



# 2012 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/communication officer and emphasizing the highest professional standards, the Arthur W. Page Society, in alliance with the Institute for Public Relations, is issuing a call for original case studies written by students at accredited schools of business, communications or journalism that focus on corporate communications and the practice of public relations. The objectives of this competition are to:

- Introduce the practical applications of the core principles that define corporate communication 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 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. The Grand Prize winners will be invited to an Awards Ceremony Dinner scheduled for March 22, 2012 at The Grand Hyatt Hotel in New York City.

### BACKGROUND

- *The Arthur W. Page Society* ([www.awpagesociety.com](http://www.awpagesociety.com)) 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* ([www.instituteforpr.com](http://www.instituteforpr.com)) is an independent nonprofit organization focused on the science beneath the art of public relations. It exists to expand and document the intellectual foundations of public relations and to make this knowledge available and useful to practitioners, educators, researchers and the corporate/institutional clients they serve.



ARTHUR W. PAGE SOCIETY



FOUNDED 1956

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

- **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 what it says.
- **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.
- **Realize a company's true character is expressed by its people.** The strongest opinions – good or bad – about a company are shaped by the words and deeds of its employees. As a result, every employee – active or retired – is involved with public relations. It is the responsibility of corporate communications to support each employee's capability and desire to be an honest, knowledgeable ambassador to customers, friends, shareowners and public officials.
- **Remain calm, patient, and good-humored.** Lay the groundwork for public relations miracles with consistent and reasoned attention to information and contacts. When a crisis arises, remember that cool heads communicate best.

## AWARDS AND PRIZES

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.

	Student(s)	Faculty Advisor(s)
<b>Grand Prize</b>	\$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

## SUBMISSION GUIDELINES AND JUDGING STANDARDS

Cases may be based on issues and experiences from companies, non-profit organizations, government entities, etc.

Cases may address any category or specialty within the field of corporate communication/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



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A panel of judges representing the corporate, agency and academic sectors will review all case studies as blind entries. Therefore, all entries must strictly adhere to the Entry Requirements listed below. Judges will have the authority to make a final determination regarding the grand prize and the 1st, 2nd and 3rd third prizewinners 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.

Cases should clearly describe an organizational problem, not the solutions to the problem. Students may wish to review the information contained in the publication *Analyzing a Case Study*, which can be downloaded from the Arthur W. Page Society website at [www.awpagesociety.com/images/uploads/Analyzing\\_A\\_Case\\_Study.pdf](http://www.awpagesociety.com/images/uploads/Analyzing_A_Case_Study.pdf) or students may request a copy of the article from the Society's headquarters.

Judges will weigh a submission's usefulness and general value to the profession as well as its educational value. A Teaching Note **must** accompany each case entry, 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. The Teaching Note should suggest ways in which an application of the Page Principles may apply to the case. Finally, the case should be accompanied by a PowerPoint presentation designed to support a classroom discussion.

**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 (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 and quality of expression (15 points)
- The balance, fairness, and absence of bias in the entry (15 points)
- The quality of the Teaching Note (15 points)

All decisions of the judges will be considered final. No 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'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.

### **The 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. Nor are they to conduct interviews or engage in research on their own in support of the writing project. Questions regarding the limits of faculty involvement may be directed to the Arthur Page Society headquarters.

### **ENTRY REQUIREMENTS**

- A completed entry form for each case submitted. Cases should be submitted as **a digital file along with ten hardcopies** of the case, Teaching Note and PowerPoint Presentation. 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 accompanying entry form.
- 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. 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.
- A signed release granting the Arthur W. Page Society 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.

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.

### **Case Length**

Case study submissions to the Arthur Page Society Case Writing Competition in Corporate Communication are customarily between 6 and 12 pages in length. The maximum word count should not exceed 7500 words or 15 pages in length. Attachments and appendices are welcome but should not dominate the content of the case entry.



### **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.

### **SCHEDULE**

- **September 2011:** National call for case entries.
- **January 16, 2012:** Submissions are due at Arthur W. Page Society Headquarters.
- **February 20, 2012:** Final judging decisions are due at Page Society Headquarters.
- **March 22, 2012:** Awards Presentation at the Arthur W. Page Society Spring Seminar Dinner at The Grand Hyatt 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 <http://www.awpagesociety.com/images/uploads/Case2012call.pdf>

Or, contact the Arthur W. Page Society 317 Madison Avenue, Suite 2320, New York, NY 10017  
Telephone: 212-400-7959 Fax: 212-922-9198 E-mail: [admin@awpagesociety.com](mailto:admin@awpagesociety.com).

**ENTRY FORM**

**2012 Case Study Competition in Corporate Communications**

The Arthur W. Page Society and the Institute for Public Relations Case Study 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, please complete a separate entry form to accompany the submitted case(s), teaching note(s) and PowerPoint presentation(s) in Microsoft Office format.

Student Name: \_\_\_\_\_ Email: \_\_\_\_\_ Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Student Name: \_\_\_\_\_ Email: \_\_\_\_\_ Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Name and title of faculty advisor: \_\_\_\_\_ Email: \_\_\_\_\_ Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Do you attend a:  Business school  Communications/Journalism school

Name of school: \_\_\_\_\_ Name of affiliated university: \_\_\_\_\_

(Expected) graduation date: \_\_\_\_\_ (Expected) degree: \_\_\_\_\_

**Entry Title:** \_\_\_\_\_

**Synopsis (100 words):**

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**Copyright Release And Signature:**

I/we \_\_\_\_\_

having produced a case study described above, and having submitted that case study, with attachments, as an entry in the 2012 Case Study Competition in Corporate Communication, hereby grant the Arthur W. Page Society and the Institute for Public Relations the non-exclusive rights 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 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 \_\_\_\_\_

**Checklist:**

- Entry fee of \$25 made payable to the Arthur W. Page Society.
- A digital copy and 10 hardcopies of the case, Teaching Note and PowerPoint presentation without any marks or insignia identifying students, faculty or schools.
- Completed entry form(s).

**Deadline: January 16, 2012**