

Bateman Fact Sheet: 2014-2015

About the Bateman Case Study Competition

First established in 1973, the Bateman Case Study Competition challenges teams of students to research, plan, implement and evaluate a public relations campaign for an actual client. The Bateman Case Study Competition, sponsored by the Public Relations Society of America, is a national public relations campaign competition among teams fielded by PRSSA chapters at more than 100 colleges and universities across the United States.

PRSSA is challenging participants of the 2015 Bateman Case Study Competition to raise awareness and spark local and national dialogue around the importance of affordable housing. The campaign will be implemented in partnership with Home Matters, The Plank Center for Leadership in Public Relations and Edelman.

The goals of the 2014-2015 Bateman Competition are to increase awareness and educate Americans about the serious societal consequences of poor quality housing and to engage communities in steps they can take to support Home Matters in this endeavor.

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 330 colleges and universities.

About Home Matters

Home Matters is a movement that unites America around the concept of “Home” as the place where lives and families thrive and as the bedrock for a stronger nation. As Home Matters grows, so too will public awareness of the proven connections between stable housing and jobs, education, health, the economy, public safety, and other important facets of American life. Launched in March 2013, Home Matters is comprised by a coast-to-coast coalition of leaders and community organizations providing housing and related services in 26 states — from California to Vermont, Florida to Washington — as well as national entities like the National NeighborWorks Association and Habitat for Humanity.

University of Florida Bateman Team

The University of Florida Bateman Team has a long history of competing successfully in this national case competition. The UF College of Journalism and Communications Bateman team was named #1 in the competition in 2011 and 2014 and #2 in the competition in 2012. UF teams also won in 1983, 1986, 1990, 1995, 1996, 1998 and 2001. Current college seniors, Elliot Levy, Valeria Yulee,

Karilla Dyer, Andrea Cepeda and Trisha Tucker are part of the 2014-2015 UF Bateman Team. The team's academic adviser is professor Deanna K.W. Pelfrey, APR, Fellow PRSA, and the professional adviser is Craig Dezern, Vice President Global Public Relations at the Walt Disney Company.