



## Manitoba Soil Science Society Annual Meeting February 3 & 4, 2022

### Graduate Student 3-minute Video Competition

#### CONTEST RULES AND TIPS

Show and tell your story! Pitch your research project in a three-minute pre-recorded video to tell us about your soil science related research. If your video is selected for showing at the conference, you will be required to take part in a live Q & A session following the showing.

Cash prizes will be awarded to the videos selected by our judges. Judging criteria is based on both the video and participation during the Q & A session.

#### Rules:

- Video entries must be received **January 28<sup>th</sup>, 2022** to qualify. Video format as either .mp4 or .mov is acceptable. A link will be provided for entry submission.
- By completing the entry form, you are agreeing to be photographed and/or video-taped, to allow any recordings to be made public, and for your video entry to be posted on our website.
- Maximum video length is 3 minutes (2.5 minutes minimum).
- The graduate student must appear in at least 2 minutes of the video and must introduce themselves at the beginning of the video (name, program, degree being sought and University).
- Videos must be based on research conducted by the graduate student that is part of their graduate program thesis.
- This is NOT a PowerPoint presentation! However, individual slides may be used sparingly during your video to share an image, graphic, study results such as a map, pie chart, bar graph, table etc...No written notes or cue-cards can be visible on the video.
- Other people are permitted in the video, providing they are relevant to the story. Anyone who appears in your video is also required to provide written consent to the video being posted on our website and shown during the conference.
- Images, photos, diagrams, or other visuals used in the video that are not created by the graduate student must be properly credited and permission obtained prior to use.
- For videos selected to be shown during the conference, entrants are required to take part in the live Q & A session about their research in their assigned slot.

#### Tips:

Before you record:

- Plan! Be sure your story has a beginning, middle, and end. Start by deciding on the key messages of your video, sketch content for each message, then flesh out in more detail.
- Tailor your video for a **general audience** – avoid using technical language or abbreviations/acronyms, and assume your audience is new to your topic.
- Be succinct, using shorter words/sentences that convey clear messages.
- Give real-world context as to why your research is needed.
- Practice your script (out loud!) and logistics before recording.

During and post recording:

- Use your favourite recording device (your phone?!) and editing app(s).
- Be aware of background noise or other interference that could impact video quality.
- You are the star of this video - viewers want to both see and hear you. Consider recruiting someone to help with shooting the video.
- Connect with your audience – be personable, relatable, genuine, maintain eye contact. For example, share something about yourself as part of your narrative.
- Mix it up to keep it interesting – show still images, graphics, pictures, etc..., vary your video location, voiceover background video, feature a guest or two, etc...
- Prepare your video in chunks to test what works and use editing to bring it all together.
- Watch your video with a critical eye then edit.
- Ask a few trusted people to review and provide constructive feedback then edit/re-record as needed.

Example videos:

- <https://youtu.be/tfqXHOPNjtM>
- <https://www.youtube.com/watch?v=tvnerN7ylns>