, such as brochures produced by a visitors' bureau, you do not have to deduct anything from the limit.

Examples of in-kind donations:

- A café provides free pizza for an event. Calculate what it would have cost to buy the pizza and deduct that amount from the In-kind Donation Limit.
- A caterer provides servers to pass hors d'oeuvres at an event. Calculate the cost of the service, including tip, and deduct that cost from the In-kind Donation Limit.

**Expense Limit: \$300**

**In-kind Donation Limit: \$1,000**

These totals cannot be combined. Entries must include separate, itemized lists of expenses and in-kind donations. The cost of producing your entry is included in these totals.

### **Entries**

Teams must submit four complete entries. Entries must be printed on 8.5" x 11" paper and bound no larger than 10.5"x12".

Entries must contain the following:

- **Cover or title page** – listing campaign title, school, advisers and team members.
- **Ten-page summary** – This is a written outline of the case study summarizing all key points. It could include a situation analysis, research, goals and objectives, strategies and tactics, and evaluations. The summary should give the judges a thorough view of the complete campaign. *Teams without a ten-page summary or with a summary longer than ten pages will be disqualified.*
- **List of itemized expenses** (see Finances above)
- **List of itemized in-kind donations** (see Finances above)

Also submit exhibits/appendices with detailed information validating the campaign strategy and supporting the summary. Exhibits/appendices may include the following:

- Research summaries, proposals for tangential programs
- Samples of collateral materials, media materials and schedules
- Photographs, video footage or audio recordings of events and promotions

Campaigns should target the team's local community and students do not need to explain how to use their campaign nationally. Many programs may have national components or the potential for national implementation, however, it would not be considered better than a program focusing on local success. The quality of a program's research, planning, execution and evaluation are the essential criteria.

### **Submitting Entries**

Four copies of each entry must be received at PRSSA Headquarters no later than **5 p.m. EST on March 29**. Entries received after March 29 will not be accepted, regardless of the postmark date. Send entries to PRSSA Bateman Competition, 33 Maiden Ln, 11<sup>th</sup> Fl, New York, NY 10038-5150.

## JUDGING AND AWARDS

### Judging Process

PRSSA Headquarters will verify that teams have followed all competition rules. The judging process then takes place in two phases.

Phase 1 – In April 2012, several judging teams composed of PRSA members will convene at PRSSA Headquarters in New York City to select the honorable mention and three finalist teams. The finalist teams advance to Phase 2 of judging and will be notified shortly after.

Phase 2 – Shortly after Phase 1, if a client/sponsor is confirmed, PRSSA intends to keep the travel presentation portion as an in-person opportunity. If a client/sponsor is not confirmed by November 2011, PRSSA will provide additional details regarding the final phase of judging but travel will not be included.

### Awards

The first-place team will receive \$2,500 and a trophy; second-place team will receive \$1,500 and a plaque; and the third-place team will receive \$1,000 and a plaque. The finalist teams will be recognized during the PRSSA 2012 National Conference in San Francisco, Calif.

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## TIPS FOR SUCCESS

**Use your research.** Research should influence every campaign decision, and your entry needs to clearly show the judges how you used your research to make all your decisions.

**Know the issue.** You must know the campaign's issues and goals. This important content is detailed in the competition brief and can be clarified directly with PRSSA Headquarters.

**Understand the terms.** Strong entries outline important campaign elements such as the situation analysis, goals and objectives, strategies, tactics and evaluation. We caution teams to be sure they understand the definition of each element. Some teams lost points because (for example) their objectives were not actually objectives or they confused tactics and strategies.

**Measure your results.** Judges may deduct points if the objectives are not measurable, or if the reported results are not relevant to the stated goals and objectives.

**Follow the rules.** Entries will lose points or be disqualified for not complying with the rules, which maintain a fair competition. Commonly missed rules include failing to include a ten-page summary or budget, not implementing the campaign and not providing justification for rule violations.

**Keep online tactics on schedule.** Any websites you create – including social media pages – cannot be public before Feb. 1 and must be hidden, removed or deleted after Feb. 29.

**Proofread and organize.** Judges look to see a team's professionalism reflected in an entry that is well structured and thoroughly proofread. Judges may deduct points for entries with an unreasonable number of grammar and spelling errors, poor formatting or a disorganized structure.

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## FURTHER QUESTIONS

Questions about the competition rules can be sent to PRSSA Headquarters at [amy.ovsiew@prsa.org](mailto:amy.ovsiew@prsa.org).