

# KNOW VAPE

## ANTI-VAPE TEEN VIDEO CONTEST TIPS

### DO YOUR RESEARCH

Winning videos use strong facts/statistics/experiences from a variety of trusted sources. You'll come across a lot of interesting information! Choose the most important and credible to support your message. Research from trusted sources:

- Centers for Disease Control and Prevention [https://www.cdc.gov/tobacco/basic\\_information/e-cigarettes/index.htm](https://www.cdc.gov/tobacco/basic_information/e-cigarettes/index.htm)
- U.S. Surgeon General - <https://e-cigarettes.surgeongeneral.gov/>
- Smokefree.gov - <https://smokefree.gov/quit-smoking/ecigs-menthol-dip/ecigs>
- U.S. Food & Drug <https://www.fda.gov/tobacco-products/public-health-education-campaigns/real-cost-campaign>
- American Lung Association - <https://www.lung.org/stop-smoking/smoking-facts/e-cigarettes-and-lung-health.html>
- Truth Initiative - <https://truthinitiative.org/>

### WATCH LAST YEAR'S WINNING VIDEOS AT [IDAHOPTV.ORG/KNOWVAPE](http://IDAHOPTV.ORG/KNOWVAPE)

### FOLLOW THE WRITING PROCESS

Brainstorm, plan, draft (storyboard, script), revise, edit, and then produce a final product.

### CHOOSE YOUR AUDIENCE AND TARGET YOUR MESSAGE TO THEM

#### ESTABLISH A TONE

Whether humorous or serious, make sure your tone doesn't distract viewers from your overall message.

#### CHOOSE THE RIGHT MUSIC

Music is important so choose carefully based on the content and the audience. Make sure the music isn't copyrighted (see below).

#### BE CLEAR AND CONCISE IN YOUR VIDEO

90 seconds goes by quickly.

#### BE SURE EVERYONE CAN BE HEARD AND UNDERSTOOD

#### BE CREATIVE

You can use video, animation, skits, pictures, voice over, music, flip-books — the sky's the limit! Get friends involved and collaborate to make an even better project.

#### FOLLOW ALL THE RULES

Make sure your video follows the guidelines for length, content, and copyright rules.

#### HAVE FUN!

It's always a good idea to have other people screen your video before submitting to ensure your message is easily heard and understood.

#### NOTE ABOUT COPYRIGHTED MATERIALS!

View a list of websites offering free, copyright-free and royalty-free images, music, and audio at <https://www.worldof7billion.org/royalty-free-content/>