

2022 Student Case Study Competition Call for Entries

PURPOSE

In order to advance its mission of strengthening the enterprise leadership role of the chief communications officer and emphasizing the highest professional standards, Page, in alliance with the Institute for Public Relations, is issuing a call for original case studies written by students at schools of communications, journalism and business that focus on corporate communications and the practice of public relations. The objectives of this competition are to:

- Introduce practical applications of the core principles that define corporate communication as a critical function of management to educators, teachers and students
- Encourage research that contributes to the profession's body of knowledge and provide practical suggestions for improving the corporate communication function.

Student authors of winning entries and their faculty advisors will be awarded cash prizes.

In addition to a cash prize, grand prize winners will also be recognized by the country's leading corporate communications executives. Previous methods of recognition have ranged from in-person attendance at the annual Page Spring Seminar to the opportunity to be featured on the Page podcast, *The New CCO*. **For 2022, the method of recognition is still to be determined based on current circumstances related to COVID-19.**

BACKGROUND

- **Page** (<https://page.org/>) is a select membership organization for senior public relations and corporate communications executives who seek to strengthen the enterprise leadership role of the chief communications officer. It is committed to the belief that public relations as a function of executive management is central to the success of the corporation.
- **The Institute for Public Relations** is a nonprofit foundation dedicated to fostering greater use of research and research-based knowledge in public relations and corporate communication practice. Research and other resources are available for free at www.instituteforpr.org.

Arthur W. Page was the first person in a public relations position to serve as an officer and member of the Board of Directors of a major corporation. He viewed public relations as the art of developing, understanding and communicating character— both corporate and individual. Page believed the successful corporation must operate in the public interest, manage for the long run and make customer satisfaction its primary goal.

The principles of business conduct for which he became known have influenced thousands of thought leaders and have earned the support and respect of chief executive officers throughout the country. The society bearing his name is built upon a foundation of management concepts that have been tested for more than half a century. Page practiced these principles of public relations management as a means of implementing his philosophy.

THE PAGE PRINCIPLES

1. **Tell the truth.**
Let the public know what's happening with honest and good intention; provide an ethically accurate picture of the enterprise's character, values, ideals and actions.
2. **Prove it with action.**
Public perception of an enterprise is determined 90 percent by what it does and 10 percent by what it says.
3. **Listen to stakeholders.**
To serve the enterprise well, understand what the public wants and needs and advocate for engagement with all stakeholders. Keep top decision makers and other employees informed about stakeholder reaction to the enterprise's products, policies and practices. To listen effectively, engage a diverse range of stakeholders through inclusive dialogue.
4. **Manage for tomorrow.**
Anticipate public reaction and eliminate practices that create difficulties. Generate goodwill.
5. **Conduct public relations as if the whole enterprise depends on it.** No strategy should be implemented without considering its impact on stakeholders. As a management and policymaking function, public relations should encourage the enterprise's decision making, policies and actions to consider its stakeholders' diverse range of views, values, experience, expectations and aspirations.
6. **Realize an enterprise's true character is expressed by its people.** The strongest opinions—good or bad—about an enterprise are shaped by the words and deeds of an increasingly diverse workforce. As a result, every employee—active or retired—is involved with public relations. It is the responsibility of corporate communications to advocate for respect, diversity and inclusion in the workforce and to support each

employee's capability and desire to be an honest, knowledgeable ambassador to customers, friends, shareowners and public officials.

- 7. Remain calm, patient and good-humored.** Lay the groundwork for public relations successes with consistent and reasoned attention to information and stakeholders. When a crisis arises, remember, cool heads communicate best.

CASE SELECTION GUIDELINES

A case study is a post-hoc examination or summary from multiple perspectives of a real-world issue, situation, scenario, program, dilemma, practice, or problem that an organization faces. A case study may focus on a variety of situations, both internal and external, that may impact the business.

Cases may be based on issues and experiences from companies, non-profit organizations, government entities, etc. They may address any category or specialty within the field of corporate communications/public relations. The topic addressed must be significant, rather than an isolated incident. It is a relevant and current topic that occurred within three years of the entry submission date.

Cases should clearly describe an organizational issue or initiative, rather than propose solutions.

Entrants are welcome to consult past winning cases on the [Page website](#), but are encouraged to choose cases that were not already covered in the finalist entries of the 2021 Case Study Competition.

