2018 Bateman Case Study Competition
Rules and Guidelines
(As of July 5, 2017)

The following are the basic rules and guidelines for participation in the 2018 Bateman Case Study Competition. PRSSA may edit these guidelines at any time during the competition. All additions will be emailed to the specified team contacts and posted on the PRSSA website. Teams are responsible to make themselves aware of these additions by providing a valid contact email address on their intent-to-enter form and checking the PRSSA website often.

ENTERING THE COMPETITION

Team Requirements

Teams must be composed of four or five teammates who are the following:

- Full-time or part-time undergraduate students.
- Enrolled in the same school.
- Current PRSSA members who paid March 2017 or November 2017 dues.

Teams may have no less than four and no more than five members. Each team may have no more than two-part time students. 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. We strongly encourage advisers to review the goals, strategy and tactics determined by the team, as well as advise on the elements of a complete public relations campaign. (Please also encourage teams to review last year's final summaries.)

The same person (people) may advise multiple teams, but they must be cautious not to share research, ideas or information between their teams. 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 the same judging teams (when possible). 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 or $65 (depending on when form is submitted) registration fee for each team are due to PRSSA Headquarters no later than Oct. 30, 2017. A confirmation email will be sent to all teams by Nov. 7, 2017 so be sure to include a valid contact email address on your form.

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.

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

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 15, 2018 and ends March 15, 2018 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 15. Website(s) or social media channel(s) may remain open beyond March 15 if the client requests it. A separate letter from the client stating this request is required with every entry. Yet, for evaluation purposes, no information or statistics beyond March 15 can be used as part of the entry. Also, teams may reference media coverage that occurs after March 15 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, measureable 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. The value of in-kind donations cannot exceed $1,000.

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.

Strive to make the list of itemized expenses and in-kind donations as clear as possible. Teams may be asked to present receipts for any expenses included on the list. In-kind donations do not need a receipt but the in-kind donator may be questioned regarding the value of the donation.

Entries

Entries must be submitted electronically. Details regarding the submission process will be sent at a later date.

Entries must contain the following:

- **Cover or title page** — listing campaign title, school name, team name (if applicable), advisers and team members.
- **Eight-page summary** — 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 eight-page summary or with a summary longer than eight pages will be disqualified. Each page of the summary should be numbered. (Cover or title page is not counted as part of the eight page summary)*
- **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

Apart from the summary, entries may not include more than 50 additional pages. These additional pages include title page, table of content (optional) and the exhibit/appendix section. Each page of the exhibit/appendix section should be numbered.

The total number of pages allowed in one entry is 58 pages (eight for summary; 50 for title page/ table of content/expenses/in-kind donations/appendices).

Please note. Typically all entries reaching to at least the honorable mention level have included more than just the eight page summary.

Submitting Entries

Bateman submission will be sent electronically to PRSSA Headquarters. Details regarding the submission process will be provided directly to participating teams along with their Intent-to-Enter confirmation.

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 2018, 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 — In May 2018, the three finalist teams will present their campaigns to a panel of client representatives and PRSA members, at a location yet to be determined. PRSA pays travel and hotel costs (not including incidentals) for the finalist teams and one adviser from each team.

Note: Phase 1 judges may review only the content presented within the entry. Judges will not search online or use any other resource to determine additional information or content. If content is to be judged, it must be included in the entry.

Awards

The first-place team will receive $3,500 and a trophy; second-place team will receive $2,500 and a plaque; and the third-place team will receive $1,500 and a plaque. The finalist teams will be recognized during the PRSSA 2018 National Conference in Austin, Texas.

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 lose 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 measureable, 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. 15.

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.

FURTHER QUESTIONS

Questions about the competition rules can be sent to PRSSA Headquarters at bateman@prsa.org.