



Fund it Forward: The Science Coalition Student Video Challenge

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Introduction and Description

Thanks to America's investment in science, we helped create the medicines that treat and cure illness, the renewable energy fueling a clean tomorrow, and the communication technologies that connect family and friends across the globe. Science and engineering have taken us to the depths of the ocean and the height of the stars with myriad discoveries in between.

As the next generation of student innovators, where will your imagination lead? How can investment in scientific research propel a brighter future?

The Science Coalition (TSC), a nonprofit, nonpartisan group of more than 50 research universities, is hosting a video challenge for students like you to tell us your stories!

TSC is dedicated to growing America's investment in fundamental science, but we cannot take support for research funding for granted. At a time of competing priorities, it is important that Congress hear why robust federal support for research is critical for our future.

The power of a great story can change the world. We need your help – your stories – to spread the word about why science matters. Help us remind Congress that now is the time to invest in science, that now is the time to Fund it Forward!

Submit your video today to The Science Coalition Student Video Challenge!

Questions can be sent to tsc@sciencecoalition.org.

Eligibility

Currently enrolled undergraduate and graduate students who are affiliated with [TSC member institutions](#) are eligible to participate in the challenge. Students from all academic disciplines are welcome to participate as individuals or in teams. All participants must be 18 years of age or older. Participants must self-certify their eligibility as part of the online submission.

Graduate student and undergraduate student entries will be judged in two separate tracks. Finalists and winners will be selected from each track independently of the other track.

Prize Information

Seven cash prizes will be awarded and winning videos will be featured on TSC's website and social media, and shared with members of Congress.

Undergraduate Students	Graduate Students
First place \$1,000	First place \$1,000
Second place \$750	Second place \$750
Third place \$500	Third place \$500
†People's Choice Award \$500 (open to finalist videos only)	

†Only the top ranked videos as deemed by TSC judges will be named finalists and open to People's Choice voting from November 11 - 25, 2019. Only one People's Choice Award will be awarded.

The prizes will be awarded to the registered individual or team leader and may be shared among team members at the team leader's discretion.

Timeline

The video challenge opens on September 3, 2019.

*****Videos must be submitted by 11:59 p.m. Pacific Time October 21, 2019.*****

Finalists will be announced on or around November 11, 2019.

Public voting on the finalist videos will be open from November 11 through November 25.

Winners will be announced on or around December 9, 2019.

How to Enter

Create a 60 – 90-second video responding to this challenge. Upload the video file to YouTube and submit the unlisted URL [here](#) by 11:59 p.m. PST on October 21, 2019. See “Video Specifications” below for additional details.

Group entries must have a designated team leader for communications about technical and administrative issues and, where applicable, for finalist and winner notification.

There are no restrictions about how you make your video – you can talk to the camera, use props, incorporate animations, etc. The goal is to get creative.

Be sure to include the following elements in your video:

1. Who you are, and the institution/university at which you study/work.
2. Insert your example of interesting research and how it benefits the world now and/or could benefit the world in the future. The example can be from your own research or others’ research.
3. Explain why continued federal support for fundamental research is critical to our nation’s future. In other words, why should Congress “Fund it Forward?”
4. *(Optional, but strongly recommended)* Acknowledge the funding sponsor(s) for the research. Ask your PI or professor if you don’t know! See the FAQ section for more information.

Video Format Specifications

Videos should be submitted in the following format:

- The video file name should be: Institution_LastName_FirstName of the individual submitting or the team leader, as appropriate.
- Video entries should be no shorter than 60 seconds and no longer than 90 seconds in length. Videos outside of this range will not be eligible for consideration.
- Videos should be *filmed & edited* in high resolution (HD 1280x720 or higher) format.
- Upload your video to YouTube (sign in required, instructions [here](#)) and select “Unlisted” from the “change video privacy settings” (instructions [here](#)).
- Submit the video URL in the submission form [here](#) by October 21, 2019.
- If you are a finalist, you will be asked to submit your high-resolution (HD 1280x720 or higher) video file directly to TSC.

Tips for Making Good Videos

Videos can be recorded on something as simple as a phone camera or with other digital video equipment, and edited with freely available software, such as those listed [here](#).

Tips for making good videos can be found [here](#), [here](#), and [here](#).

