**2024-2025 PRSSA National Bateman Competition**

**Syracuse University**

**S.I. Newhouse School of Public Communications**

**Information and Application Process**

**What is the Bateman Competition?**

The Bateman Case Study Competition, sponsored by PRSSA, is a national public relations campaign competition among teams fielded by PRSSA chapters at colleges and universities across the United States. As many as 70 to 100 universities participate each year.

The 2024-2025 Bateman Case Study Competition offers an exciting, unique and challenging experience; and provides countless opportunities for participants to exercise creativity and originality in planning a campaign.

**What are the advantages to the student in participating as a member of the SU Bateman Team?**

“Just so you know, Bateman came up in every interview and every conversation I had [while job hunting.] The experience was so much more than I ever could have gotten in a classroom, and I was proud to show my portfolio because of it.” (Quote from a former Bateman Team member)

The Bateman Competition fields the best students at universities from across the nation. Public relations professionals recognize Bateman Team membership as an indicator that the student is among the best at his or her university. There is significant prestige for having served on a Bateman Team; there is even more professional recognition for members of a team who place among the top three teams or receive the top 15 honorable mention awards. Given the talent and quality of students at Syracuse University, teams should rank at the top of the competition!

Bateman provides an opportunity to polish skills in planning and implementing a “live” public relations campaign. It also provides very strong portfolio pieces.

Past members have mentioned that working on the team gave them five new friends in their final years at university – and beyond.

**Do the team members receive academic credit for serving on the SU Bateman Team?**

Yes! Team members receive 3 hours of PRL 400 Bateman Research course credit in the Fall Semester 2024 annd 3 hours of PRL 425 Bateman Campaigns course credit in the Spring Semester 2025 (if all course pre-requisites are completed). A special section of Public Relations Campaigns is assigned to members of the Bateman Team, if they have not yet taken this course. Students who have taken PRL 425 - Campaigns are still eligible to be selected for the Bateman Team, if they are not graduating before May 2025. Each such participant may receive independent study credit.

**Where does the SU Bateman team meet and work during Fall Semester 2024 and Spring Semester 2025?**

The Bateman team members work in Newhouse – in a designated class room as well as at off-site locations. The Bateman Team has a designated work space in Newhouse to use for various efforts and activities.

**Who is the client for the 2024-2025 campaign?**

The client for the 2024-2025 campaign has not yet been designated. Details for the client brief have not been announced as yet by the PRSSA headquarters but are usually announced sometime after July each year.

**Where will the final Bateman Case Study Competition be staged?**

The final part of the Bateman Competition usually takes place in New York City, but from year to year that may change depending on the national client.

**How is the SU Bateman Team selected?**

A selection committee comprised of Syracuse Public Relations faculty and/or professional practitioners review application packets and select finalists. The selection committee makes the final choice of the six team members.

**What skills need to be represented on the SU Bateman Team?**

Although no individual team member can fulfill all of the criteria, the SU Bateman Team as a whole needs to have all the following skills:

* Ability and drive to take First Place in the national competition.
* Ability to work together, sharing the leadership, creativity and campaign workload.
* Willingness to demonstrate respect for colleagues and advisers and to have fun while working productively, on deadlines and under significant pressure, not unlike the PR profession.
* Ability to do in-depth secondary research, including finding and analyzing data, stories and articles that help the team understand the situation, the client and the publics/audiences integral to the campaign.
* Ability to do primary research: identify noted experts pertinent to client’s project, stage interviews and analyze information gathered from in-depth interviews; design, implement and analyze data from audience surveys; design, conduct and interpet data from audience focus groups.
* Exhibit strong program evaluation skills.
* Understanding of the Syracuse University requirements regarding primary research and knowledge of the process required to secure timely approval from the Syracuse Institutional Review Board (IRB).
* Ability to translate scholarly concepts into practical applications that solve real-world problems for the client.
* Ability to be strategic in setting goals and objectives that flow from research and meet the client’s needs.
* Ability to design creative tactics to support the team’s strategies.
* Outstanding writing competency.
* Outstanding presentation skills.
* Ability and experience with traditional and non-traditional media relations.
* Knowledge of university regulations and processes for scheduling, arranging and publicizing activities on campus.
* Knowledge of the surrounding community in Onondaga County and the willingness to contact influencers within the area.
* Connections with campus organizations and groups for collaboration purposes.
* Graphic and visual communication skills, including software, such as Adobe Creative Suite (InDesign, Illustrator and Photoshop), Power Point, Excel, and others
* Video editing skills using iMovie, Final Cut Pro and PremierePro and others.
* Web design skills, including software, such as Dreamweaver, Canva and Wix.
* Willingness to work during university holiday periods.
* Ability to function without much sleep three weeks prior to the entry deadline when the documentation book must be produced.

