



High School Competition 2026 Contest Rules

Mass Communications

Faculty Coordinator: Mr. Jalen Hereford, Instructor of Mass Communications

Contact: 615-465-5761

Email: jhereford@columbiastate.edu

Columbia State Community College is again pleased to host **High School Competition Day** in this area on **March 20, 2026**. A **Mass Communications** competition is included in the day's activity and we hope that you and your school's journalism faculty will encourage student participation.

Because we would like to make our scheduling arrangements as soon as possible to minimize the chance of conflicts with regular college classes, **we would appreciate a response from your school by the announced deadline. On-line registration for your school must be received by March 6, 2026.** We must limit each school to **only three participants** (individuals or groups) in the Mass Communications competition.

THE CHALLENGE: Brand Commercial

Purpose:

The purpose of this assignment is for students to collaborate and create a commercial promoting a real product. Many media outlets are looking for people who can record, write, and produce commercials for their brands. This assignment will steer students in what brands want from media creators.

Skills:

This challenge provides an opportunity for you to practice the following skills that are essential to your success in school / in this field / and in professional life beyond school:

- Storytelling
- Editing
- Visual Storytelling
- Brand Messaging
- Critical Thinking

Task:

Either individually or as a group, you will create a 30-60 second commercial promoting a real product. The commercial must include the actual product. Additionally, music and graphics are optional. The commercial must highlight the brand's message, identity, and purpose.

SUBMISSION OF COMMERCIAL:

Please send your (or your group's) commercial to Professor Jalen Hereford at jhereford@columbiastate.edu **no later than Thursday, March 19.**

Contestants will gather in the designated classroom (Hickman 130) on competition day to view the commercials.

REQUIREMENTS:

- **Visual Storytelling:** Strong editing and camera work
- **Brand Representation:** Include the brand's logo
- **Script:** Include the dialogue and scene by scene

Call to action: End the commercial with a "Try it today" or some form of call to action.

We look forward to seeing your students on our campus on **March 20, 2026!**

If you need further information or have any questions, please contact Mr. Jalen Hereford.