2016
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, 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 student and faculty winners will be invited to our Annual Spring Seminar on April 6-7, 2016 at the Conrad Hotel in downtown New York City. The Grand Prize winning team of student(s) and advisor will be provided an opportunity to discuss their case study during a session at our Awards Ceremony Dinner scheduled for April 6, 2016 at the Conrad Hotel.

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 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™ and focused on research that is applicable in 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**

- **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, the Jack Koten Page Principles Case Study Grand Prize Award and 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 winning entry participants.

**Jack Koten Page Principles Case Study Award**

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<th>Faculty Advisor(s)</th>
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<td>Grand Prize</td>
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**Prizes for Submissions from Business Schools**

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**Prizes for Submissions from Communication/Journalism Schools**

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**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
- Social Media
A panel of Page Society and Page Up member 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 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.

Cases should clearly describe an organizational problem or crisis, 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

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 must 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 (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 (should be applicable) (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 typed, completed entry form for each case must be submitted. Cases should be submitted as a digital file (by email to schin@awpagesociety.com, or via CD/flash drive, etc.) along with one (1) hardcopy of each of the following: 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. Entry form and entire case study must be in English.

- A non-refundable entry fee of $25.00 payable to the Arthur W. Page Society for each case submitted. Payments can be made by check, wire or credit card.

- 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. Entries can be mailed to Arthur W. Page Society, 230 Park Avenue, Suite 455, New York, NY 10169.

**Entries are to be received by January 15, 2016 to be eligible for the 2016 competition.**

**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

• August 2015: National call for case entries.

• January 15, 2016: Submissions are to be received no later than 1/15/16 at Arthur W. Page Society Headquarters.

• February 26, 2016: Final judging decisions are completed by the judging panel(s).

• March 2016: Winners are notified. Notifications may be made by electronic mail or by phone.

• April 6, 2016: Case study panel discussion and recognition of award winners at Arthur W. Page Society Spring Seminar Gala Dinner at The Conrad in New York City.

FURTHER INFORMATION

Additional copies of this call and entry form may be downloaded from the Arthur W. Page Society website. For questions on the competition, please contact schin@awpagesociety.com or at 212-400-7959 ext 100.

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 the Arthur W. Page Society, 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.
ENTRY FORM

2016 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), abstract(s) and PowerPoint presentation(s) in Microsoft Office format. All entry form information must be typed—handwritten or incomplete forms will not be accepted.

Student Name:___________________________________________________
Email: ____________________________                          Phone: ___________________________

Student Name:___________________________________________________
Email: ____________________________                          Phone: ___________________________

Student Name:___________________________________________________
Email: ____________________________                          Phone: ___________________________

Student Name:___________________________________________________
Email: ____________________________                          Phone: ___________________________

Full name/Title of faculty advisor:______________________________________________________________
Email: ____________________________                          Phone: ____________________________

Do you attend a:  ❑ Business school  ❑ Communications/Journalism school

Name of school:___________________________________________________
Name of affiliated college/university:____________________________________________

(Expected) graduation Date:_____________  (Expected) degree:_____________________________________________________

Entry Title:_____________________________________________________________________________________________________________

Synopsis (100 words, typed):
______________________________________________________________________________________________________________________
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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 2016 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.
❑ One (1) hardcopy of the Case, Teaching Note and PowerPoint presentation, and 1-page Abstract along with a digital file containing the same elements, all without any marks or insignia identifying students, faculty or schools.
❑ Completed, typed entry form(s).

Deadline: January 15, 2016
Submit Entries To:  Case-Study Competition, Arthur W. Page Society, 230 Park Avenue, Suite 455, New York, New York 10169
Contact: Susan Chin, schin@awpagesociety.com 212-400-7959 ext 100
Credit Card Authorization Form

PLEASE PRINT AND COMPLETE THIS AUTHORIZATION AND RETURN TO:

ARTHUR W. PAGE SOCIETY
230 PARK AVENUE, SUITE 455
NEW YORK, NY 10169
Phone 212-400-7959 Fax 347-474-7399

All information will remain confidential.

Cardholder Name: ___________________________________________
Billing Address: _____________________________________________

__________________________________________________________

Credit Card Type: _____ Visa _____ Mastercard _____ Discover _____ AmEx
Credit Card Number: ___________________________________________
Expiration Date: ___________________________________________
CVV2 #: (last 3 digits located on the back of the credit card; for Amex 4 digits on front of card): ___________

Amount to Charge: $ ________________ (USD)

I authorize ___________________________ to charge the agreed amount listed above to my credit card provided herein. I agree that I will pay for this purchase in accordance with the issuing bank cardholder agreement.

Cardholder – Print Name, Sign and Date Below:

Signed: __________________________________________
Dated: ___________________________________________
Name: ___________________________________________