

**PRSSA Partners With SVA, The Plank Center and Edelman
for 2016 Bateman Case Study Competition**

NEW YORK (Sept. 28, 2015) – The Public Relations Student Society of America (PRSSA) will challenge participants of the PRSSA 2016 Bateman Case Study Competition to raise awareness and spark local and national dialogue around the importance of education, in partnership with [Student Veterans of America](#) (SVA), [The Plank Center for Leadership in Public Relations](#) (“The Plank Center”) and [Edelman](#).

“SVA is such a worthy cause to be partnering with for the Bateman Competition,” said **Laura Daronatsy**, PRSSA 2015–2016 National President. “Competition participants are going to have a great impact on this organization.”

The goals of this year’s Bateman Competition are to increase awareness on college campuses and in communities about veterans who are students around the globe, as well as increasing the support and networks for these deserving individuals. Students will implement a campaign that aligns with the mission of the client’s national movement.

“As the number of veterans in college continues to increase, so does the need for university administrators and the public to gain a deeper understanding of their issues,” said **Jared Lyon** of Student Veterans of America. “Just like traditional students — there is no singular journey for the student veteran. Our goal at Student Veterans of America is to change the public perception surrounding veterans at the crossroads between military-to-civilian transition to a longer view from degree completion to meaningful employment. We believe that veterans bring with them a wealth of knowledge, experiences and diversity, and we are thrilled to partner with PRSSA to ensure that every veteran becomes an informed consumer of their GI Bill benefits and to communicate the value that veterans bring to higher education, employers and to our communities.”

This year’s client, SVA, is a coalition of student veterans groups on college campuses across the globe. These SVA chapters help veterans reintegrate into campus life and succeed academically. Each chapter must be an officially recognized student group by their university or college and provide a peer-to-peer network for veterans who are attending the school. Additionally, chapters often coordinate campus activities, provide pre-professional networking and generally provide a touchstone for student veterans in higher education. The Competition is sponsored by The Plank Center and Edelman.

“The Bateman Competition was a legacy of **Betsy Ann Plank**, founder and namesake for The Plank Center,” said **Ron Culp**, chair of The Plank Center Board of Advisors. “Betsy had a passion for students, both their education and their success in the profession. By continuing to support this initiative, The Plank Center continues her legacy and focus on helping students develop the necessary skills for success, as well as building awareness and support for an important issue.”

The Bateman Case Study Competition originated in 1973 as a National Case Study allowing PRSSA members to exercise the analytical skills required for public relations problem solving. In 1983, the name of the Competition was changed to honor the late **J. Carroll Bateman, APR**. Bateman was a past president of the Public Relations Society of America (PRSA) and was instrumental in the founding of PRSSA.

For additional information and updates about the PRSSA 2016 Bateman Case Study Competition, visit www.prssa.org/scholarships_competitions/bateman/.

About Student Veterans of America

SVA is a 501(c)(3) nonprofit coalition of 1200+ student veteran organizations representing 440,000 veterans in higher education. SVA's mission is to provide military veterans with the resources, support and advocacy to ease veteran and active military students' transition into higher education and leverage military experience to launch successful careers in high-demand fields. For more information, visit us at www.studentveterans.org and follow us on Twitter @studentvets.

About The Plank Center for Leadership in Public Relations

The Plank Center is the leading international resource for practitioners, educators and students who are passionate about advancing their careers and the public relations profession. Its mission is to help develop and recognize outstanding diverse public relations leaders, role models and mentors to advance ethical public relations in an evolving, global society.

About Edelman

Edelman is the world's largest public relations firm, with more than 5,000 employees in 65 cities, as well as affiliates in more than 35 cities. Edelman was named one of Advertising Age's "A-List Agencies" in both 2010 and 2011, and an "Agency to Watch" in 2014; *Adweek's* "2011 PR Agency of the Year;" *PRWeek's* "2011 Large PR Agency of the Year;" and The Holmes Report's "2013 Global Agency of the Year" and its 2012 "Digital Agency of the Year." Edelman has been awarded seven Cannes Lions including the Grand Prix for PR in 2014. Edelman was named one of the "Best Places to Work" by *Advertising Age* in 2010 and 2012, and among Glassdoor's "Best Places to Work" in 2011, 2013 and 2014. Edelman owns specialty firms Edelman Berland (research), Edelman Deportivo (creative) Blue (advertising), BioScience Communications (medical communications) and agency Edelman Significa (Brazil). Visit www.edelman.com for more information.

About the Public Relations Student Society of America (PRSSA)

The Public Relations Student Society of America (www.prssa.org) is the foremost organization for students interested in public relations and communications. Founded in 1968 by its parent organization, the Public Relations Society of America (PRSA), PRSSA includes more than 11,000 student members and advisers, and is active at more than 340 colleges and universities.