Judges

Judges will consist of students, university government relations professionals, and university communications professionals.

Judging Criteria

Messaging & Communication 50 points

- Conveys the excitement and potential of research (10 points)
- Explains how research benefits the world now and/or could benefit the world in the future (10 points)
- Explains why continued federal support for fundamental research is critical to our nation's future (10 points)
- Communicates in clear language and avoids using overly technical terms (10 points)
- Message of the importance of research is clear throughout video (10 points)

Creativity 30 points

- Content is compelling and maintains audience's attention (10 points)
- Originality (10 points)
- Narrative coherence (10 points)

Video and Editing Quality 20 points

- Filming quality including: clear audio, steady video, framing, focus, good lighting, etc. (10 points)
- Editing quality including: smooth transitions, synchronization of audio and video, etc. (10 points)

Contest Rules

All contestants are required to review these rules and guidelines before entering the competition. Your submission will be deemed as your acknowledgement and acceptance of these rules and guidelines. Submissions that do not comply with the following rules and guidelines will be disqualified. TSC is not under any obligation to respond to any claims or inquiries regarding contest results. TSC has the final say on any point not outlined in the entry rules.

Video entries should be no shorter than 60 seconds and no longer than 90 seconds in length.

TSC reserves the right, at its sole discretion, to disqualify any individual it finds to be tampering with the entry process, the operation of the contest, People's Choice Award voting, or the TSC website.

One submission per individual/team. If you submit as an individual, you cannot also submit as part of another team and vice versa.

Submissions must be original work of the team or individual, must not infringe on third parties' rights, must be suitable for public screening, and cannot be obscene. Submissions may not contain defamatory statements about any person, organization, or entity and may not invade privacy or other rights of any person, organization, or entity. Entries containing prohibited or inappropriate content as determined by the judging panel, at its sole discretion, will be disqualified and removed by TSC.

Do not include information in your video about research that is pre-publication or otherwise confidential. Follow your institution's research ethics rules at all times.

Only one vote per person is allowed for People's Choice Voting. Public voting on the finalist videos will be open from November 11 through November 25, 2019.

General Terms and Conditions

Participants retain rights to their videos, but by submitting an entry, the entrant grants to TSC a nonexclusive, irrevocable license to copy, reproduce, display, or distribute the entry, and to make derivative works based upon the entry or a substantial portion of the entry without attribution or prior permission.

If an insufficient number of qualified entries are received, TSC reserves the right to modify or cancel the contest prior to announcing the winners.

Judges' decisions will be deemed final and no appeal or reconsideration will be permitted.

All contestants agree that they, their heirs and estates, shall hold harmless all employees of TSC and Forbes Tate Partners for any and all injuries and/or claims arising from participation in this contest. By submitting an entry, all entrants warrant that they have obtained consent from each person who appears, whose likeness appears, or whose voice is heard in their video entries.

Finalists will be notified by email or phone on or about November 10, 2019, and shall be required to complete an affidavit or declaration of eligibility/liability release, except where prohibited, and such other documents as may be required by TSC to protect its right to air and use the finalist videos in part or in whole. Finalists are required to send the video files directly to TSC by November 17, 2019.

Winners will be notified by email or phone on or about December 5, 2019, and shall be required to complete an affidavit or declaration of eligibility/liability release and, except where prohibited, a publicity release and such other documents as may be required by TSC to protect its right to air and use the winning entry. Required documents must be signed and received within seven (7) days of the date printed on the winner notification. Failure to comply may result in forfeiture of extended recognition and national distribution and selection of the next highest rated entrant as the focus. If a winner cannot be contacted within five (5) calendar days of the first notification attempt, if notification is returned as undeliverable, if winner rejects notification, or, in the event of noncompliance with these contest rules and guidelines, winner status will be forfeited and selection of the next highest score entrant as the winner will occur.

Do not include other videos or music in your video without permission. By submitting an entry, each entrant warrants he or she is the sole author and copyright owner of the entry or has permission (via license or otherwise) to use or incorporate those entry portions authored or owned by third parties. While the use of images, music, and other works in the public domain may be incorporated into entries, materials that infringe on the rights of any third party may not be used.

Winners are responsible for all taxes or other fees connected with the prize received.

Privacy Policy: TSC will not share your contact information with third parties without your permission.

