Please review these official rules before entering the contest. Minors must obtain the consent of their parent or legal guardian to enter the contest. All people recorded (including people ages 18+) in video submissions must sign and submit a signed consent form.

Contest Description

Responding to the fact that one in two sexually active young people will get a sexually transmitted disease (STD) by age 25 and most won’t know it, the Get Yourself Tested (GYT) campaign is about creating a youth driven social movement around getting tested for STDs. GYT encourages testing as an act of pride, not shame, and promotes an open dialogue about STDs by encouraging youth to get themselves tested and spread the word.

Santa Clara County Public Health Department’s STD/HIV Prevention & Control is sponsoring a GYT themed video contest, The Viral Video Contest, for Santa Clara County high school students, in recognition of STD Awareness Month in April. STD/HIV Prevention & Control is looking for youth to produce a unique video (30 – 90 seconds) directed at their peers in order to encourage and normalize STD & HIV testing.

Who Can Enter

The contest is open to all high school age youth in Santa Clara County.

Submission Type

- Contest submissions are to come from teams of one to five high school students.
- Each team must have one faculty advisor from the same high school as the students.
- There is no limit to how many submissions a school submits. Videos can also be submitted by school organizations, such as clubs and sports teams.
- A school can have multiple teams.
- Only the students listed on the team’s entry form will be eligible for student prizes.
- There is no limit to how many teams a faculty advisor chooses to advise for.

Contest Period

Entries should be submitted online at GoViralSCC.org and videos should be posted on YouTube by **Sunday, March 1, 2020**. Entries posted after this deadline may or may not be accepted, and such decisions are at the discretion of the Contest Administrator, Project MORE Foundation.
Binding Agreement

Submission of an entry in the contest requires that each individual involved in the production of the video agree to all of the terms and conditions set forth in these Viral Video Contest 2020 Rules (“Official Rules”). These rules form a binding agreement between each such individual and the Contest Sponsor, Santa Clara County’s STD/HIV Prevention, and the Contest Administrator, Project MORE Foundation.

How to Enter

1. Each team shall submit a video of **30 – 90 seconds** by the contest deadline.
   a. The video size should not exceed 300MB for uploads.
   b. Original video files must be in .MP4, .MPEG, .MOV, .AVI, or .WMV format. (.MP4 is preferred)

2. Each entry should be uploaded to YouTube (using the team’s own YouTube channel) by Sunday, March 1, 2020, and comply with the terms and conditions of using the YouTube website found at [http://www.youtube.com/terms](http://www.youtube.com/terms).

3. The team’s faculty advisor must submit the team’s Contest Entry Form, Parent Consent Form, and final Video File to the Contest Administrator by Sunday, March 1, 2020.
   a. It is the responsibility of the team and team advisor to make sure the required documents and files are submitted to the Contest Administrator on-time.
   b. The Contest Sponsor and Administrator are not responsible for lost or stolen items.
   c. Once the entry has been received by the Contest Administrator, the video submission is final and cannot be modified.

4. All required contest forms will be submitted electronically. Signed documents and YouTube video link will be uploaded during the online submission process detailed at [GoViralSCC.org](http://GoViralSCC.org).

5. The final original video file must be submitted using an electronic file sharing site, such as Dropbox, Google Drive, or We Transfer.

6. Videos can be submitted in any language, but if a language other than English is used, please specify the language that is being used in the “Brief Summary of the Video” section of the Contest Entry Form and provide English translation transcript.
7. All content in videos, including but not limited to, pictures, video, and music must be the team’s original creation and not infringe upon any third party’s personal or proprietary rights.

8. Each team must submit an Entry Form with the signature of a faculty advisor. In addition, the following people must submit a consent form signed by himself/herself and his/her parent or legal guardian (if under 18 years of age) acknowledging receipt and understanding of these Contest Rules and agreeing to abide by these Contest Rules:

   - Each student team member on a team:
     - Team members under 18 years of age must also have their parent or legal guardian sign the consent form
     - Team members 18 years of age and older may sign the consent form on their own behalf
   
   - ALL people and actors recorded in the video:
     - If under 18 years of age, the minor must also have their parent or legal guardian sign the consent form
     - If 18 years of age and older, the individual may sign the consent form on their own behalf

Contest Sponsor

STD/HIV Prevention is a part of the Santa Clara County Public Health Department. Its goal is to reduce the spread of STDs and HIV in Santa Clara County by providing HIV testing, STD & HIV education, and other resources.

