



FOR IMMEDIATE RELEASE

March 20, 2024

TFND announces the return of our 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 High school seniors will have the opportunity to compete for a \$1500 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:

- The tobacco industry wants to bring smoking back into public places. Interview your family, friends, and community members about what it was like when there was smoking in places like restaurants, offices, and even the legislature.
- You get to make the laws for a day- what laws do you make relating to tobacco products?
- Tobacco products are a leading cause of pollution worldwide- show us how tobacco pollution affects your community and what can be done to stop it.
- Tobacco companies spend millions of dollars every year marketing their products to the next generation of potential customers- Youth. How would you convince young people to stay tobacco/nicotine free?

TFND will take in video entries up to the submission deadline which is 11:59pm on **April 26, 2024**. A committee will select the winner, which will then be displayed at www.tfnd.org. The winner will receive a \$1,500 college scholarship! TFND will present the prize and take photos with the winner prior to **June 30, 2024**, 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, Twitter, and Instagram.

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 RULES AND REGULATIONS

March 20, 2024

Tobacco Free North Dakota announces the return of our annual Video Essay Scholarship Contest for all North Dakota 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.

Here's how it works!

1. Create a 1–3 minute YouTube video based on **ONE** of these tobacco prevention topics:
 - The tobacco industry wants to bring smoking back into public places. Interview your family, friends, and community members about what it was like when there was smoking in places like restaurants, offices, and even the legislature.
 - You get to make the laws for a day- what laws do you make relating to tobacco products?
 - Tobacco products are a leading cause of pollution worldwide- show us how tobacco pollution affects your community and what can be done to stop it.
 - Tobacco companies spend millions of dollars every year marketing their products to the next generation of potential customers- Youth. How would you convince young people to stay tobacco/nicotine free?
2. Email your video entry, along with all completed forms attached, by 11:59pm **April 26, 2024** to andrew@tfnd.org. **YOU MUST SUBMIT THE VIDEO FILE, NOT YOUTUBE LINK!** A committee will select the top video.
3. **The winner will receive a \$1,500 college scholarship! TFND will present the prize and take photos with the winner prior to June 30, 2024, if possible.**

Requirements/Guidelines:

- Must be a ND high school senior.
- Create a short 1–3 minute video relating to tobacco prevention. (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 **April 26, 2024**
- 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 but not limited to 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. YouTube links will no longer count as submissions!

Send all Questions and Entries by **April 26, 2024** 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

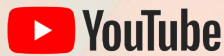
TIPS AND TECHNIQUES



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. There are also plenty of free apps available across the internet.



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? A table or a stack of books works great.

How should my video look:

Simple answer- that's up to you. Don;t just stand in front of a camera and talk for 3 minutes with no extra video or effort. That won't win. We strongly encourage you look at past winners on our website and YouTube page. It is clear when someone puts in effort and when someone makes a last second submission.

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. We will accept the following file types: MOV, MPEG4, MPEG3, WebM and WMV. I recommend using MOV or MPEG4

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.

