



2020 Student Case Study Competition in Corporate Communications

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 and recognized by the country's leading corporate communications executives. Grand prize winners will be recognized at the 2020 Page Spring Seminar in Brooklyn, NY.

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 an independent foundation dedicated to the science beneath the art of public relations™ that is focused on research that is applicable to communications practice. Its research is available free at www.instituteforpr.org and provides the basis for the organization's professional conferences and events.

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.**

Case selection guidelines

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, including but not limited to:

- Communication Strategy
- Reputation Management
- Media Relations
- Crisis Communication
- Issues Management
- Internal or Employee Communications
- Investor Relations

- Integrated Marketing Communications
- Government Relations
- Issues Involving Use of Technology
- Social Responsibility
- Social Media

Cases should clearly describe an organizational problem or crisis, instead of proposing solutions to the problem.

Entrants are welcome to consult past winning cases on the Page [website](#) in a research capacity but are encouraged to choose cases that were not already covered in the finalist entries of the 2019 Case Study Competition.

Judging standards

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 the grand prize and the 1st, 2nd and 3rd prize winners in each category. 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 either the case writers or the universities they attend, or to 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 following criteria:

- The significance of the business problem and of the critical issues identified in the entry (and how it relates to corporate communications) (20 points)
- The factual and accurate nature of the entry (20 points)
- The decision(s) and evaluation(s) to be made (15 points)
- The entry's style, tone, quality of expression, as well as length and overall presentation (15 points)
- The balance, fairness, and absence of bias in the entry (15 points)
- The quality of the teaching note (10 points)
- The quality of the PowerPoint presentation (5 points)

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

Please note that spelling, grammar and accuracy will impact the submission's score.

Awards

At the discretion of the judges, cash prizes totaling \$18,500 will be presented to student case writers and faculty sponsors/advisors, as listed below. The grand prize will be awarded to the best overall entry. In the event winning cases have multiple case writers and/or faculty advisors, the winning prizes will be split evenly among the winning entry participants.

	Student(s)	Faculty advisor(s)
Grand prize	\$5,000	\$1,500

Prizes for submissions from business schools

	Student(s)	Faculty Advisor(s)
1st	\$2,500	\$650
2nd	\$1,500	\$350
3rd	\$800	\$200

Prizes for submissions from communication/journalism schools

	Student(s)	Faculty Advisor(s)
1st	\$2,500	\$650
2nd	\$1,500	\$350
3rd	\$800	\$200

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 2019. 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.

Faculty sponsors may be full-time or part-time, regular or adjunct, tenured or non-tenured. The student (or team), however, must be the author of the case study and the faculty member should serve as an advisor only.

Role of the faculty advisor

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. If submissions from an educational institution exceed three in either category, priority will be given to the first three completed entries.

Online entry form

- An online entry form for each case must be submitted online, and case materials should be emailed according to the procedure outlined in the “How to submit” section below.
- No hardcopy/mailed form is necessary.
- Any marks or insignia that could identify a student, faculty member or academic institution must be omitted from the case itself and included only on the online entry form.
- The entry form and entire case study must be in English.
- The form is available at: <https://forms.gle/29pj4fCHyCi9WrN87>

Signed release

- The signed release will grant Page and the Institute for Public Relations a non-exclusive license to reprint and distribute the submission and accompanying materials. Statutory authors retain full copyright to all originally created works. **This is included in the online entry form.**

Entry fee

- A non-refundable entry fee of \$25.00 must be made payable to Page for each case submitted. Payments can be made by [credit card](#). 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

- Case study submissions are customarily between 6 and 12 pages in length. The maximum word count should not exceed 7,500 words or 15 pages in length. 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.
- Spelling, grammar and accuracy will impact the submission’s score.

Presentation

- 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.

Teaching Note

- A teaching note is to accompany each case entry
- This document should be intended to maximize the classroom value of the case by putting the problem into context, by providing an outline of key facts and discussion points, as well as by offering teaching suggestions.
- It must suggest ways in which an application of the Page Principles may apply to the case.

- Only the teaching note, and not the case itself, should explicitly refer to specific Page Principles and possible solutions to the business problem(s) described.

How to submit

- Fill out the online entry form at: <https://forms.gle/29pj4fCHyCi9WrN87>
- Email case materials to casestudies@page.org with a subject line as “Case Study – [TITLE, first 3-4 words]”.
 - Material file names should be saved as follows:
 - Abstract: “[TITLE, first 3-4 words]_abstract”
 - Case: “[TITLE, first 3-4 words]_case”
 - PowerPoint Presentation: “[TITLE, first 3-4 words]_presentation”
 - Teaching notes: “[TITLE, first 3-4 words]_notes”
- A non-refundable entry fee of \$25.00 must be made payable to the Page Society for each case submitted. Payments can be made by [credit card](#). Please refer to [this guide](#) if you have any difficulty making payments. If you have any further questions, please email casestudies@page.org.

Schedule

August 2019: National call for case entries.

January 13, 2020: Complete submissions are to be received **no later than January 13, 2020 at 11:59 p.m. ET** to casestudies@page.org, with the accompanying online form and payment.

March 2020: Final judging decisions are completed by the judging panel(s). Winners are notified. Notifications may be made by electronic mail or by phone.

April 2020: Awards presentation to the grand prize winner at the Page Spring Seminar in Brooklyn, NY.

Further Information

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.



2020 Student Case Study Competition Entry Checklist

Refer to this entry checklist before submission. Please reach out to casestudies@page.org with any further questions about submission.

- ☐ Online entry form
- ☐ Signed release (included on online entry form)
- ☐ Entry fee
- ☐ Abstract
- ☐ Case study
- ☐ Presentation
- ☐ Teaching notes