STD/HIV Prevention
Santa Clara County Public Health Department
976 Lenzen Avenue, Suite 1800
San Jose, CA 95126
(408) 792-5030
Denise.young@phd.sccgov.org

Contest Administrator

Project MORE Foundation is a contractor of the Santa Clara Public Health Department. Project MORE is a service and support provider to the community organizations and government entities of Northern California, with emphasis in public health, and diversity and inclusion initiatives.

Project MORE Foundation
1700 De La Cruz Blvd, Suite D2 Santa Clara, CA 95050
(408) 673-1745
The Viral Video Contest 2020 Official Rules and Terms

contact@goviralscc.org

Winner Selection

Winning teams will be selected by a panel of judges selected by the Contest Administrator. All decisions are final and binding. Entries will be judged on the following:

- **45% Effectiveness of the Message**
  Does the video inform youth (13-25 years of age) about safe sexual health practices? Some of these practices can include, but are not limited to regular sexual health screenings, addressing the stigma around STDs, or discussing safe sexual behaviors.

- **20% Quality**
  Is there a high production value? Does the performance show skill and practice?

- **20% Originality/Creativity**
  Does the content showcase the creators' creativity? Is the video unique compared to other campaigns, PSAs, and prior year submissions? Is there a unique point of view? Does it stand out from the crowd? Is there a new technique employed?

- **15% Video Reach**
  Video reach is determined by the number of YouTube views the video has by **Sunday, March 1, 2020**. We strongly encourage participants to share the video across social media using the hashtag #GoViralSCC to boost views.

Prizes

Cash prizes will be awarded to the top three winning teams in the following format:

- 1st Place: $1,500
- 2nd Place: $1,000
- 3rd Place: $500

*Cash prizes will be mailed within 90 days of winner announcement.*

Division of cash prizes will be done at the discretion of team members.

For each of the top three winning teams, the winner’s faculty advisor will be awarded $500 for his/her high school department or organization. A faculty advisor may receive the award for each winning team that he or she sponsors.

Winner Notification

Students and faculty advisors of the winning teams will be notified by email late March to early April 2020.

A Viral Video Awards ceremony will be hosted during the month of April 2020. Family, friends, and school faculty are encouraged to attend.
Additional Rules

1. The Contest Sponsor and Administrator are not responsible for lost, late, destroyed, incomplete, unreadable, corrupted, or misdirected entries; Internet malfunction; server unavailability; or computer malfunction.

2. By participating in the contest, participants agree to be bound by the decisions of the Contest Sponsor and Administrator. The Contest Sponsor and Administrator reserve the right to disqualify any submissions (a) depicting graphic sexual activity, (b) open condoms/other STD protection, (c) depicting the drinking of alcohol, (d) depicting the use of tobacco and other drug products, firearms/weapons, any activities that may appear unsafe or dangerous, or any behavior which would be illegal if committed by a person under 18 years of age, (e) containing content deemed by the Contest Sponsor and Administrator, in their sole and absolute discretion, to be obscene, offensive, or slanderous. Any false information provided within the context of the contest by any participant may result in elimination of the entry from the contest. The Contest Sponsor and Administrator also reserve the right to disqualify any entry that they believe infringes or violates the rights of any third party, does not comply with the Official Rules, or violates applicable federal, state or local laws. The Contest Sponsor and Administrator may refuse to award any prize to a person who has violated any Contest Rule, gained an unfair advantage in participating in the contest, or obtained winner status using fraudulent means. The Contest Sponsor and Administrator will interpret these rules and resolve any disputes, conflicting claims or ambiguities concerning the rules or the contest and Contest Sponsor and Administrator decisions concerning such disputes shall be final. If the conduct or outcome of the contest is affected by human error, any mechanical, technical, electronic, communications, telephone, computer, hardware or software errors, malfunctions or failures of any kind, intentional interference or any event beyond the control of the Contest Sponsor and Administrator, the Contest Sponsor and Administrator reserve the right to terminate this contest, or make such other decisions regarding the outcome as the Contest Sponsor and Administrator deem appropriate. All decisions made by the Contest Sponsor and Administrator are deemed final. The Contest Sponsor and Administrator may waive any of these rules in their sole and absolute discretion.

