



NRB 2026

12-hour Social Media Challenge Details

Registration Deadline: 01/30/2026

THE CHALLENGE

This new challenge invites Christian college students to create a bold, high-impact short-form video for social media that speaks directly to the cultural moment.

Teams of 1–3 students will conceptualize, film, and edit a **45–90 second social media piece** during a 12-hour production window on-site at NRB 2026 at Gaylord Opryland in Nashville, TN.

At the Challenge Kick-Off, students will receive a required theme and a required on-screen prompt. Entries may take a variety of formats, including:

- Direct-to-camera commentary on current cultural or moral issues
- A historical or constitutional fact about America's Christian foundations
- A theological or doctrinal explanation
- Christian apologetics or worldview analysis
- A narrative or documentary-style micro-story

The goal is to produce a piece that is **clear, compelling, convictional, and grounded in truth.**

TIMELINE

Thursday, December 11	Window opens to register for the Challenges
Wednesday, January 30, 11:59 pm	Deadline to register to participate in the Challenge
Monday, February 16, 7:00 pm	iNRB Meet & Greet
Tuesday, February 17, 8:30 am	Challenge Kick-Off
Tuesday, February 17, 9:00 am	Challenge Begins
Tuesday, February 17, 9:00 pm	Challenge Ends

ELIGIBILITY

This contest is open to all NRB Member Educational Institutions with communications or film programs or student-run broadcasts. Teams must consist of students currently enrolled in and attending the same NRB Full Member Educational Institution.

AWARDS & PRESENTATIONS

First-, second-, and third-place winners will be recognized with certificates during the Student Award Ceremony at NRB 2026. Following the convention, the first-place team's school will receive an engraved award with the names of the students on the winning team.

SOCIAL MEDIA PROJECT COMPONENTS

Teams will produce a **45–90 second vertical or horizontal video** designed for platforms such as Instagram Reels, YouTube Shorts, or TikTok.

Entries must:

- Incorporate the required theme and on-screen prompt
- Present a message with conviction, clarity, and biblical grounding
- Engage directly with cultural, historical, or theological ideas
- Uphold Christian values and communicate truth with confidence
- Use only original footage captured during the 12-hour window

Acceptable formats include, but are not limited to:

- Direct-to-camera commentary (e.g., cultural analysis, worldview issues, historical correction)
- Short apologetics pieces
- Story-driven or documentary-style micro-features
- Creative visual explanations of Christian or theological concepts
- The tone may range from inspirational and encouraging to academic to bold and editorial—but must remain consistent with NRB's standards of excellence and Christian witness.

TARGET AUDIENCE

The intended audience includes **young adults and emerging thought leaders** who actively engage with cultural and ideological content online. These viewers are

accustomed to fast-paced discourse and are seeking clarity, conviction, and intellectually grounded perspectives.

Your project should provide a substantive, truth-centered message that cuts through digital noise—whether by addressing cultural confusion, offering historical insight, explaining a theological concept, or making a bold biblical appeal.

CHALLENGE RULES

- All team members must be present at the Kick-Off on Tuesday, February 17, at 8:30 a.m.
- Teams may consist of 1–3 students.
- All story development, filming, editing, graphics, and audio work must take place within the 12-hour window.
- Students may film inside or outside the hotel in pre-approved NRB areas.
- All media used must be original, public domain, or properly licensed.
- Faculty advisers may not assist in any creative component or production work.
- All participants appearing on camera must sign the provided release form (including team members).
- All projects must adhere to legal and industry standards of excellence.
- No unauthorized copyrighted content may be used.

WHEN YOUR PROJECT IS FINISHED

- Export your final video in a (1080x1920 vertical reel format).
Use the file naming format **SchoolName_ProjectName**. Save your project to a USB flash drive provided by your team.
 - Submit the USB drive — along with all signed release forms — to designated iNRB staff **no later than 9:00 p.m. on Tuesday, February 17**. Late entries will not be eligible for prizes; they may be screened at the discretion of the judges, but this is not guaranteed.
- Your project may not be posted on any social media or broadcast on any website until after the contest is over and the winners have been announced.

JUDGING CRITERIA

Judges will evaluate projects based on:

- **Strength of Message:** clarity, conviction, and biblical grounding
- **Engagement:** ability to capture and hold attention

- **Flow & Structure**
- **Visual Composition & Technical Quality**
- **Editing & Pacing** suited for short-form platforms
- **Audio Quality & Delivery**
- **Use of Required Theme & Prompt**
- **Adherence to all rules and requirements**

The decisions are at the complete discretion of the judges, and all decisions are final.

Keep in mind that judges will base their scores on the criteria listed above. To increase your chances of winning, produce your project to this grading rubric. In prior challenges, the submission with the best overall “production value and look” has not always won the contest. This is because it likely was not created with all judging criteria in mind.