Postdoc Slam 2018 at UC San Francisco

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July 12, 2018
Zoom meeting, noon-1pm
What you’ll hear about today

- Why you should enter
- Eligibility requirements
- How to enter
- Info about the video
- Important dates
- Basic criteria

- Do’s - Don’ts - Tips
- Rules
- One static slide
- How to submit your video
- Resources
- Sample videos
Why Enter?

You see, in most species, including humans, mtDNA is inherited solely from the mother.

Scientists are so adorable!

This clown may be good looking, but he doesn’t know DNA from RNA. Sigh.
Consider …

- **Sharpen** your ability to share your research effectively with people outside of your field.
- **Build** confidence in your communication skills.
- **Showcase** the important research you are involved in.
- **Highlight** the significant contribution the postdoc community makes to the research enterprise at UCSF.
- **Plus**, each finalist in the live competition will receive a professionally-edited video of their live 3-minute talk to use as they wish.
- **OR**...
... Just do it for the money.

- **1st prize** $3,000
- **2nd prize** $1,500
- **3rd prize** $1,000
- People’s Choice $750

**New this year!**

**Finalists who do not win one of the cash prizes will each receive a $100 Amazon gift card.**
2018 Judges

**5 Live event judges**
- EVCP Dan Lowenstein
- Michael Penn
- Ann Reid
- Chris Shaffer
- Evelyn Strauss

**6 Screening judges**
- Joaquin Anguera
- Joe Bondy-Denomy
- D’Anne Duncan
- Scott Maier
- Aimee Medeiros
- Alexandra Schnoes
Who is Eligible?

• You must be a current UCSF postdoc in one of the five UCSF postdoc title codes (3252, 3253, 3254, 3255, 3256) through October 2018.

• The research you present must be your own original research.

• **New postdocs**: If you do not yet have a well-developed postdoc project, you can present your PhD dissertation research.
How to Enter

#1 Declare your intent to enter by July 17!

Fill out the online form at:

tiny.ucsf.edu/pslamform
How to Enter

#2 Develop your talk and make your video! (Having declared intent to enter, after July 17 you will get an email with instructions on how to submit your video.)

#3 Upload your video (and your single slide, if you like) to the special UCSF Box account no later than 11:59 p.m., August 14.
Your video: *nothing fancy required*

*This is what the 2016 finalists’ videos looked like:*

*Images used with permission of the finalists.*
Your video: *nothing fancy required*

- Does not have to be Oscar-worthy!
- **Most important:** make sure *audio* is clear
- Fancy equipment not necessary
- Slide is optional
- **Focus on your talk, not on production values**

*Images used with permission of the finalists.*
Important Dates

- Tues, July 17, 11:59 p.m.: Deadline to declare your intent to enter.
- Tues, August 14, 11:59 p.m.: Deadline to upload video to UCSF Box account.
- Wed, August 29: Screening judges meet to determine finalists
- Thur, August 30: Finalists announced
- Wed, September 26: Postdoc Slam LIVE!
Postdoc Slam LIVE! – Sept 26

- If you are chosen as a **finalist**, you’ll be required to present your 3-minute talk at a **LIVE** event 4-6pm

- Get your friends to **come**! The people’s choice winner will be decided by the audience present. *(Including the live-stream viewing audience at Parnassus!)*
Basic Criteria

• Did the presentation help the audience understand the research?

• Was the topic and its significance communicated using language appropriate to an educated, but non-specialist audience?

• Did the presentation make the audience want to know more?
Do’s and Don’ts

• Don’t try to say *too* much
• Don’t use jargon
• Don’t talk in a monotone

• Do include a story, metaphor, or emotional element
• Do give concrete examples
• Do surprise the audience
Include Something Unexpected

Tell us a surprising or interesting fact related to your research.

Your body produces 300 billion new cells every day.
For example …

- The average human body carries $10x$ more bacterial cells than human cells.

- The average person walks the equivalent of $5x$ around the world in a lifetime.

- There are $206$ bones in the adult human body, but there are $300$ in children – as they grow some of the bones fuse together.
Tell a Story

- Characters
- Plot
- Often, a call to action
- Change

Check out Ben Lillie’s *Story Collider: Stories about Science*
Play to Emotions

You may have been told *not* to use emotional arguments in your research-related writing, but it’s essential to stir the audience’s emotions to win the Postdoc Slam competition.

– Show your passion for the subject.
– Make the audience laugh, cry, wonder.
– Share what’s important about your research for the average Joe or Josephine.
Slide
(optional for your video entry)

• Only ONE, STATIC PowerPoint slide will be allowed in relation to your video entry or at live presentation.

• NO SLIDE TRANSITIONS OR ANIMATIONS ARE ALLOWED.

