



scicomm****
CASE COMPETITION
BY THE MCGILL SCIENTIFIC WRITING INITIATIVE

INFO SESSION

January 14th 2022
Live Zoom | 6:00 PM EST

Why participate?

- Open to anyone! It doesn't matter how much science or communications background you have
- Either way, you will get to learn more about how to research a topic and present this information to many different audiences
- **EXCLUSIVE** workshops and networking events only available to participants
- Prizes! (TBD)

2022 COMPETITION FORMAT

Infographic

- Focus on visuals, with some written content to complement the visuals
- You should aim to communicate your with the general public which may lack scientific background

Podcast/ 2 min. video

- Podcast:
 - 10 minutes max
 - Any format, ex Q and A style

- Video
 - 2 mins max
 - Aim for something that would be posted on social media: ex Tiktok, Instagram reel, etc
 - Be creative! Check out science social media accounts for inspiration

- For both: target audience= general public lacking a scientific background

Literature Review

- 4 pages single-spaced max
- Citations not included in page limit
- Meant to see if you are able to explain your project to people within the scientific field

Theme

SCIENCE AND DIVERSITY

Examples

- Diversity of ecosystems
- Lack of diversity in scientific positions of power, scientific research
- Cell diversity
- Microbial diversity
- Focus not on giving a general overview of the topic, but on perhaps a new specific finding, or something you want to advocate for

Timeline (updated deadlines!)

Jan 26th	Deadline for registration
Jan 28th	Competition officially starts; teams announced
Jan 31st	Topic submission and group name deadline; info package sent out; infographic round begins
Feb	Workshop to help with infographic
Feb 11th	Deadline for infographic
Feb 14th	Podcast/video round begins
Feb 28th	Deadline for podcast/video; begin judging to see who moves on to literature review
Mar	Workshop to help with literature review
Mar 7th	Literature review participants announced; round begins
Mar 27th	Deadline for literature review
Apr 8th	Winners announced

Rounds

First round (everyone):

Infographic

Podcast/video

Second round (finalists):

Literature review

Judges

Journalists, faculty members, etc

As of now, Diane Dechief and Ingrid Chiraz have been confirmed judges!

Registration

Fill out the form at <https://www.mcgill-mswi.com/scicomm-apply> or scan this QR code:

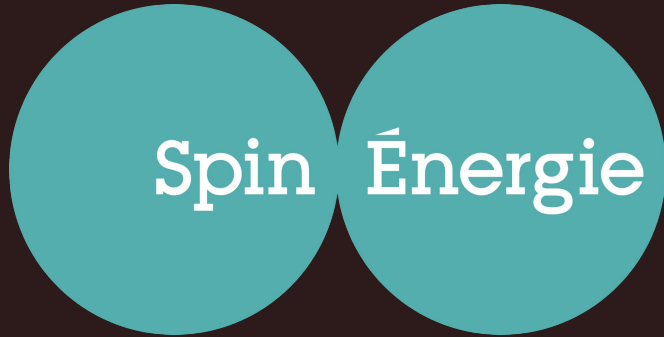


If registering as a team, make sure to write down teammates' names
(Teams should be 2-4 people)

If you don't have a team, register individually, and we'll place you in one

Prizes

Includes cash prizes and publication in next year's MSURJ release



Any questions?

Resources: mswi-mcgill.com/scicomm

Email: mcgill.swi@gmail.com