



FOR IMMEDIATE RELEASE

October 5, 2022

In honor of the 10th anniversary of the passage North Dakota's Smoke-Free Air Law, Tobacco Free North Dakota is announcing a special version of our 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 edition's topics are:

- The importance of maintaining the state's strong smoke-free air law.
- The smoke-free air law has been in place for 10 years! Many of the entrants in this contest probably don't remember the "singers in a smoky room" restaurants. Interview your family, friends, and community members about what it was like when there was smoking in public, indoor spaces.
- Every single county voted in favor of the smoke-free air law in 2012, yet special interest groups are the ones trying to overturn it. How would you educate the community about what is going on?
- Secondhand smoke is dangerous to everyone exposed to it, and causes billions of dollars in healthcare costs nationally every year, yet it receives only a fraction of the attention that other tobacco dangers do. Show us why #SecondhandSmokeisNoJoke

TFND will take in video entries up to the submission deadline which is 11:59pm on **November 28, 2022**. 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 **December 31, 2022**, 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.

VIDEO ESSAY CONTEST RULES AND REGULATIONS

October 5, 2022

***These dates are subject to change. Please follow TFND on social media for any updates.**

Tobacco Free North Dakota is thrilled to announce a special version of our Video Essay Scholarship Contest. 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.

- The importance of maintaining the state's strong smoke-free air law.
- The smoke-free air law has been in place for 10 years! Many of the entrants in this contest probably don't remember the "singers in a smoky room" restaurants. Interview your family, friends, and community members about what it was like when there was smoking in public, indoor spaces.
- Every single county voted in favor of the smoke-free air law in 2012, yet special interest groups are the ones trying to overturn it. How would you educate the community about what is going on?
- Secondhand smoke is dangerous to everyone exposed to it, and causes billions of dollars in healthcare costs nationally every year, yet it receives only a fraction of the attention that other tobacco dangers do. Show us why
#SecondhandSmokeisNoJoke

2. Email your video entry, along with all completed forms attached, by 11:59pm **November 28, 2022** 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 December 31, 2022 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 **November 28, 2022**
- 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. YouTube links will no longer count as submissions!

Send all Questions and Entries by **November 28, 2022** to: Andrew Horn, Andrew@tfnd.org

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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.

