



FOR IMMEDIATE RELEASE

March 26, 2020

UPDATE: Tobacco Free North Dakota Extending Deadline on Video Essay Scholarship Contest to **May 31, 2020.**

***Due to the effect of COVID-19 on North Dakota schools, TFND is pushing back the submission deadline for entries into the third annual Video Essay Scholarship Contest back to May 31, 2020. The award ceremony will take place in June. Be sure to follow along with TFND social media for any additional updates.**

TFND announces the third annual Video Essay Scholarship Contest for all ND high school seniors.

TFND is a statewide non-profit that advocates for policies to prevent youth initiation to tobacco and nicotine products with the goal of creating North Dakota's first tobacco free generation.

North Dakota Highschool seniors will have the opportunity to compete for a \$1000 college scholarship. To participate students must submit a 1-3 minute video based on topics chosen by TFND. The contest is open to all high school seniors.

This year's topics are:

- Raising the Price of Tobacco to Prevent Youth/Young Adult Use
- The Dangers of JUUL and/or Vaping
- Why I stay Tobacco/Nicotine/Vape Free!
- North Dakota has one of the BEST smoke-free air laws in the country! Let's keep it that way.

TFND will take in video entries till the submission deadline which is 11:59pm on **May 31, 2020**. A committee will select the top five videos, which will then be displayed at www.tfnd.org and voted on by the public. The winner will receive a \$1,000 college scholarship! TFND will present the prize and take photos with the winner prior to **June 30, 2020**, if possible.

Full details can be found in the Video Essay Scholarship forms attached to this release, along with TFND's website.

If you have any questions or concerns, email Andrew Horn, TFND's Coalition Program Director, at andrew@tfnd.org

For more information about Tobacco Free North Dakota follow us on Facebook and Twitter.

The mission of Tobacco Free North Dakota is to improve and protect the public health of all North Dakotans by reducing the serious health and economic consequences of tobacco use, the state's number one cause of preventable disease and death.

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VIDEO ESSAY CONTEST

RULES AND REGULATIONS

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Tobacco Free North Dakota announces its third annual Video Essay Scholarship Contest for all ND High School Seniors.

Tobacco Free North Dakota announces its third annual Video Essay Scholarship Contest for school year 2020-2021 for all ND High School seniors. TFND is a statewide non-profit that advocates for policies to prevent youth initiation to tobacco and nicotine products with the goal of creating North Dakota's first tobacco free generation. We hope this scholarship contest encourages youth to youth education and advocacy, while providing TFND an opportunity to recognize and reward those efforts.

Tobacco Free ND Video Essay Scholarship Contest

Here's how it works!

1. Create a 1–3 minute YouTube video based on one of these Tobacco Free ND topics.

- Raising the Price of Tobacco to Prevent Youth/Young Adult Use
- The Dangers of JUUL and/or Vaping
- Why I stay Tobacco/Nicotine/Vape Free!
- North Dakota has one of the BEST smoke-free air laws in the country! Let's keep it that way.

2. Email your YouTube video entry, along with all completed forms attached, by 11:59pm **May 31, 2020** to andrew@tfnd.org. A committee will select the top five videos, which will then be displayed at www.tfnd.org and voted on by the public.

3. The winner will receive a \$1,000 college scholarship! TFND will present the prize and take photos with the winner prior to June 30, 2020, if possible.



Requirements/Guidelines:

- Must be a ND high school senior.
- Create a short 1–3 minute video relating to Tobacco. (Please introduce yourself in the video)
- Fill out and include as attachment all VESC forms and acknowledgements.
- The Tobacco Free North Dakota Board and/or judging committee has the right to disqualify videos deemed unacceptable or inappropriate.
- Deadline for submission: 11:59pm on **May 31, 2020**
- Video participants agree and authorize TFND, or anyone authorized by TFND, the use of any and all images that have been taken of the participant and/or friends/family without compensation to the participant. Participants agree that the TFND may use such videos with or without the participant's name for any lawful purpose, including purposes of publicity, illustration, advertising and web content.
- Emailing your submission acts as your signature to agreement to the terms and conditions of this contest.
- The winning video becomes the property of TFND. In order to receive the scholarship, the winner will submit the video file.

Send all Questions and Entries by **May 31, 2020** to: Andrew Horn, Andrew@tfnd.org

The mission of Tobacco Free North Dakota is to improve and protect the public health of all North Dakotans by reducing the serious health and economic consequences of tobacco use, the state's number one cause of preventable disease and death.

VIDEO ESSAY CONTEST

TIPS AND TECHNIQUES



Adobe Premiere: This is what professional journalists and documentary filmmakers use. It's awesome. It also costs money. Sometimes that have free trials of the software you can use. This software would give control over many aspects of video. There are plenty of videos on YouTube on how to use it. Again, it costs money for subscription costs.



Most smartphones have a built in video editing applications. iPhones have the app iMovie.



You can make tweaks and add effects to your videos directly on YouTube or when you upload a video using Enhancement features. Features include trimming video, adding music and applying filters.

Tips on how prevent a shaky video when not using a tripod:

The best videographers say the world is your tripod. Don't have one for a low angle shot? Balance your camera against a rock or tree. Need to do an interview? Table and a stack of books works great.

To capture quality audio:

Use a voice memo app on your phone. Keep your recording device as close to the subject as possible. Pro Tip: Clap once at the beginning of each take to create a reference point when syncing video and audio. Set your phone on Airplane Mode so you don't get any background dings during the recording.

When you are finished editing your video you can email us the file or send us a link to the video on YouTube. YouTube will accept the following file types: 3GPP, AVI, FLV, MOV, MPEG4, MPEG3, WebM and WMV. I recommend using google drive for sending video via email.

VIDEO ESSAY CONTEST ENTRY FORM

Date of Submission: _____

Topic Chosen: _____

Name: _____

Email: _____

Phone number: _____

Address: _____

ND High School: _____

Future College/University: _____

☐ Check this box if you have read the rules
regulations and accept them.

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