

**2013 Bateman Case Study Competition  
Project Brief: Preventing Youth Bullying  
(As of Aug. 20, 2012)**

Bullying, both in person and online, has become a critical issue in recent years due to the rise of social media, as well as the rise in socioeconomic, cultural and religious differences as the United States becomes increasingly diverse.

The short- and long-term effects of bullying can be substantial – for the bully, the victim and even those who witness bullying. Bullying can lead to development issues, mental health disorders, sleep problems, school attendance issues and decreased academic performance.

As bullying is often an underreported issue, but still one that requires action, the need for more communities, educators and other key stakeholders to understand the repercussions of bullying behaviors has increased.

**As such, the 2013 Bateman Case Study Competition goals are to increase awareness among children, teens, parents and other key audiences of the serious short- and long-term consequences of youth bullying (bullying between the ages of 10-19), and inform these audiences of the steps they can take to help prevent and report bullying.**

**RESEARCH ASSOCIATED WITH THIS ISSUE**

(Note: This research is provided to offer more detail on the issues surrounding bullying. Teams can and should incorporate further primary and secondary research into their campaign.)

Bullying information from National Education Association (<http://www.nea.org/home/19535.htm>):

- Six out of 10 American teenagers witness bullying in school once a day.
- Bullying affects nearly one in three American schoolchildren in grades six through 10. Eighty-three percent of girls and 79 percent of boys report experiencing harassment.
- Bullying can escalate into more serious behavior. Forty percent of boys identified as bullies in grades six through nine had three or more arrests by age 30. Bullies are at a greater risk of suicide than their targets. Bullies often grow up to perpetuate family violence.

Bullying can take many forms, but it usually includes the following types of behavior:

- Physical – Hitting, kicking, pinching, punching, scratching, spitting or any other form of physical attack. Damage to or taking someone else's belongings may also constitute physical bullying.
- Verbal – Name calling; insulting; making racist, sexist or homophobic jokes or remarks; teasing; using sexually suggestive or abusive language; offensive remarks.
- Indirect – Spreading negative stories about someone, excluding someone from social groups, making someone the subject of malicious rumors, sending abusive mail, email and text messages (cyber bullying).
- Cyber Bullying - Any type of bullying that is carried out by electronic medium, including:
  - Text message
  - Picture/video via mobile phone cameras
  - Phone call via mobile phones
  - Email
  - Chat room
  - Instant messaging (IM)
  - Websites

## **MAJOR STAKEHOLDERS ASSOCIATED WITH THIS ISSUE**

- Children and teens being bullied between the ages of 10-19
- Parents of children and teens between the ages of 10-19 who are being bullied
- Educators and school safety officials
- Educational institutions and their communities
- Agencies and organizations advocating for safer communities

Note: Your team may select to target children at any age within the given 10-19 years old range. Teams are not required to target the entire age range.

## **WHO IS THE “CLIENT”?**

There is no client-of-record for this competition as of yet – however, National Headquarters is still seeking a sponsor/client. If a sponsor/client is not secured by November, teams will need to identify and partner with one or more local organizations with similar missions to create a local cause-related public relations campaign.

## **THE OPPORTUNITY**

As this is a widespread issue, addressing this issue in your local community and local schools to understand the cause and effect of bullying situations is vital to this campaign. A successful and thorough campaign should detail:

- Research that determines the extent of the bullying problem and the reasons for bullying in person and online.
- Communications objectives, primary audiences and key messages, explaining why bullying is on the rise, what change is needed and what actions can be put in place to prevent or report bullying.
- A campaign complete with communications strategies and tactics – to increase public awareness of the problem and potential consequences, provide information about bullying behaviors and what steps to take to prevent this growing trend. Your campaign should be tailored to your team’s community. Events should occur in the community and not on the national scope.
- Evaluation to determine the impact of the campaign against its objectives.

Campaign effectiveness and creativity will also be judged.

The judges will understand that a short-term campaign will not and cannot resolve the issue. However, the judges will assess the campaign’s initial progress and the promise it holds for future outcomes.

## **FURTHER QUESTIONS**

Questions about the Bateman Case Study Competition can be sent to PRSSA Headquarters at [amy.ovsiew@prsa.org](mailto:amy.ovsiew@prsa.org).