



ARTHUR W. PAGE SOCIETY

FOUNDED 1983



Call for Entries

2006

Case Study Competition in
Corporate Communications

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, 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 6, 2006 at The Ritz-Carlton Battery Park in New York City.

BACKGROUND

- *The Arthur W. Page Society* (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) 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 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

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 \$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)
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

SUBMISSION GUIDELINES AND JUDGING STANDARDS

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 a business 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 www.awpagesociety.com/public/news/analysis.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, organized to maximize the classroom value of the case by offering teaching suggestions, as well as possible discussion points of the problems described in the case. The Teaching Note should suggest ways in which an application of the Page Principles (listed above) might lead to a successful resolution of the issues contained in 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 relevance, purpose, and timeliness of the entry. (15 points)
- The significance of the business problem and the critical issues identified in the entry. (15 points)
- The balance, fairness, and absence of bias in the entry (15 points)
- The factual and accurate nature of the entry (15 points)
- The entry's style, tone and quality of expression. (15 points)
- Quality of the Teaching Note (15 points)
- Quality of the PowerPoint presentation. (10 points)

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-writing team (not to exceed four people). In order to participate, each student author or case-writing 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.

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. 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 PowerPoint presentation outlining the business problem(s) described in the case.
- 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 2005:** National call for case entries.
 - **January 13, 2006:** Submissions are due at Arthur W. Page Society Headquarters.
 - **February 10, 2006:** Final judging decisions are due at Page Society Headquarters.
- April 6, 2006:** Awards Presentation at the Arthur W. Page Society Spring Seminar Dinner at The Ritz-Carlton Battery Park 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/2006casescall.pdf

Or, contact the Arthur W. Page Society
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E-mail: admin@awpagesociety.com.

Please photocopy the entry form as needed. →

