"I AM ANATOMY" VIDEO CONTEST!

The I Am Anatomy Campaign is designed to promote awareness of the professional diversity in the anatomical sciences

HELP US SHOWCASE HOW YOU USE ANATOMY

- Submit a short (one-minute) video for the “I Am Anatomy” video contest and share how you or your lab group use anatomy!
- See samples online.
- We are looking for visually appealing, story-telling videos that showcase the diversity of interests in the anatomical sciences.
- Videos will be promoted via YouTube, Facebook and Twitter
- Make the most of this unique opportunity for your family, friends, colleagues and the world to recognize your exciting work.
- Multiple prizes will be awarded. The Grand Prize is $500.

The I Am Anatomy Campaign is supported by an award from the AAA Innovations Program and by AAA Membership committee
OBJECTIVE: The overall objective of the “I am Anatomy” campaign is to enhance the awareness of anatomy, promote the professional diversity of the discipline, and begin to transform the perception of anatomy. We will be using a video contest to get the broadest exposure for anatomists via multimedia and social media platforms.

DESCRIPTION: The AAA Membership Committee invites you to participate in the “I Am Anatomy” awareness and public outreach campaign by constructing a short self-video (you or your group) that shows how you use the anatomical sciences at work in your job, research, or other professional outlet or hobby (e.g., consultation work). Approved submissions will be uploaded to the the AAAnatomist YouTube Channel and reposted to the IAmAnatomy Facebook and Twitter pages for viewing and sharing. Promote your video and the videos you like best by viewing, sharing, and reposting those videos.

ELIGIBLE PARTICIPANTS: All AAA members

SUBMISSION: Visit the I Am Anatomy landing page. There you will see a submit button that takes you to the submission site (Figure 1). Drag or add your completed video where directed. Prior to uploading the video, the submission site will ask you for your name and email address. Enter your name and email address shown in Figure 2. NOTE: In the “Message” dialog box, the entrant MUST enter their 1) affiliation/place of business, 2) training, 3) experience and 4) interest in anatomy. Be creative in your response!

An automated e-mail will be sent to you confirming successful upload of the video.
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**FIGURE 1**

Drag video here or upload via “My Computer”

**FIGURE 2**

Name here
Email Address here
Enter the following:
1. Affiliation/place of business
2. Training
3. Experience
4. Interest in anatomy
Be creative!
GUIDELINES FOR VIDEO:

- Whether it is bench research, field research, medical education, biotechnology, artwork, outreach, social media, consulting work or in other ways, tell us how you use anatomy.
- Create a short video, of you or your professional group, sharing how you use anatomy.
- Videos are limited to 1 minute or less.
- Be creative! Videos should be engaging, visually appealing, innovative, storytelling videos that showcase the anatomical sciences.
- Appeal to a broad audience by creating a video that is easy to understand (i.e., at a layperson’s level of anatomy knowledge, 5th grade level). Below are some resources to assist:

Jason Organ on EB TV: Storytelling and the Art of Effective Science Communication.

STORYTELLING TIPS:

- Find a common experience with your audience and use it to connect (e.g., what inspires you to do your work)
- Keep it simple: focus on a single idea and explain in very simple terms without using jargon
- Communicate your motivation: Why are you excited about this work? What do you want your audience to know about it, and why? What kind of mood do you want to set with your video?
- Tell your story as a story: story arcs have a beginning, an event that changes the course of the story (a middle), a climax, and an end. Everyone loves a good story - tell one.
- We want these videos to have the widest reach on social media, so encourage sharing, viewing, and likes of your video

Need some tips on how to make an appealing video? This site has excellent tips for planning/creating a video, but please note that their contest rules differ.

REQUIREMENTS

To be eligible for the awards:

- Must be a AAA member

Not a member? Join here.

- The video must include the statement: “I am (name) and I am (job title)
- The video must end with statement: “I Am Anatomy!”
- Video length should be one minute or less
- YouTube compatible file type: .MOV,.MPEG4, .MP4, .AVI, .WMV
- File name must include affiliation name and last name of submitter e.g., LincolnMemorialUniversity_Thompson.mov
- Entrants submitting self-videos for the contest acknowledge the video is original and not copyrighted and are compliant with the anatomical donor program policies and regulations.

RULES:

- Video submissions will be reviewed by the AAA Membership Committee before being uploaded for viewing on the AAAnatomy YouTube channel. The video may be rejected if deemed inappropriate for any reason.
- Videos must be suitable for all audiences
- The use of models is encouraged in place of human specimens
- Do not use copyrighted material
- Videos will be reviewed and released as they are received and reviewed
- You are encouraged to promote your video and others to enhance social media exposure
- Videos can be of individuals, lab groups, departments, etc.
- More than one submission is allowed, but only one award per individual
- Prizes will be awarded to the person submitting the video

Your video submissions will be posted online at the AAA YouTube Channel (AAAnatomist) and promoted via the I Am Anatomy Facebook and Twitter pages

Clips from your submission and others may be used to create compilation videos. These videos will also be promoted online and through social media

The AAA may use content from your video for other AAA advertising, educational, or outreach projects

Submission opens October 5, 2017
Submissions extended to December 22, 2017

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**AWARDS/PRIZES**
- Winning videos will be featured on the AAA website and at EB2018
- Prizes will be awarded at the AAA awards banquet

**Grand Prize:** Video with the greatest reach (most views/shares via YouTube metrics)
- 1st place: $500
- 2nd place: $250
- 3rd place: $125

**People’s Choice Best Video**
- 1st place: $400
- 2nd place: $200
- 3rd place: $100

**People’s Choice Funniest video**
- 1st place: $400
- 2nd place: $200
- 3rd place: $100

**JUDGING OF VIDEOS**
- All videos will be previewed by the AAA Membership Committee to ensure they are suitable for all audiences and portray a positive message.
- Any video deemed inappropriate will not be uploaded to the YouTube channel and will not be entered into the contest.

**Grand Prize: Video with the greatest reach**
- Reach will be assessed via YouTube metrics including shares and views
- Videos are reviewed and uploaded as they are received. Therefore early submissions may have an advantage.

**People’s Choice Best Video**
- Finalists will be selected by the AAA Membership Committee
- Electronic voting by AAA members will be used to select winners from finalist videos

**People’s Choice Funniest video**
- Finalists will be selected by the AAA Membership Committee
- Electronic voting by AAA members will be used to select winners from finalist videos