



## **Washington Media Scholars Media Plan Case Competition**

The goal of the Washington Media Scholars Media Plan Case Competition is to offer college students real world experience where media and policy intersect. For the past 16 years, the case competition provides college students the opportunity to use media planning, buying and strategy skills in response to real world scenarios and use cases to gain valuable experience and connections, and the chance to win scholarships.

**The Competition is made up of 3 distinct phases.**

**Qualifying round:** In this round of competition, students may enter as teams or individuals and demonstrate their strategic media and critical analysis skills by answering questions in response to a fictitious scenario.

**Semifinal round:** Semifinalist teams of two must respond to a new brief that introduces a new, real world scenario involving a policy issue. Teams must research the issue, determine their team's position, identify key audiences to move to action and begin to frame a media strategy and plan. During this round, students may participate in a recorded virtual question and answer session on the assignment, scheduled for March 5th, 4:00 PM EST. **The semifinal assignment must be uploaded on March 23rd, by 11:59 PM EST.**

**Final round:** Upon selection, 6 finalist teams of 2 will receive a full briefing and budgets directly from their client(s). On June 7th, student finalist teams travel to Washington DC for an all-expenses-paid intensive week of expert coaching, professional development and networking with top media industry professionals. During this week, finalist teams will hone their media plans and present final client pitches live, in front of a panel of media industry and policy experts for their shot at a combined total of \$18,500 in scholarships. Winning student teams will be announced at a prestigious, industry-wide event attended by 160 of media professionals on June 11, 2026, at the National Association of Broadcasting headquarters, in the heart of Washington, DC.

**Highlights of the all-expenses-paid Media Scholars Week experience include:**

- **Connections:** Site visits and information sessions with the top media companies in all categories: audio, streaming, digital, social, search, television, radio
- **Coaching:** One on one coaching by experienced practitioners of media research technology, including syndicated research platforms and industry leading media planning technology
- **Skill-building:** Mentorship and pitching skills training from members of WMSF's advisory committee
- **Community:** Joining a national circle of students, alumni, academic advisors and industry professionals
- **Capital City Sightseeing:** Unique experiences in and around Washington, DC.

**2026 Media Scholars Week: June 7th-12th**