JUDGING

A panel of judges representing the corporate, agency and academic sectors will review all case studies as blind entries. Judges will have the authority to make a final determination regarding prize awards. Judges will also have full authority to make no award if no award seems appropriate. In all cases, the judges will be widely acknowledged experts in the field with no specific association to the case writers, the applicants' universities, or the companies or organizations which may be the subjects of the cases they review.

Judges will weigh a submission's usefulness and general value to the profession as well as its educational value. The judges will evaluate entries according to the criteria outlined in the rubric.

All decisions will be considered final. There is no appeals process for review of the decisions.

AWARDS

Student | *Faculty Advisor*

- **Grand Prize:** \$5,500 | \$1000
 - All applicants from all schools will be under consideration for this award.
- **First Place:** \$3,500 | \$500
 - All applicants from all schools will be under consideration for this award.
- **Second Place:** \$2,500 | \$300
 - All applicants from all schools will be under consideration for this award.

Honorary Awards*

- **Communication:** \$1,500 | \$200
 - All entries from schools of Communication/Journalism will be considered for the Honorary Communications Case Award.
- **Business:** \$1,500 | \$200
 - All entries from schools of business will be considered for the Honorary Business Case Award.
- **International:** \$1,500 | \$200
 - Any self-identifying entry submitted from a school of business, communications or journalism outside of the United States is eligible for the honorary award in the International Category.

ELIGIBILITY

Any currently enrolled student, graduate or undergraduate, in a school of business, communications or journalism who is pursuing a degree (full-time or part-time) is eligible to participate. Each individual student's projected graduation date cannot predate May 2021. Students may participate as sole authors or as members of a case study team (not to exceed four people). In order to participate, each student author or case study team must have sponsorship of a faculty member who is expected to advise and guide the case's development.

Role of the faculty advisor

Faculty sponsors may be full-time or part-time, regular or adjunct, tenured or non-tenured.

Faculty advisors should provide guidance, encouragement and direction to students as they select topics on which to write, and as they organize and develop the evidence that goes into their case studies. Faculty may also direct students to new evidence they may wish to consider. They should caution students against including undocumented evidence or forms of expression they consider unwise. They may not, however, write or significantly edit portions of the case, PowerPoint file, or teaching note. They may not conduct interviews or engage in research on their own in support of the writing project.

Teaching notes, while not provided on the Page website, can be made available to advisors upon request.

Questions regarding the limits of faculty involvement or teaching note requests may be directed to Page at casestudies@page.org.

ENTRY REQUIREMENTS

Please note that only three entries per educational institution will be accepted within each “Communications” or “Business” category.

- The case study should not exceed 7,500 words excluding the cover page, table of contents and appendices.
- Any marks or insignia that could identify a student, faculty member or academic institution must be omitted from the case study and included only on the online entry form.
- All submitted materials must be written in English.
- The submitted case study must be authored solely by the applicant (or team).
- The case study team should not exceed four people.
- The case study must be submitted by the deadline.

MATERIALS TO SUBMIT

❑ **Online Entry Form ([found here](#)):** This [form](#) should be submitted according to submission directions detailed below. The release within this form should be signed to grant Page and the Institute for Public Relations the right to reprint and distribute submission materials.

❑ **Entry Fee:** A non-refundable entry fee of \$25.00 must be made payable to Page for each case submitted. Payments can be made [here](#). If you have any questions about making payments, please email casestudies@page.org.

❑ **Abstract:** A 50-to-100 word abstract must accompany each case entry as a separate text file. This abstract should explain the basic content, organization and direction of the case without revealing suggested resolutions or actual outcomes. Remember to remove any marks or insignia that could be used to identify a student, faculty member or academic institution.

❑ **Case Study** (See Rubric)

❑ **PowerPoint Presentation** (See Rubric)

❑ **Teaching Note** (See Rubric)

DIRECTIONS FOR SUBMISSION

Email case materials to casestudies@page.org with a subject line as "Case Study – [TITLE, first 3-4 words within the document]".

Material file names should be saved as follows:

- Abstract: "[TITLE, first 3-4 words within the document]_abstract"
- Case: "[TITLE, first 3-4 words within the document]_case"
- PowerPoint Presentation: "[TITLE, first 3-4 words within the document]_presentation"
- Teaching notes: "[TITLE, first 3-4 words within the document]_notes"

SCHEDULE

August 2021: International call for case entries.

