

Be Part of Our Advocacy Video!

Help us spotlight why medical research matters, in your own words!

Please read through all the guidance listed here before recording your video, and then follow the instructions at the bottom to submit your video via email to avarghese@researchamerica.org.

BONUS ASSIGNMENT (15 POINTS)

Record a short video (just one sentence!) about why medical research is important to you. about why medical research is important to you. It may be featured in a compilation video by Research!America.

Instructions

- Find a quiet, well-lit space with no background noise or distractions.
- Set your camera to record in horizontal (landscape) mode. Frame yourself at the center or right of the screen.
 - If it makes it easier to get a stable shot, feel free to use a tripod (if available) or ask someone to hold the camera.
- Start recording.
- Wait 2–3 seconds in silence before speaking (for editing purposes).
- Say the full prompt clearly:
 - **“Medical research is important to me because...”**
- Pause for 2–3 seconds silently (for editing purposes), then finish the sentence with something impactful about why medical research is important to you.
- After you finish, wait another 2–3 seconds in the same position before ending the recording (for editing purposes).

EXAMPLE RESPONSES

(in case you want some ideas to inspire you for your video)

1

“Medical research is important to me because... [pause] ...it helped my son survive cancer.”

2

“Medical research is important to me because... [pause] ...it gives hope to people living with rare diseases.”

3

“Medical research is important to me because... [pause] ...my community deserves better health outcomes.”



SAMPLE VIDEO



Where It'll Be Used

Your video may be featured on Research!America's social media platforms and in other advocacy materials, as part of a community compilation video on the importance of medical research. By submitting your video, you give us permission to use it in public content.

Opportunities to Post + Opportunities for Additional Bonus Points

If you wish to also post your individual video on why medical research matters to your own social media, feel free to do so and tag Research!America. You would gain 10 additional points for posting. Your video may be reposted by us.

- Twitter/X: @researchamerica
- Facebook: @ResearchAmerica.org
- LinkedIn: @Research!America: Discovery. Innovation. Health.
- Instagram: @researchamerica_alliance

Deadline to submit a video for the compilation: 8/31

Questions?
Contact Agnes Varghese at
avarghese@researchamerica.org

EMAIL THE FOLLOWING INFORMATION

To: avarghese@researchamerica.org

- First Name
- Last Name
- Preferred email address (in case we need to reach out to you)
- State
- Video

Thank you for using your voice to support medical research!