



ARTHUR W. PAGE SOCIETY

FOUNDED 1983

2004

Case Study Competition in  
Corporate Communications

*Call for Entries*

## PURPOSE

In order to advance its mission of strengthening the management policy role of the corporate public relations officer and emphasizing the highest professional standards, the Arthur W. Page Society, in alliance with the Institute for Public Relations and the Council for Communication Management, is issuing a call for original case studies written by students at accredited schools of business, communications or journalism that focus on corporate communication and the practice of public relations. The objectives of this competition are to:

- Introduce the practical applications of the core principles that define public relations as a critical function of management to scholars, teachers and students.
- Encourage research that contributes to the profession's body of knowledge and provide practical suggestions on how to improve the corporate public relations 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. The Grand Prize winners will be invited to an Awards Ceremony Dinner scheduled for April 1, 2004 at the Regent Wall Street Hotel in New York City.

## BACKGROUND

- The Arthur W. Page Society is a select membership organization for senior public relations and corporate communications executives who seek to strengthen the management policy role of the corporate public relations 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 the only independent foundation in the field of public relations dedicated to research and education. Through publications, lectures, awards, symposia, professional development forums and other programs, IPR has been at the leading edge of efforts to promote academic and professional excellence and to build the professional body of knowledge.
- The Council of Communication Management was established to provide a network through which managers, consultants and educators who work at the policy level in organizational communication can help one another advance the practice of communication in business. It provides its members, a network of several hundred senior communicators representing companies and consultancies of all sizes, with access to the latest communications expertise to help them continue to make significant contributions to their organization's success.

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 named is built upon a foundation of management concepts, which 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

- **Tell the truth.** Let the public know what's happening and provide an accurate picture of the company's character, ideals and practices.
- **Prove it with action.** Public perception of an organization is determined 90 percent by what it does and ten percent by talking.
- **Listen to the customer.** To serve the company well, understand what the public wants and needs. Keep top decision makers and other employees informed about public reaction to company products, policies and practices.
- **Manage for tomorrow.** Anticipate public reaction and eliminate practices that create difficulties. Generate goodwill.
- **Conduct public relations as if the whole company depends on it.** Corporate public relations is a management function. No corporate strategy should be implemented without considering its impact on the public. The public relations professional is a policymaker capable of handling a wide range of corporate communications activities.
- **Remain calm, patient, and good-humored.** Lay the groundwork for public relations miracles with consistent, calm and reasoned attention to information and contacts. When a crisis arises, remember that cool heads communicate best.

## AWARDS AND PRIZES

Cases may address any category or specialty within the field of corporate communication or public relations, including but not limited to:

- Crisis or Issues Management
- Government Relations
- Integrated Marketing Communications
- Internal or Employee Communications
- Investor Relations
- Measuring Communications Impact
- Interactive or Internet Public Relations
- Reputation Management

At the discretion of the judges, cash prizes totaling \$14,000 will be presented to student authors and faculty sponsors/advisors, as listed below. The Grand Prize will be awarded to the best overall entry.

Prizes	Student(s)	Faculty Advisor(s)
Grand	\$5,000	\$1,500
1st	\$3,000	\$750
2nd	\$2,000	\$500
3rd	\$1,000	\$250

## SUBMISSION GUIDELINES AND JUDGING STANDARDS

A panel of judges representing the corporate, agency and academic sectors will review all case studies entered. Judges will have the authority to make a final determination regarding the grand prize and the 1st, 2nd and 3rd third prizewinners. 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.

All entries must be balanced, fair and absent of bias. They are expected to be factual, accurate and complete. It is the author's responsibility to obtain any necessary releases or permissions. Direct quotes from public sources or any other information presented should be verifiable and scrupulously documented using APA, MLA or other acceptable convention. Particular attention should be paid to the entry's style, tone and quality of expression.

**The judges will evaluate entries according to the following criteria:**

- The purpose of the case study, its relevance and timeliness.
- The significance of the business problem (not the communications problem), and the critical issues identified and explored.
- How the effective use of the Page Principles generated constructive action and support from the affected constituencies; or conversely, the outcomes generated from the ineffective use or non-use of the Page Principles.
- How well the program addresses a substantive challenge and its importance to the organization.
- How the interests of the organization and constituents were served.
- How the impact of the communication is measured.

Judges will weigh a submission's usefulness and general value to the profession as well as its educational value. A Teaching Note is required to accompany each case entry. It should be organized to maximize the classroom value of the case offering suggestions for teaching the case and questions for discussion. While a PowerPoint presentation is not an entry requirement, it is strongly encouraged.

Students may wish to review the information contained in the publication *Analyzing a Case Study* by Professor James S. O'Rourke of the Mendoza College of Business at the University of Notre Dame which can be downloaded from the Arthur W. Page Society website [www.awpagesociety.com/public/news/analysis.pdf](http://www.awpagesociety.com/public/news/analysis.pdf), or students may request a copy of the article from the Society's headquarters.

All decisions of the judges will be considered final. No formal appeals process for review of the decisions exists.

## ELIGIBILITY

Any student, graduate or undergraduate, enrolled in an accredited school of business, communications or journalism who is pursuing a degree (full-time or part-time), is eligible to participate. 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 study's development.

Recent graduates who have received business degrees during the past two years are also eligible to submit case entries that were written while they were enrolled as students. No case entries written prior to 2002 will be accepted.

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

## ENTRY REQUIREMENTS

- A completed entry form for each case submitted.
- A non-refundable entry fee of \$25.00 payable to the Arthur W. Page Society for each case submitted.
- A Teaching Note to accompany each case entry.
- A signed release granting the Arthur W. Page Society a non-exclusive license to reprint and distribute the submission and accompanying materials. Statutory authors retain full copyright to all originally created works.

For each entry or entrant, please complete a separate entry form to accompany digital media containing the submitted case, teaching note and PowerPoint programs in Microsoft Office format.

## SCHEDULE

- **August 2003:** National call for case entries.
- **January 12, 2004:** Submissions are due at Arthur W. Page Society Headquarters.
- **February 13, 2004:** Final judging decisions are due at Page Society Headquarters.
- **April 1, 2004:** Awards Presentation at the Arthur W. Page Society Spring Seminar Dinner at the Regent Wall Street Hotel in New York City.

## FURTHER INFORMATION

Additional copies of this call and entry form may be downloaded from the Arthur W. Page Society website at [www.awpagesociety.com/public/awards/2004casescall.pdf](http://www.awpagesociety.com/public/awards/2004casescall.pdf)

Or, contact the Arthur W. Page Society  
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Please photocopy the entry form as needed. →

