**California State University, Long Beach Earns Honorable Mention in PRSSA’s 2022 Bateman Case Study Competition**

*This Year’s Competition Asked Students to Educate Adolescents and Young Adults about Lymphoma*

**LONG BEACH, Calif.** – **April 27, 2022**–PRSSA, the foremost organization for students interested in the public relations and communications fields, announced that California State University, Long Beach received an honorable mention in the [2022 Bateman Case Study Competition](https://prssa.prsa.org/scholarships-and-awards/bateman-competition/).

This year’s Bateman Case Study Competition was hosted in partnership with the Lymphoma Research Foundation (LRF), the nation’s largest nonprofit devoted exclusively to funding innovative lymphoma research and serving the lymphoma community through education programs, outreach initiatives and patient services.

Currently, more than 1 million people in the United States are living with, or in remission from, a form of lymphoma — the most common type of blood cancer. More than 111,000 people in the United States are diagnosed with the disease each year. The 2022 Bateman Case Study Competition challenged student teams to research, plan, implement and evaluate a public relations campaign centered on raising awareness around the resources currently available to those touched by the disease, including patients, survivors, caregivers and loved ones. More specifically, students were tasked with educating adolescents and young adults (AYA), while revamping the foundation’s campaign efforts toward eradicating lymphoma.

PRSSA Headquarters received 51 entries for the competition. Of these submissions, 11 universities, including Cal State Long Beach, received an honorable mention and three were chosen as finalists to present their campaigns to a panel of judges on May 12.

“To be recognized by PRSSA in the top 14 universities in the country is quite an honor,” said Krista Coriaty, faculty adviser and lecturer at California State University, Long Beach’s Department of Journalism & Public Relations. “By receiving an honorable mention, our students proved their deep understanding of public relations, and that they knew how to research, plan, implement and evaluate a campaign on an important issue like lymphoma and make a difference on our campus and in our community.”

-more-

California State University, Long Beach’s month-long online campaign for LRF was developed and implemented by five top public relations students: Trinity Beasley, Brenda Melara, Susan Lopez, Krysta Gonzalez, and Mahgol Karimkhanzand.

The campaign’s overall goal was to empower individuals to educate young adults in Long Beach on the prevalence of this cancer, while also highlighting the unique struggles that AYAs with lymphoma go through. The team spread awareness of lymphoma through education, support, and advocacy through a multifaceted campaign that included partnerships with local nonprofits, hosting interactive virtual and in-person events, reaching out to influencers that were connected with the lymphoma community, and creating a cookbook to aid lymphoma patients and their families.

“Our team’s goal was to not only create an exceptional campaign, but to also create a positive impact in our community by creating resources that could be utilized long after our campaign ended -- like our cookbook, which followed the LRF health guidelines and promoted a nutritional diet for all,” said Trinity Beasley, project leader.

The winning teams below will be recognized during the awards ceremony and dinner at PRSSA’s 2022 International Conference:

**Finalists**

* Brigham Young University-Provo Team
* University of Florida
* University of Nebraska-Lincoln

**Honorable Mentions**

* California State University, Long Beach
* Central Michigan University
* High Point University
* Kent State University-Blue
* Kent State University-Gold
* Louisiana State University
* Montclair State University
* Temple University
* University of Georgia
* University of Oregon
* West Texas A&M University

-more-

**About the Bateman Case Study Competition**

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 memory of the late J. Carroll Bateman, APR. Bateman was a past president of PRSA and was instrumental in the founding of PRSSA.

**About the Public Relations Student Society of America**The Public Relations Student Society of America (PRSSA) 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 nearly 9,000 student members and advisers, and is active on nearly 375 colleges and university campuses, including in Argentina, Colombia, Peru and Puerto Rico. For more information, please visit [www.prssa.org](http://www.prssa.org/).

# # #