

# Bateman Competition 2021

San José State University



# Meet the Team



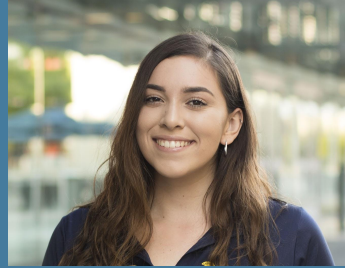
Zoe Dolak



Tanner Little



Aliza Bolliger



Valerie Brunt



Christine Di Salvo



# What is the Bateman Competition?

- Annual PRSSA case study competition
- Over 50 national entrants
- Previous clients include the US Census, Student Veterans of America, The PRSA Foundation, etc.



Previous SJSU PRSSA Bateman Competition entry in 2019.



# Bateman 2020



- Objective is to build a platform to promote civil discourse.
- Client is PRSA
- Ultimate goal to build a platform that could be implemented nationwide.



# Defining Civil Discourse

According to an Association of American Colleges & Universities article:

“...Discourse that is civil means that those involved

- undertake a serious exchange of views;
  - focus on the issues rather than on the individual(s) espousing them;
  - defend their interpretations using verified information;
  - thoughtfully listen to what others say;
  - seek the sources of disagreements and points of common purpose;
  - embody open-mindedness and a willingness change their minds;
  - assume they will need to compromise and are willing to do so;
  - treat the ideas of others with respect;
  - avoid violence (physical, emotional, and verbal).”
- (Leskes, 2017)

## VALUES of CIVIL DISCOURSE

- ☆ Honest and fact-based
- ☆ Respectful in words, tone and body language
- ☆ Curious, not hostile
- ☆ Deliberative, not combative
- ☆ Seeks to understand through listening
- ☆ No winners or losers; considers the collective
- ☆ Employs empathy and emotional discipline
- ☆ Takes responsibility for personal attitudes, words, and actions



# Bridging Respect



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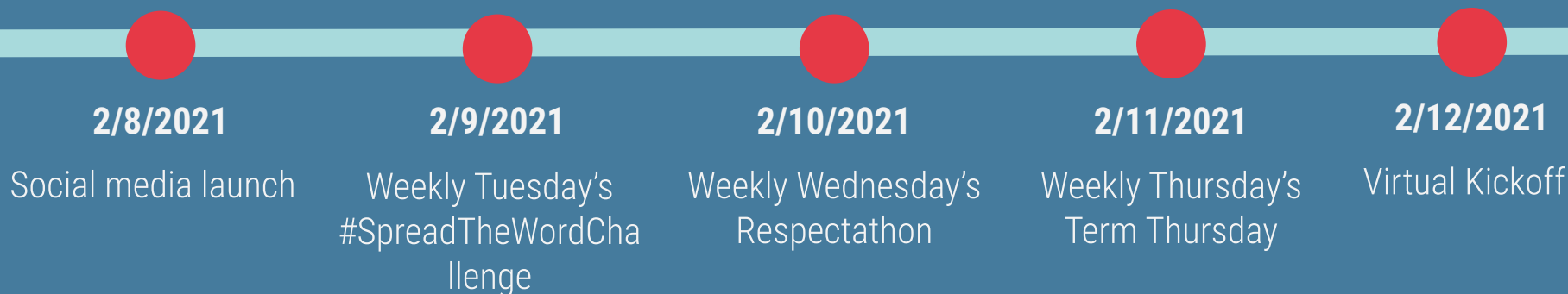
# Messaging

- Bridging Respect
  - Connection
  - Awareness
  - Conversation



# Campaign Timeline

Launch 2021



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# Campaign Timeline

Event 2021



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# Training Booklet/ Toolkit



- Useful in educational purposes
  - Guide to respectful and civil communications for work, campaigns, and every day
- Will contain glossary/directory for quick reference on words and topics
- Accessible online and printable
- Can be distributed to organizations, groups, employees, etc.



# Social Media Campaigns

- #SpreadTheWordChallenge
  - This is a weekly challenge where participants will engage in challenge regarding civil discourse.
    - Week #1: Have a conversation with someone who is of a different race, gender, ethnicity, socioeconomic background, ect.
- Respectathon
  - This is a weekly campaign spreading messages of respect and civility, no creating issues online
    - Different societal theme each day: politics, religion, ect.
- Term Thursday
  - Each week on Thursday our team will highlight a word/terms/topics regarding civil discourse
    - Term #1: Civil Discourse - is engagement in discourse(conversation) intended to enhance understanding.



# Workshops/ Virtual Events



- Kick Off Event
- A dialogue within PRSA during the month of February
- Workshop with PRSSA SJSU
- Workshop with SJSU Ad Club
- Virtual Pledge



# PRSA of Silicon Valley Collaboration

- Virtual Town Hall Volunteers for campaign program
  - Tentative date: 2/12/2021 our team is flexible to move around the date
- Promoting our campaign (toolkit) via PRSA newsletter
  - Our team can draft the messaging

We also hope to get your input on our campaign!



# Thank you!

Questions, comments or  
concerns?



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