

Are you an NIHR Health Researcher?

Why do you do it? Should it matter to me? Will it make a difference to me? Is it even interesting? Why should I care?

NIHR new media competition 2012 communicating your research



Here's a chance to enthuse patients, your friends and family, and the public – those helpful taxpayers! – about research.

- communicate the value of research
- get creative and use your new media skills to get the NIHR message about research out
- win prizes

You need to:

- make a video, a short one, of no more than 5 minutes
- use whatever helps you get your message over: pictures, animations, or people telling their stories to communicate your ideas
- obtain and record the consent of anyone you film or photograph

All we ask is that it has impact **to engage, inform and enthuse.**



Then upload your video to YouTube

You may find you need to register first. Click on the Upload tab at the top of the webpage and following the on-screen instructions. You should 'tag' your video with the words 'NIHR Interfaces'.

Once you have uploaded your video you will receive an email from YouTube informing you that your video has been loaded. Simply

forward that email to enquiries@nihr.ac.uk and you will be entered into the NIHR new media competition.

Then we'll award a £250 book token for the best and other prizes for the runners up. We will then post the winners on the official NIHR TV YouTube channel.



NIHR new media competition 2012
communicating your research