January 14, 2022: Complete submissions are to be received **no later than January 14, 2021 at 11:59 p.m. ET** to casestudies@page.org, with the accompanying online form and payment.

March 2022: Final judging decisions are completed by the judging panel(s). Winners are notified. Notifications may be made by electronic mail or by phone.

COMPETITION DISCLAIMER

Case studies are intended for informational purposes only. The advice, opinions, statements, materials and other information expressed and contained in submitted case studies are solely those of the author(s) and do not necessarily reflect the views, policies, or opinions of Page, its members, or affiliates. The Society is not responsible for the accuracy, currency, completeness, reliability or usefulness of any advice, opinions, statements or content contained in submitted case studies and makes no warranty, express or implied, or assumes any legal liability or responsibility for the accuracy, completeness, or usefulness of any information. Case studies are intended to be used as teaching tools and should not be cited as primary sources.

RUBRIC

Case Study (50 pts)

Case studies should not exceed 7,500 words in length not including cover page, table of contents and appendices. Attachments and appendices are welcome but should not dominate the content of the case entry. Remember to remove any identifying marks or insignia that would allow someone to identify the identity of a student, faculty member or academic institution. The topic addressed must be significant, rather than an isolated incident. It is a relevant and current topic that occurred within three years of the entry submission date.

15 pts Identification and analysis of the case	<ul style="list-style-type: none">• Identified case is timely and relevant• Provides an in-depth and clear understanding and analysis of the situation¹• Includes the most important facts and considerations surrounding the case• Fosters a learning opportunity for students, and allows for critical thinking
20 pts	<ul style="list-style-type: none">• Identified case is significant to the

¹ Please note that while the term “situation” is used here, a case study may relate to a real-world issue, scenario, program, dilemma, campaign, practice, or problem that an organization faces.

<p>The Business Case</p>	<p>business, rather than an isolated incident</p> <ul style="list-style-type: none"> • Demonstrates a solid understanding of how the situation impacts the business or enterprise • Dives deep into the financial and societal impacts of the case by identifying the repercussions on the enterprise, both financially and reputationally
<p>15 pts The Communication Action</p>	<ul style="list-style-type: none"> • Thoroughly addresses how the enterprise communicates about the situation. • Considers the responses of a wide range of stakeholders, both internal and external • Addresses how the case impacts society and/or the communication industry as a whole

Overall Entry (30 pts)

<p>10 pts Organization, presentation, tone, style, appearance, and readability of all documents within the entry</p>	<ul style="list-style-type: none"> • Clear and well-written • Easy to read, engaging and informative • Lack of spelling and grammar errors • Succinct and concise with streamlined information • Well-organized and flows well • The case study should not exceed 7500 words excluding the cover page, table of contents and appendices.
<p>10 pts Quality of research and citation/inclusion of sources</p>	<ul style="list-style-type: none"> • Support for all evidence presented • Quality of research sources • Consistency and thoroughness of citation format in the text and in references
<p>10 pts Absence of bias/Objectivity</p>	<ul style="list-style-type: none"> • Ability to separate facts from assumptions • Avoids making conclusions • Avoids talking about what the enterprise “should have done”

	<ul style="list-style-type: none"> • Unbiased language that uses cited supporting evidence when claiming something to be fact
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Teaching Note (10 pts)

A teaching note must accompany each entry. It should maximize the classroom value of the case by putting the issue into context, providing an outline of key facts and discussion points, and by offering teaching suggestions. It should explicitly refer to specific Page Principles and possible solutions to the business problem(s) described.

<p>10 pts The teaching note should provide an outline of key facts and offer actionable teaching suggestions</p>	<ul style="list-style-type: none"> • Maximizes the classroom value of the case by putting it into context and including key components of the case • Offers suggestions for the lesson plan, including discussion questions, assignment suggestions, etc. • Explicitly refers to Page Principles and analyzes how they relate to the business problem
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PowerPoint (10 pts)

The PowerPoint presentation should be visually appealing and designed to support a classroom discussion. It should include the relevance of the Page Principles to the case.

<p>10 pts Should be visually appealing and work well in tandem with the teaching notes for classroom use</p>	<ul style="list-style-type: none"> • Outlines the communication or business issue described in the case • Visually appealing and designed to support a classroom discussion • Should reflect and complement the teaching note
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Criteria Point Total: 100 pts