



ARTHUR W. PAGE SOCIETY

FOUNDED 1983

Case Writing Competition in Corporate Communications

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 Council of Public Relation Firms and the PRSA Foundation, is issuing a call for original case studies written by business school students 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 4, 2002 at the New York Palace Hotel.

BACKGROUND

The Arthur W. Page Society is a select membership organization for senior public relations and corporate communications executives who seek to enrich and strengthen their profession. It is committed to the belief that public relations as a function of executive management is central to the success of the corporation. The Council of Public Relations Firms is dedicated to building the business of public relations by demonstrating its value as a strategic business tool, promoting the benefits of a career in a public relations firm, and helping member firms manage successful and profitable businesses. The PRSA Foundation is the philanthropic arm of the public relations profession. Its mission is to energize the future generation of public relations thought leaders.

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 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.

AWARD CATEGORIES 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, total cash prizes as listed below, will be presented to student case-writers and faculty sponsors/advisors. The Special Partnership Prize will be presented to best case co-authored by a business school student and communications/journalism school student.

Prize	Student(s)	Faculty Advisor(s)
Grand	\$5,000	\$1,500
2nd	\$3,000	\$1,000
3rd	\$1,500	\$500
Special Partnership Prize	\$2,500	\$500

SUBMISSION GUIDELINES AND JUDGING STANDARDS

A panel of prestigious 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, second, third and Special Partnership 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 permission to quote any person interviewed. 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 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 generalized 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 Power Point 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, 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 pursuing a degree (full-time or part-time) is eligible to participate. Students may participate as sole authors or as members of a case-writing team (not to exceed five people). Each student author or case-writing team must have sponsorship of a business school faculty member to participate.

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 2000 will be accepted.

The Special Partnership Prize is open to two graduate or undergraduate students, one who is enrolled in an accredited school of business pursuing a degree (full-time or part-time) and the other enrolled in an accredited school of communications or journalism pursuing a degree (full-time or part-time). Each case-writing team for the Special Partnership Prize must have sponsorship of a business school faculty member to participate.

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.

An entry fee of \$45.00 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.

SCHEDULE

September 2001: National call for case entries.

January 15, 2002: Submissions are due at Arthur W. Page Society Headquarters.

February 15, 2002: Final judging decisions are due at Page Society Headquarters.

April 4, 2002: Awards Presentation at the Arthur W. Page Society Spring Seminar Dinner at the New York Palace Hotel.

FURTHER INFORMATION

Please log onto the Arthur W. Page Society website at www.awpagesociety.com and look for the link connecting you to the Society's case writing competition.

Or, contact the Arthur W. Page Society
32 Avenue of the Americas, 6th Floor, Suite S-615,
New York, New York 10013

Telephone: 212-387-4259

Fax: 212-387-2221

E-mail: admin@awpagesociety.com

Please photocopy the entry form on the back as needed. →

2001 ENTRY FORM

Case-Writing Competition in Corporate Communication

The Arthur W. Page Society Case Writing Competition in Corporate Communication will consider original, student-written case studies focusing on corporate communication and the practice of public relations. Winning entries will be awarded cash prizes and recognized

by the country's leading corporate communications executives. For each entry or entrant, please complete a separate entry form with three (3) hardcopy versions of the submitted case and teaching note and a diskette containing the PowerPoint file and teaching note.

Student Name: _____ Email: _____ Phone: _____ Fax: _____

Name and title of faculty advisor: _____ Email: _____ Phone: _____ Fax: _____

Do you attend a: Business school Journalism school Communications school

Name of school: _____ Name of affiliated university: _____

Mailing address: _____

Expected graduation date: _____ Expected degree: _____

Entry Title And Synopsis (100 words):

Multiple horizontal lines for writing the entry title and synopsis.

Copyright Release And Signature:

I/we _____, having produced a case study entitled:

and having submitted that case study, with attachments, as an entry in the 2001 Arthur W. Page Society ("the Society") Case-Writing Competition in Corporate Communication, hereby grant the Society permission to reproduce, publish, have published in derivative works, sell, and distribute in any medium and any location this work, or any

portion thereof, in which I/we may possess rights. This permission is non-exclusive to the Arthur W. Page Society and is both royalty-free and perpetual. I warrant that this work is original and that I have permission to use all copyrighted materials where appropriate.

Student Signature(s) _____ Date _____ Faculty Advisor Signature _____ Date _____

I/we have enclosed the entry fee of \$45 made payable to the Arthur W. Page Society.

Deadline: January 15, 2002

Submit Entries To: Case-Study Competition Arthur W. Page Society 32 Avenue of the Americas, 6th Floor New York, New York 10013