

SORB 2025 Science Communication Contest Guidelines

This year, SORB is pleased to offer conference registrants the opportunity to participate in the NEW Science Communication Contest. If you are interested in submitting a video, please see the information below:

Rationale:

Science misinformation and disinformation has become a significant concern in our society. With view to engaging the public in the innovative research in reproductive biology that is happening throughout Southern Ontario, the SORB-McMaster team offers trainees (undergraduates and graduates) the opportunity to develop short video submission to communicate their science in a lay, public friendly manner. *The objective of these videos should be to convey the impact of your research on your target audience.* This a great way to develop and demonstrate your science communication skills. HINT: Remember to (1) consider your target audience's needs (2) tell a story (3) make the graphics in your video as inclusive as possible.

Key dates:

- Video submission for the contest opens on Monday, April 28, 2025.
- Video submission deadline is Friday, May 23, 2025.

Eligibility & Guidelines:

- To participate in the contest, you must be registered to attend SORB 2025. If you are not registered for the conference by the deadline, your video submission will be ineligible.
 - *Please note: You do NOT need to submit an abstract for an oral/poster presentation to enter the Science Communication Video Contest.*
- If your video discusses information pertaining to your research as an undergraduate or graduate student, obtain approval from all parties involved in your research prior to submission.
- These videos will be publicly available, so content must be appropriate.

Video Details:

- Video should be between 60 and 90 seconds long.
- Your content should focus on reproductive biology, covering either a specific topic within the field or your own research project.
 - *Please note: You do NOT require a research project to participate in the contest.*
- Any information provided in your video should be correct. If misinformation occurs, the video will be ineligible.
- Video quality should be a minimum of 720p, and audio must be clear.
- Video should be uploaded in the submission form only, we will not accept videos sent to our email.

Voting Information:

- All conference registrants will be eligible to vote in the contest. QR codes linking to a voting form will be provided from 8 am until 3:45 pm.
- The winner of the Science Communication Contest will be determined by number of votes on the day of the conference.
- The videos will be posted on our Instagram story on May 30 and the winning video will be posted in our feed on our Instagram account (@sorbmcmaster) and website.