



sciComm

CASE COMPETITION

BY THE MCGILL SCIENTIFIC WRITING INITIATIVE

INFO SESSION

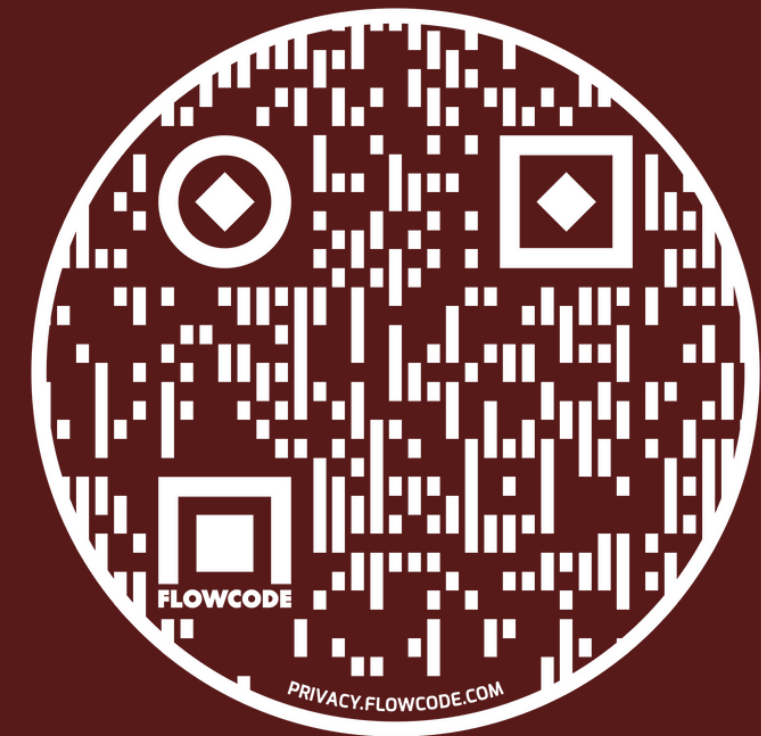
October 15th 2020
Live Zoom | 6:00 PM EST

© McGill Scientific Writing Initiative

ABOUT THE CASE COMPETITION

- * *SciComm* is a fun and collaborative way to experiment with investigating a problem, conducting a research analysis to solve the issue, and then presenting it in different formats tailored to particular audiences.

Scan this QR code with your phone's camera to view our website:



PRIZES

The 1st and 2nd place teams will be rewarded with a cash prize, special gift contributions from our sponsors, as well as potential publications (conditions may apply).



TIMELINE

- * Oct 17 Registration opens
- Jan 4 Competition officially starts; info package sent to all teams
- Jan 10 Topic submission deadline
- Jan Workshops 1 & 2
- * Jan 31 First round project submission deadline
- Feb Workshop 3
- Mar Workshop 4
- Mar 28 * Final round project submission deadline

ROUNDS

* First round (everyone):

News article + Primary source (interview)

* Second round (finalists):

* Children's book

Journal article

NEWS ARTICLE

600 words (about a page single-spaced).

Primary source (interview) required.

Focused on communicating with the general public with limited scientific background.

CHILDREN'S BOOK

10 page max, simple illustrations required.

Focus isn't on the drawings, more about simplifying complicated scientific topics in a way that a child could understand.

JOURNAL ARTICLE

Most likely a 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.

MENTORS & JUDGES

Mentors:

- Finalist teams will be assigned one.
- Graduate or upper-year undergrad students with research experience.

Judges:

- Will be rating team submissions.
- Faculty members, journalists, children (for the story book).

WHAT WILL YOU GAIN?

* You will get to learn more about how to research a topic and present this information to many different audiences.

* Participants will also get exclusive access to workshops and networking events.

SciComm is open to any McGill undergrad: it doesn't matter if you don't have a lot of science or communications background!

REGISTRATION

Opens on October 17th

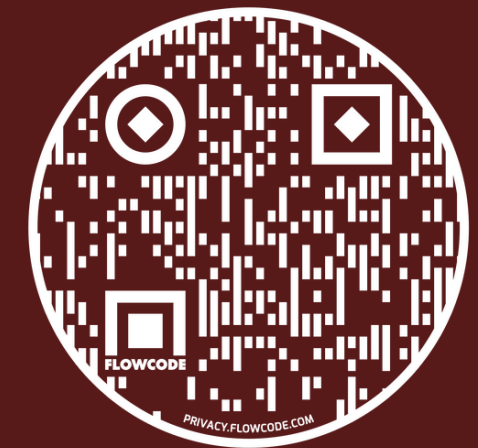
Form to be filled out on the website

www.mcgill-mswi.com/sci comm

Can register as:

- A team of 2-4 (indicate names of teammates)
Each team member must fill out the form.
- An individual participant

We will place you into a team.



This year's theme is...

drum-roll please



sci**comm**
CASE COMPETITION

This year's theme is...

ENVIRONMENT!



Example 1

DON'T: Why is polluting bad?

DO: How does air pollution affect the respiratory health of those with chronic diseases?

Example 2

DON'T: How does deforestation affect the environment?

DO: Why does the deforestation of the Amazon impact the local migration patterns of birds and how does this change affect their livelihoods?



scicomm
CASE COMPETITION

ANY QUESTIONS?

Feel free to reach out to us on Facebook
or via email at mcgill.swi@gmail.com !