**2019 - 2020 Bateman Competition**

**University of Florida**

**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.

The 2019-2020 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 UF CJC 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 or receive the top 15 honorable mention designation. UF teams often rank at the top of the competition. The 2011 and 2014 Bateman Teams won first place in the nation, and the 2012 and 2015 Teams placed second in the nation. Every UF Bateman Team has been in the top 15 nationally for the past eleven years.

Bateman provides an opportunity to polish skills in planning and implementing a “live” public relations campaign. It also provides you with strong sample materials.

Past members have mentioned that working on the team gave them four new friends in their final year at UF – and beyond.

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

Yes! Team members receive 3 hours of Bateman Research credit in the fall 2019 semester and 3 hours of Campaigns course credit in the spring 2020 semester. 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 Campaigns are still eligible to be selected for the Bateman Team, if they are not graduating before May 2020. Each such participant will receive independent study credit to be applied to Block 1.

**Where does the Bateman team meet and work during fall 2019 and spring 2020 semesters?**

The Bateman team members work in the Bateman Studio – a private, fully-furnished and technologically equipped room with key card access in the College of Journalism and Communications – Lower Level.

**Who is the client for the 2020 campaign?**

The client for the 2019-2020 campaign has not been announced as yet by the PRSSA headquarters in New York. Usually, universities are given this information by July and we anticipate knowing sometime in July or August 2019. Students who completed and submitted an Interest in Applying Form will be notified via a personal email as soon as we know.

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

The final part of the Bateman Competition often takes place in New York City, but from year to year that changes depending on the national client. In the past, the final competition was hosted in Chicago, Atlanta and Minneapolis. All travel expenses are paid by PRSSA and/or the CJC.

**How is the UF PRSSA Bateman Team selected?**

A selection committee comprised of UF Public Relations faculty, Advisory Council members and professional practitioners reviews application packets and selects finalists. Each finalist makes an oral presentation which is taped. The selection committee makes the final choice of the five team members.

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

Although no individual team member can fulfill all of the criteria, the Bateman Team as a whole needs to have 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.
* Ability to respect colleagues and to have fun while working productively, on deadlines and under pressure.
* Ability to do secondary research, including finding and analyzing data, stories and articles that help the team understand the situation, the client and the publics/audiences pertinent to the campaign.
* Ability to do primary research, including design, implementation and analysis of surveys as well as to design, conduct and analyze material gathered from in-depth interviews.
* Strong program evaluation skills.
* Understanding of the UF requirements regarding primary research and knowledge of the process required to secure timely approval from the UF 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/non-traditional/digital/social media.
* Knowledge of university regulations and processes for scheduling, arranging and publicizing activities on campus.
* Knowledge of the surrounding community in Alachua 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, Prezi, Wix and others.
* Video editing skills using iMovie, Final Cut Pro and PremierePro.
* Web design skills, including software, such as Dreamweaver.
* Willingness to work during university holiday periods.
* Ability to function without much sleep three weeks prior to the entry deadline when the final documentation book must be produced.

**What are the criteria for application?**

Applicants must:

1. Be undergraduate members of UF PRSSA. Dues must be paid for the year by the date that the names of team members are submitted to PRSSA, **which is after the selection process is completed.**
2. Be available to present the final project in early to mid **May 2020**. Travel costs are covered for national finalists. 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 2019 fall semester and the 2020 spring semester. The Bateman Team meets with its faculty advisor about three hours a week during the fall semester (tentatively on Wednesdays from 3:00 to 6:00 p.m.) and holds additional team meetings of two hours or more twice a week during the fall semester; meetings are similar in spring semester, except team/advisor meetings will increase. All primary and secondary research will be conducted and completed in the fall semester; all research is completed outside and in addition to these weekly meetings. Also, the campaign plan and related communication materials will be developed and finalized during the fall semester. During the spring semester, the **campaign must be conducted ONLY from 10 February to 10 March 2020.**
4. Subsequently, the evaluation and the campaign book must be prepared during March 2020, as it is due in New York at the beginning of April. Therefore, the **commitment of time is much greater in the spring**, often requiring daylong and week-end efforts during implementation and evaluation.
5. By the end of the fall 2019 semester, meet all prerequisites to register for

PUR 4800 Public Relations Campaigns, or have completed that course.

1. Complete and submit an application **by 4:00 pm on Thursday, 29 August 2019.** Address the application pack to the **Bateman Selection Committee.** Deliver the completed application to the **Public Relations Office, Weimer 2085. There will be no extensions beyond that date/time.**

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

Applicants must include:

* A completed and signed **commitment form** should be the **first page** of your application due no later than **4:00 pm on Thursday, 29 August 2019**.
* 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 and volunteer leadership activity.
* A **complete list of Public Relations and College of Journalism and Communications 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 2019 and spring 2020.
* A list of **activities or experiences at UF 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 2019-2020.
* A **portfolio of work** that demonstrates your skill, creativity and professionalism. The **portfolio** is your decision; you have **complete creative control.** These portfolios **will be returned at the conclusion of the team’s selection.** Digital samples of your work may be submitted on a flash drive.
* Please submit **TWO hard copies of your written application** materials:
  1. **one in a folder** (or binder or whatever you prefer to use) submitted along with your portfolio
  2. **one as an unstapled and unbound copy** of the informational pages that make up your application and that are included in the folder. Because each member of the selection committee needs to have a copy of your application materials to read/review, it is necessary for us to make **multiple copies of your application** materials. The portfolios will be available for committee members to review but copies will not be made of the portfolios/samples. By providing an original plus portfolio and a separate unstapled and unbound copy of your application materials, it will simplify and facilitate our process in making multiple copies for the selection committee. Please, **no PowerPoint slides** and **do NOT email the application** as it is to be submitted in printed form.
* **Only finalists will be asked to make an oral presentation** and complete details will be provided to the finalists when they are selected.

**Who is the Bateman Team advisor and coach for 2019-2020?**

Professor Deanna K.W. Pelfrey, BA, MA, APR, Fellow PRSA is the faculty

advisor.

Rena Langley, Senior Vice President, Walt Disney World Public Affairs and Worldwide Government and Industry Relations is the professional advisor.