



PRSSA 2026 BATEMAN COMPETITION PROJECT BRIEF

THE CLIENT:

ACCESS Newswire is one of the top three newswires in North America, serving thousands of organizations with reliable, transparent, and trusted PR and IR distribution services. For more than 17 years, ACCESS has elevated brand stories for clients ranging from startups and small businesses to the world's largest enterprises. Now, ACCESS is bringing real-world PR into the classroom. Through our new educational program, college professors can access the ACCESS platform free of charge, giving students hands-on experience with:

- Press release drafting and distribution.
- Media list building and pitching.
- Monitoring and measuring media coverage across print, broadcast, digital, and social channels.

This initiative helps bridge the gap between theory and practice, preparing the next generation of PR and communications professionals with the tools they will use throughout their careers.

THE CHALLENGE:

Despite being one of the most trusted newswires in North America, ACCESS faces low brand awareness among academic institutions and younger audiences who are getting ready to embark on their new career journeys. Many professors teaching PR and communications lack access to professional-grade distribution and media tools to incorporate into their curriculum.

The challenge is twofold:

1. Drive adoption of the ACCESS Newswire platform among professors nationwide as a classroom teaching tool.
 2. Position ACCESS as a credible, long-term partner for universities' own newsroom and media distribution needs.
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OBJECTIVES:

A) Classroom Integration & Student Training

- Introduce ACCESS Newswire's platform into college PR, Marketing, and Communications courses.
- Spread awareness and drive adoption of ACCESS Newswire's platform into other course majors, showing the value of these tools across all areas of study i.e. the Entrepreneur program – how will they get their brand noticed? the Sports Broadcasting program – where can find their news within seconds?
- Provide professors with onboarding resources, case studies, and training modules to ensure smooth adoption.

B) University Partnerships & Brand Visibility

- Establish ACCESS Newswire as a trusted partner for university communications teams.
- Showcase how ACCESS can support official university news distribution, newsroom hosting, and earned media strategies.

C) Media Coverage & Thought Leadership

- Garner national and regional media attention around the educational initiative.
 - Elevate ACCESS Newswire's role as an industry leader investing in the next generation of PR professionals.
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JUDGING (Measures of Success):

Successful campaigns will:

- Show creative strategies to encourage adoption by professors and universities.
 - Highlight ways to engage both students and academic institutions.
 - Achieve measurable results.
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RESOURCES:

- **ACCESS Platform Access** – Free student and professor user seats.
- **Onboarding Guides & Case Studies** – Materials demonstrating real-world PR use cases.
- **Media Kit & Branding Assets** – Logos, boilerplate, and company information.
- **Dedicated Program Support Team** – For inquiries, training, and media coordination.