

## 2017 Case Study Competition in Corporate Communications

### Call for Entries

#### PURPOSE

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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; and
- 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 April 6, 2016 at the Conrad Hotel in New York City.

#### BACKGROUND

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- 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 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](http://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**

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### **1. Tell the truth.**

Let the public know what's happening with honest and good intention; provide an ethically accurate picture of the enterprise's character, values, ideals and actions.

### **2. Prove it with action.**

Public perception of an enterprise is determined 90 percent by what it does and 10 percent by what it says.

### **3. Listen to stakeholders.**

To serve the enterprise well, understand what the public wants and needs and advocate for engagement with all stakeholders. Keep top decision makers and other employees informed about stakeholder reaction to the enterprise's products, policies and practices. To listen effectively, engage a diverse range of stakeholders through inclusive dialogue.

### **4. Manage for tomorrow.**

Anticipate public reaction and eliminate practices that create difficulties. Generate goodwill.

### **5. Conduct public relations as if the whole enterprise depends on it.**

No strategy should be implemented without considering its impact on stakeholders. As a management and policymaking function, public relations should encourage the enterprise's decision making, policies and actions to consider its stakeholders' diverse range of views, values, experience, expectations and aspirations.

### **6. Realize an enterprise's true character is expressed by its people.**

The strongest opinions—good or bad—about an enterprise are shaped by the words and deeds of an increasingly diverse workforce. As a result, every employee—active or retired—is involved with public relations. It is the responsibility of corporate communications to advocate for respect, diversity and inclusion in the workforce and to support each employee's capability and desire to be an honest, knowledgeable ambassador to customers, friends, shareowners and public officials.

### **7. Remain calm, patient and good-humored.**

## **AWARDS AND PRIZES**

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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. In the event winning cases have multiple case writers and/or faculty advisors, the winning prizes will be split evenly among winning entry participants.

	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**

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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 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 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 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 [Case Study Competition webpage](#).

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**

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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 W. Page Society at [casestudies@awpagesociety.com](mailto:casestudies@awpagesociety.com).

## ENTRY REQUIREMENTS

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- An online entry form for each case must be submitted online, and case materials should be emailed. No hardcopy/mailed form is necessary. 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 online entry form. The entry form and entire case study must be in English. To submit a case:
  - Complete the online case study submission form for each case here: <https://goo.gl/forms/FMjclcKANleBEGEb2>
  - Email case materials to [casestudies@awpagesociety.com](mailto:casestudies@awpagesociety.com) with a subject line as “Case Study – [TITLE, first 3-4 words]”. Please save material file names as follows:
    - Case: “[TITLE, first 3-4 words].case”
    - PowerPoint: “[TITLE, first 3-4 words].presentation”
    - Teaching notes: “[TITLE, first 3-4 words].notes”
    - Abstract: “[TITLE, first 3-4 words].abstract”
- A non-refundable entry fee of \$25.00 payable to the Arthur W. Page Society for each case submitted. Payments can be made by [credit card](#). If you have any questions, please email [casestudies@awpagesociety.com](mailto:casestudies@awpagesociety.com).
- 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

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- September 2016: National call for case entries.
- January 11, 2017: Complete submissions are to be received no later than January 11, 2017 to [casestudies@awpagesociety.com](mailto:casestudies@awpagesociety.com), with accompanying online form and payment.
- March 2, 2017: Final judging decisions are completed by the judging panel(s).
- March 2017: Winners are notified. Notifications may be made by electronic mail or by phone.
- April 6, 2017: Awards Presentation to the Grand Prize Winner at the Arthur W. Page Society Spring Seminar Dinner at the Conrad in New York City.

## FURTHER INFORMATION

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Additional copies of this call and entry form may be downloaded from the Arthur W. Page Society website or by contacting [casestudies@awpagesociety.com](mailto:casestudies@awpagesociety.com).

### **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.