



September 2022

**TO:** PRSSA Chapter Members  
PRSSA Faculty Advisers

**FROM:** Jeneen Garcia, Senior Vice President, Programs, PRSA

**RE:** 2023 Bateman Case Study Competition

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PRSSA is pleased to share the details of the 2023 Bateman Case Study Competition. This year, students are challenged to develop a campaign on behalf of the [News Literacy Project](#). Details regarding the direction of this campaign will be shared on October 28. In the meantime, you may want to consider registering for the three-part webinar series, [Are You as News Literate as You Can Be?](#). The first part of this series will be held on Tuesday, Oct. 4. Also, stay tuned for the launch of a new platform on the News Literacy Project website on October 5.

As in the past, Bateman teams will be expected to create a well-thought-out public relations campaign, inclusive of research through evaluation. Following the first round of judging, the three selected finalist teams will present their campaigns to be judged. All members of the finalist teams must be available for the final phase in May 2023. The logistics/administration of the Competition's final phase will be determined in the spring of 2023.

We encourage all interested undergraduate college students to submit an intent-to-enter form. As one of the most challenging programs PRSSA offers, past teams have testified that the program provides an unmatched experience.

Participants of the Bateman Competition can expect to gain valuable client experience and portfolio material, with the added bonus of possibly winning a monetary prize. The first-place team will receive \$3,500 and a trophy; the second-place team will receive \$2,500 and a plaque; and the third-place team will receive \$1,500 and a plaque.

Please read the enclosed material carefully, and if you have questions, feel free to contact PRSSA National Headquarters at (212) 460-1476.

Enclosures: Project Brief (Will be posted to the website by October 28)  
Rules and Guidelines  
Timeline  
Intent-To-Enter Form