

**PRSSA Partners With Home Matters®, The Plank Center and Edelman
for 2015 Bateman Case Study Competition**

NEW YORK (Aug. 7, 2014) — The Public Relations Student Society of America (PRSSA) will challenge participants of the PRSSA 2015 Bateman Case Study Competition to raise awareness and spark local and national dialogue around the importance of affordable housing, in partnership with Home Matters® (Agency of Record is Edelman), The Plank Center for Leadership in Public Relations (“The Plank Center”) and Edelman.

“It is great to see PRSSA working with a national movement client like Home Matters that gives back to communities across the country, much like many of our Chapters,” said Heather Harder, PRSSA 2014–2015 National President. “The Bateman Competition is one of the most rewarding projects our members could participate in and the centerpiece of PRSSA competitions.”

The goals of this year’s Bateman Competition are to increase awareness among the American public and educate them about the serious consequences of poor quality housing, as well as inform and engage communities in steps they can take to help Home Matters take action now. Students will implement a campaign that aligns with the mission of the client’s national movement or work with a local Home Matters non-profit member.

“There’s a housing crisis in America today,” said Dave Brown of Home Matters. “The pursuit of the American Dream is broader than ever and reflects new and changing American values. Having a physical shelter does not mean that individuals and families can feel safe, that their children will get a quality education, that the economy is improving or that they have the community support necessary to thrive. Home Matters is grateful for this opportunity from PRSSA to help us bring awareness and generate societal change to ensure every individual has access to a place they can call home.”

This year’s client, Home Matters, is a national movement that is focused on raising awareness and funds to make home a reality for everyone. Led by the National NeighborWorks Association, Home Matters is supported by the NNA Fund, along with a coast-to-coast coalition of leaders, community groups, nonprofits and the public at large. The Competition is sponsored by The Plank Center and Edelman.

“Betsy Ann Plank, founder and namesake for The Plank Center, always said public relations, practiced at its best, is essential to a democratic society in which people make daily decisions in the workplace, the marketplace, the community and the voting booth,” said Ron Culp, chair of The Plank Center Board of Directors. “Her affinity for students, both for their education and their success in the profession, make this a partnership she would have fully supported. The campaign will develop their skills, while raising awareness for an important issue in our society.”

The Bateman Case Study Competition originated in 1973 as a National Case Study allowing PRSSA members to exercise the analytical skills required for public relations problem solving. In 1983, the name of the Competition was changed to honor the late **J. Carroll Bateman, APR**. Bateman was a past president of the Public Relations Society of America (PRSA) and was instrumental in the founding of PRSSA.

For additional information and updates about the PRSSA 2015 Bateman Case Study Competition, visit http://www.prssa.org/scholarships_competitions/bateman/.

About Home Matters®

The Home Matters movement was launched in 2013 by a group of visionary housing professionals and leaders that identified a gap in public discourse. Fundamental societal challenges in our nation – from health to education, to public safety, the economy and individual success – all have a common denominator: their connection to Home. With a high-level holistic approach to house, Home Matters underlines the link between Home and these core societal issues such as health, education, safety, individual success and the economy.

About The Plank Center for Leadership in Public Relations

The Plank Center is the leading international resource for practitioners, educators and students who are passionate about advancing their careers and the public relations profession. Its mission is to help develop and recognize outstanding public relations leaders, role models and mentors to advance ethical public relations in an evolving, global society.

About Edelman

Edelman is the world's largest public relations firm, with more than 5,000 employees in 65 cities, as well as affiliates in more than 35 cities. Edelman was named one of Advertising Age's "A-List Agencies" in both 2010 and 2011, and an "Agency to Watch" in 2014; Adweek's "2011 PR Agency of the Year;" PRWeek's "2011 Large PR Agency of the Year;" and The Holmes Report's "2013 Global Agency of the Year" and its 2012 "Digital Agency of the Year." Edelman has been awarded seven Cannes Lions including the Grand Prix for PR in 2014. Edelman was named one of the "Best Places to Work" by Advertising Age in 2010 and 2012 and among Glassdoor's "Best Places to Work" in 2011, 2013 and 2014. Edelman owns specialty firms Edelman Berland (research), Edelman Deportivo (creative) Blue (advertising), BioScience Communications (medical communications) and agency Edelman Significa (Brazil). Visit <http://www.edelman.com> for more information.

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.