



August 2014

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

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

**CC:** Philip Bonaventura, CFO, PRSA

**RE:** 2015 Bateman Case Study Competition

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PRSSA is pleased to share the details of the 2015 Bateman Case Study Competition. This year, students are challenged to develop a campaign to increase awareness and promote the importance of home, on behalf of Home Matters. Home Matters is a national movement that is focused on raising awareness and funds to make Home a reality for everyone led by the National NeighborWorks Association.

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. The client for this year's Competition is Home Matters however it is sponsored by Edelman and The Plank Center for Leadership in Public Relations.

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 2015. The logistics/administration of the Competition's final phase will be determined in the spring of 2015.

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 a unique and challenging experience. We believe this Competition will provide countless opportunities for participants to exercise creativity and originality in planning their campaigns.

PRSSA encourages all to enter this Competition. As one of the most challenging programs PRSSA offers, past teams have testified that the program provides an unmatched experience.

Please read the enclosed material carefully, and if you have questions, feel free to contact PRSSA National Headquarters at (212) 460-1474.

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