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Putting Their Skills to the Test: PRSSA Competes in the Bateman Competition



by Skylar Rossi

The Public Relations Student Society of America offers members the opportunity to compete in the Bateman Competition, a national case study contest for public relations students. This year PRSSA partnered with the Lymphoma Research Foundation. The goal for teams was to raise awareness on campus and within the local community about adolescent and young adult lymphoma and help make Lymphoma Research Foundation the go-to for information on this disease. For the first time at Manhattan College, students Ally Mejia, Jana Clark, Madison Mulkigian, and Michael Ficaro took on this challenge. Together, the students worked to develop a full public relations campaign—putting their education and internship experience to good use.

“Manhattan’s chapter of PRSSA has never competed in the Bateman competition, so we decided that it would be a great opportunity to make our school and PR program more well-known,” shared Madison Mulkigian, Operations Coordinator of Manhattan College’s chapter. “Dr. Anwer also expressed how many opportunities this competition creates amongst the panel of judges who will look at our campaign.”

MCPRSSA President Ally Mejia added, “The Bateman competition serves as a great opportunity for E-board members to showcase their skillsets while developing a PR campaign. It allowed us to gain a perspective in constructing a PR campaign outside of the classroom. All in all, there were so many benefits of participating in the Bateman Competition that made it impossible to turn down!”

Getting hands-on experience in one’s field of interest greatly prepares students for their future careers. The Bateman competition allowed participants to strengthen their skills and get a taste of what it is really like to work as a professional in the field of public re-



lations. An opportunity they could not pass up, it equipped them to take on projects like this in the future and to enter the workforce feeling more confident about their skills.

A competition like this does not come without challenges though. On top of working vigorously at this campaign, students must balance their other classes, extracurriculars, and jobs. Beginning over winter break, team members worked to navigate conflicts as a team and work together equally, finding time to produce work that they were proud of and that represented the talent within the PRSSA chapter.

In addition to strengthening their time management skills, participants have seen many benefits.

“The Bateman Competition has allowed me to work in a group with some talented and smart individuals,” explained Mejia. “It has also given me the opportunity to become a better researcher, writer, and editor. All of which are considered to be important skills in the world of public relations.”

Mulkigian discussed how she looks to take advantage of as many programs like this as possible, noting that each one she takes part in contributes to her future success.

“I think the more campaigns I work on during my time at Manhattan, the better! The skills I’m learning by working on campaign writing and implementation are essential for my future career and the only way to get better is to keep working,” said Mulkigian.

When asked what they were most excited about, Mejia and Mulkigian both had similar thoughts—to finally see their time and effort come together into a final campaign.

“I am definitely most excited to see the end product,” shared Mejia. “After months of constructing our campaign, it will be so rewarding to see all of our hard work pay off!”

“As many of us have experienced in Strategic Planning in PR, there is no better feeling than seeing your hard work in a well-designed layout,” added Mulkigian.

The dedication that these students have put into the Bateman Competition has helped them gain the tools needed to find success in public relations. They grabbed the opportunity to create a professional campaign similar to those in the PR field. Finally, feedback from judges and getting to see other teams’ campaigns will help them to grow in their skills, becoming increasingly more prepared for their future.

Making history as the first team from the college to participate in the Bateman Competition, this team has already made Manhattan College and the Communication department proud. ★

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— Ally Mejia