Guidance for 45-1:15 second video:

* Introduce yourself, your hometown, major/minor, and professional goals after WKU.
* Vividly relate how this scholarship will help you achieve your academic and professional goals.
  + Be sure to say “thank you” at least once and mention that you “love the Mahurin Honors College.”
* A short significant anecdote, story, or experience is more powerful than a long list.
* Let your personality come through in the video.
  + Talk about what receiving this scholarship meant to you.
  + How did you feel the moment you found out about the scholarship?
* Filming suggestions:
  + Appropriate clothing (MHC or WKU attire is always proper),
  + Make sure you film in a quiet area, with good lighting,
  + What is in the background (an MHC Red Towel or WKU pennant is always an excellent addition to any video).
* It helps to write notes for script in advance and practice a couple of times.
* Be thoughtful, sincere, and remember to express emotion/excitement. People remember how you make them feel, not the details of what you say.
* End by saying, “Thank you for the scholarship” and “Go Tops!”.