Frequently Asked Questions

Q: What if my university/institution is not a member of The Science Coalition? Am I still eligible to participate?

A: Only those students who are enrolled at, or affiliated with, TSC member institutions during the months of September – October 2019 are eligible for the cash prizes. A list of TSC member institutions can be found [here](#).

Q: Do I have to talk about my own research in the video or can I highlight research done by others?

A: Participants can talk about their own or others' scientific research in their video. TSC is most interested in hearing about student research and the positive impact it could have in the future, but students can talk about anyone's research as long as it is in the public domain or they have permission from the researcher(s) doing the work. Do not include information in your video about research that is confidential.

Q: Do I have to be a science or engineering major to participate?

A: No. Students from all majors and disciplines are welcome to participate. If you yourself are not doing research to share in the video, you can tell a story about research that was conducted in the past and had an impact on the world or, you can pair up with another student(s) who is doing research and tell their story.

Q: How will the videos be used?

A: Winning videos will be featured on TSC's website and social media accounts. TSC will share the finalist videos with congressional staff from the states and districts of the winners. TSC may also use clips from some or all of the finalist videos to create a longer video emphasizing the importance of federal funding for research.

Q: What is meant by "team" for the purposes of the contest?

A: Participating as a team is optional, but not required. When registering for the contest, team leaders may list a number of team members for acknowledgment, as well as a team name or organization name. All team members must satisfy the Eligibility Criteria. There is no limit to the size of your team, but you will only be able to list the names of up to 10 individuals in the online submission form. If you wish to submit on behalf of a larger team (for example, a larger student group or club), simply cite the name of the group in the entry form. Every entry must identify a single lead contact through whom TSC will communicate.

Q: If I submit as an individual, can I also join a team and submit another video as part of a team?

A: No. Individuals may only submit one entry whether it is individually or as part of a team.

Q: I don't know who funded the research I'm talking about in the video. How can I find out?

A: Including acknowledgement of the funder of the research is highly recommended, but if you can't figure it out, you should still submit a video. The best person to ask is the professor or researcher

who is overseeing the research. Common federal funding agencies include: the Department of Defense (DOD), the Department of Energy (DOE), the Environmental Protection Agency (EPA), the National Aeronautics and Space Administration (NASA), the National Institutes of Health (NIH), the National Science Foundation (NSF), the National Oceanic and Atmospheric Administration (NOAA), the United States Department of Agriculture (USDA), and more. Research is also funded by philanthropy, universities, or other private entities.

Q: Once I submit my video, can I revise it or replace it with another video prior to the contest deadline?

A: Yes, you may make changes to your submission up until the deadline. Any changes after the deadline will not be accepted.

Q: Who is the audience for the videos?

A: Members of Congress and the public are the primary audience. We will share the winning videos with members of Congress and their staffs. Tell them a story about why research is important for our future.

Q: If the research was done off-campus, can it still be included in the video?

A: Yes, if the research was done off campus, but the video is being made by a student at a TSC member institution, it is eligible.

Q: Can a video that placed first, second, or third, also win the People's Choice Award?

A: Yes.

Q: Can I get outside help on filming and editing, or does this need to be done by team members?

A: Videos should be primarily filmed and edited by team members (students), but making use of university video resources and expertise is allowed.

Q: Can I vote for (or solicit votes for) my videos if I'm chosen as a finalist?

A: Yes! If you are a finalist, spread the word! Ask everyone you know to vote for your video. You can also vote for your own video. Please note, one vote per person.

Q: What's the timeline?

A: Video submissions are due by 11:59 p.m. PST on October 21, 2019. Late submissions will not be considered. Finalists will be announced on November 11, 2019. Public choice voting takes place between November 11 and November 25, 2019. Winners will be announced on or around December 9, 2019.

Q: I've never made a video before, where do I start?

A: Videos can be created on devices as simple as a smart phone and free video editing software, or with more sophisticated equipment and software that might be available from your institution. Many

institutions have video resources available to students. Consult with your university's video department staff for additional advice. (See also the links in "Tips for Making Good Videos.")

Q: Our student team has both undergraduate and graduate students. Should I check "Undergraduate student(s)" or "Graduate student(s)" on the submission form?

A: If you are a team comprised of both undergraduate and graduate students, please select "Graduate Student(s)."