**What are the criteria for application?**

**Applicants must:**

1. Be undergraduate members of Syracuse PRSSA. Dues must be paid for the year by the deadline date that the names of selected team members are submitted to PRSSA – **which is after the Bateman Team selection process is completed.**
2. Be available to present the final project to the national judges in mid to late **May 2025** **if the SU Bateman Team is one of the top three national finalists.** Generally, any required travel costs are covered for national finalists by national PRSSA or Newhouse. The national competition presentations are usually within a week after May graduation.
3. Have **adequate time** and **personal commitment** to work on the campaign, both during the 2024 fall semester and the 2025 spring semester. The Bateman Team meets with its faculty adviser about 2 to 3 hours a week or more during the fall semester (to be determined based on student and faculty schedules) and holds additional team meetings of two hours or more twice a week during the balance of the Fall Semester 2024; meetings are similar in Spring Semester 2025, except team/adviser meetings will increase. All primary and secondary research will be conducted and completed during fall semester; all research is completed outside and in addition to team weekly meetings. Also, the campaign plan, all related events and all necessary communication materials will be determined and developed during the fall semester. During the spring semester, the pubic portion of **campaign implementation must be finalized; the campaign is conducted ONLY from approximately February 1 to March 1, 2025.** All written campaign documentation occurs **after** the public campaign.
4. Subsequently, the evaluation and the campaign book must be prepared during March 2025, **including over Spring Break 2025**, as the book is due in New York near the end of March. Therefore, the **commitment of time is much greater in the Spring Semester**, often requiring daylong, evening and week-end efforts during implementation and evaluation.
5. By the end of the Fall Semester 2024, all applicants must meet all pre-requisites to register for PRL 425 Bateman Campaigns, or have completed the PRL 425 Campaigns course.
6. Complete and submit an application **by 11:59 p.m. on Monday, August 26, 2024.** Address the application packet to the attention of the **Bateman Selection Committee. Email the completed application to:**

**Iva Vasilev at** [**ibaberko@syr.edu**](mailto:ibaberko@syr.edu)

1. **There will be no extensions beyond that date/time.**

**What should be included in the SU Bateman Team application?**

**Applicants must include:**

* A completed and signed **application/commitment form** should be the **first page** of your application due no later than **11:59 p.m. on Monday, August 26, 2024**.
* A well-written **letter of application**. The letter should state why you would like to be a member of the team. It should discuss the strengths that you could bring to the team and give examples that demonstrate those strengths.
* A current **detailed resume**, including **narrative descriptions** of each work/internship and volunteer leadership activity.
* A **complete list of the Public Relations and Newhouse required and elective courses** you’ve completed and have helped to develop your strengths. **Include the course numbers and names for each course.**
* A list of **all courses you are taking** in Fall Semester 2024 and plan to take in Spring Semester 2025.
* A list of **activities or experiences at Syracuse outside of the classroom** that have built specific skills and you believe would contribute to the team.
* A list and short description of any **internships completed.**
* A list of **extracurricular activities** to which you are committed in academic year 2024-2025.
* An **eportfolio of work** that demonstrates your skill, creativity and professionalism. The **eportfolio** is your decision; you have **complete creative control.** Your eportfolio **should be in a digital format.**
* Please submit **copies of your application** materials electronically.
* **Only finalists will be asked to make an oral presentation** and complete details will be provided to the finalists when they are selected.

**Who are the SU Bateman Team faculty adviser/coach and the professional adviser for 2024-2025?**

Assistant Teaching Professor, Deanna K.W. Pelfrey, MA, APR, Fellow PRSA is the faculty adviser for **Bateman 2023-2024**.

The faculty and professional advisers for 2024-2025 will be announced in Fall 2024.

**If you have questions, please contact:**

Deanna K.W. Pelfrey, APR, Fellow PRSA

(she, her, hers)

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