

Guidelines for completing your Pilot Grant Application Lay Videos

Purpose:

The purpose of the video is to explain your proposed project to a non-scientific or “lay” audience. We are asking you to do this video for two reasons. First and foremost, we want our community reviewers to have access to information on all of the proposals, and we want them to have this information in a way that is easy to access and understand. Our community reviewers will be participating in the entire study section where they will be engaging in the discussion on each proposal we receive, not just the one(s) they have been assigned to review. Asking them to read multiple lay summaries (in addition to the one(s) they would be reading for the grants they are reviewing) might be over burdensome and/or overwhelming, so we decided that video presentations would be a better way to help our community reviewers prepare for the study section.

Additionally, we at USC put an emphasis on dissemination of results. Awardees are required to publicly share research findings with stakeholders after their projects have ended. We also expect to see publications based on research results. Producing lay videos at the application phase is good practice for talking about your research. It also helps awardees better articulate information about their research and research findings down the road. Having these lay videos also helps USC better communicate with the public and our stakeholders the types of research we support and why support of USC as a whole is important.

Video Guidelines:

- Videos should be no more than 5 minutes in length
- Videos can be in any of the following file formats: AVI, FLV, WMV, MOV, MP4, or MPEG
- Sound and picture is clear (ensure that you capture video in quiet and well-lit environment)
- Video is in English
- Speak slowly and clearly
- Speak directly to the camera and do not read from a script
- Content should cover (but is not limited to):
 - Introduce yourself, sharing your name, degree, college and department
 - Information on your field of research- explain any important scientific concepts and/or background on your specific research project
 - Why your research project is important
 - Why do we need to fund your research?
 - What potential positive impacts could your research have in your field/medicine/the community?
 - The specifics of your research project
 - What are you trying to prove/discover/test?
 - How will you go about doing this?
 - What will success look like?

- Are there any challenges? How will you overcome them?
- Your long-term plans for the research
 - What will you do with your Pilot results?
 - How do you plan to continue with your work after the Pilot Project is done?
- Videos can be as creative as you would like them to be. We do ask that, at their core, the videos focus on the PI talking about their project on camera (i.e. not as a voice over on an animated PowerPoint). Beyond that, there are no set guidelines for how the information is presented.

Production Assistance:

You are welcome to use whatever audiovisual equipment you have (cameras, smartphones, tablets, etc.). Tips for using an iPad can be found here:

<https://www.lifewire.com/how-to-edit-video-ipad-4045025>

<http://vtrep.com/shooting-video-with-an-ipad/>