• Experts in this type of presentation suggest ONE IMAGE.
Example: BAD slide about seahorse sexual dimorphism

<table>
<thead>
<tr>
<th>Species / Sex</th>
<th>Spotted patterns</th>
<th>Keel</th>
<th>Other traits</th>
<th>Sources</th>
</tr>
</thead>
<tbody>
<tr>
<td><em>H. abdominalis</em> / M and F</td>
<td>M with more dark blotches, and with a yellow slash near the top of the pouch</td>
<td>usually deeper in F than in M</td>
<td></td>
<td>1,2,3</td>
</tr>
<tr>
<td><em>H. bicellatus</em> (H. trimaculatus complex) / M</td>
<td>Eye marks on the back in both sexes facing laterally</td>
<td>M with deep keel of soft skin along median ridge of the trunk</td>
<td></td>
<td>4</td>
</tr>
<tr>
<td><em>H. cameleopardalis</em> / NI</td>
<td>Dark spot on the top of head, and on 1&lt;sup&gt;st&lt;/sup&gt;, 4&lt;sup&gt;th&lt;/sup&gt; and 7&lt;sup&gt;th&lt;/sup&gt; trunk rings (not always visible)</td>
<td></td>
<td></td>
<td>1,2</td>
</tr>
<tr>
<td><em>H. capensis</em> / M</td>
<td></td>
<td>M commonly with a slight keel</td>
<td></td>
<td>1,2</td>
</tr>
<tr>
<td><em>H. doli</em> (H. trimaculatus complex) / M and F</td>
<td>M with a series of black spots along upper ridges of trunk</td>
<td>Distinct color patterns in M and F</td>
<td></td>
<td>4</td>
</tr>
<tr>
<td><em>H. hippocampus</em> (“form microstomica”) / M</td>
<td></td>
<td>Sharp, dark-edged keel especially on M</td>
<td></td>
<td>2</td>
</tr>
<tr>
<td><em>H. histrix</em> / M</td>
<td>Sexually mature F often with dark patch below the anal fin</td>
<td>M commonly with prominent keel</td>
<td></td>
<td>1,2</td>
</tr>
<tr>
<td><em>H. joyceae</em> / M</td>
<td></td>
<td>M with deeper keel</td>
<td></td>
<td>1,2</td>
</tr>
<tr>
<td><em>H. maculatus</em> (H. trimaculatus complex) / M and F</td>
<td>M often with several distinctive dark spots along upper trunk ridges, outlined by a pale ventral edge</td>
<td>F occasionally show zebras pattern</td>
<td></td>
<td>4</td>
</tr>
<tr>
<td><em>H. zimidona</em> / M and F</td>
<td>M with smooth coronet; F with fleshy extensions from spines above eye and coronet</td>
<td></td>
<td></td>
<td>4</td>
</tr>
<tr>
<td><em>H. spinosissimus</em> / M</td>
<td>M blunt-tipped spines bordering pouch</td>
<td></td>
<td></td>
<td>1,2</td>
</tr>
<tr>
<td><em>H. subelongatus</em> / NI</td>
<td>M and F differ in the frequency of colour morphs</td>
<td></td>
<td></td>
<td>5</td>
</tr>
<tr>
<td><em>H. tridens</em> (H. trimaculatus complex) / M</td>
<td>M with dark spots along upper trunk ridges</td>
<td></td>
<td></td>
<td>4</td>
</tr>
<tr>
<td><em>H. trimaculatus</em> / M</td>
<td>M may have large dark spots on 1&lt;sup&gt;st&lt;/sup&gt;, 4&lt;sup&gt;th&lt;/sup&gt; and 7&lt;sup&gt;th&lt;/sup&gt; trunk rings; spotted pattern more common in M</td>
<td></td>
<td></td>
<td>1,2</td>
</tr>
</tbody>
</table>
Example: BETTER slide about seahorse sexual dimorphism
Other Rules

• No props may be used.
• Presentations must be spoken word. No singing! No sound effects.
• Presentations longer than 3 minutes will be disqualified.
Submitting Video

• Submit video as an MP4 if possible. MOV files permissible.
• State your name, PI, and title of presentation at the beginning of the video.
• Name the file “fname_lname_PDSlam.mp4”
• Instructions for uploading will come with your invitation to the UCSF Box folder.
If You’re Chosen as a Finalist

You get valuable help with preparation:

- 30-minute individual coaching and feedback session with an experienced career center staffer and a second coaching partner to help you polish your talk
- Individual practice session (15 min) in the auditorium with lights, your slide, and sound

…and a valuable product:

- After the live event, you’ll receive a professionally edited video of your own talk, to use as you wish (e.g. LinkedIn, personal website, etc.)
UCSF Resources

Office for Postdoctoral Scholars
postdocs.ucsf.edu/postdoc-slam

Office of Career and Professional Development
career.ucsf.edu

Learning Technologies Group — CL240 Lab
learningtech.library.ucsf.edu
Instructional Videos

• Make sure to watch Jean-luc Doumont’s video on science communication on YouTube.

• Take a look at the Aussie slide show on how to win the 3MT at threeminutethesis.org

• See links to these and others at postdocs.ucsf.edu/postdoc-slam-resources
Sarah Engleberth’s Live Presentation
UCSF 2017 Postdoc Slam Winner

- Sarah's talk on YouTube

As you’re watching think about WHY she won.
Other Final Winning Examples

• 2018 UCSF Grad Slam winner - Yiqi Cao

• University of Toronto

• University of Glasgow

• University of Western Sydney
Key Points

• This is a research communication competition
  – It’s not just about how great your science is
  – It’s about how you tell the story

• Practice and polish your talk before you make your video – ask for feedback from lots of different people

• Go Ahead – Take A Chance – Just Do It!
Remember:

Deadline to Submit “Intent to Enter”:
Tuesday, July 17, 11:59 p.m.

[Link: tiny.ucsf.edu/pslamform]

Information:

[Link: postdocs.ucsf.edu/postdoc-slam]
Questions?

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