3. The Contest Sponsor and Administrator reserve the right, in their sole and absolute discretion, to modify, withdraw, suspend, or terminate this contest at any time and for any reason without prior notice.

4. By participating in the contest, each individual involved in the production of the video authorizes the use, without additional compensation, of his or her name, age, likeness, voice and/or municipality of residence in any manner and in any medium (including,
without limitation, radio broadcasts; newspapers and other publications; television or film releases; slides; videotape; distribution over the Internet; and picture date storage) that the Contest Sponsor and Administrator may deem appropriate for purposes of youth STD & HIV prevention.

5. Videos may also not use the name or logo of the Santa Clara County Public Health Department, STD/HIV Prevention, Project MORE Foundation or any other organization without their expressed consent.

Intellectual Property Rights

1. By submitting an entry, each individual participating in the contest thereby grants to the Contest Sponsor and Administrator an irrevocable, perpetual, and royalty-free right to use, reproduce, edit, display, transmit, prepare derivative works of, modify, publish and otherwise make use of the entry in any and all media, whether now known or hereinafter created, for the purpose of STD & HIV prevention or any other public health purpose.

2. By submitting an entry, the individuals participating in the contest, including the faculty advisor, thereby represents and warrants that neither the submitted work nor any portion thereof shall infringe on any copyright, any rights of privacy or publicity of any person, or any other right of any third party.

Waiver of Liability and Agreement to Indemnify

By submitting an entry, each individual participating in the contest, and each of their respective heirs, successors and assigns (each a “Contest Participant”) releases, forever discharges and covenants not to make a claim against or sue the County of Santa Clara, the Contest Sponsor, Project MORE Foundation, the Contest Administrator, or any of their employees, agents, officers, directors, representatives, successors or assigns (collectively, the “Hosts”) for any claim, liability, loss, injury or damage arising out of, or in connection with the entry, The Viral Video Contest, or the use, incorporation or exploitation of the entry for any purpose described herein. Contest Participants waive and forego the right to seek injunctive relief against the Contest Sponsor or Contest Administrator relating in any way to the entry, the contest, or the use, incorporation, or exploitation of the materials for any purpose described herein. Contest Participants agree to indemnify and hold harmless the Hosts from and against any liabilities, losses, claims, demands, costs (including, without limitation, reasonable attorneys' fees) and expenses arising in connection with Contest Participants’ participation in the Contest.

Funding

Funding for this project is provided by Santa Clara County Public Health Department’s STD/HIV Prevention & Control.
The Viral Video Contest
Entry Instructions

1. RECORD
   • Create a team of 1 to 5 high school students
   • Select a faculty advisor from your high school campus
   • Read and understand the official rules of the contest
   • ALL students participating in the contest and ALL people (minor and adult) featured in the video must read, sign and submit the consent form
   • Create content for your video
   • Record your video

2. POST
   • Finalize your video
   • Post your video to your team’s YouTube channel
   • Share your video using hashtag #GoViralSCC on social media

3. SUBMIT
   • Faculty advisor can send questions to contact@goviralscc.org
   • Faculty advisor will submit a completed Entry Form at www.goviralscc.org
     A completed Entry Form includes:
     ▪ Contest Entry Form
     ▪ Parent/Guardian Consent Form(s)
       • Each student participating in the contest must sign a consent form
       • Each person recorded in a video submission must sign a consent form
       • If under age 18 the consent form must also be signed by a parent/guardian
     ▪ YouTube link to team’s video
     ▪ Final video file shared by electronic file sharing site link

REMINDER
The faculty advisor must be the liaison between student participants and the Contest Administrator. This includes submission of all materials and any contest related inquiries.
The Viral Video Contest
Helpful Hints & Tips

- **Use positive emotions** such as empowerment, love, excitement, hope, humor, etc. The idea is to connect positive emotions with positive health behaviors.

- **Avoid scare tactics** (such as emphasizing death) as studies show they do not work well in creating lasting positive behavior change and may fuel stigma related to STDs/HIV. Avoid using scare tactics such as stating STDs and/or HIV can lead to death. Please go to [https://bit.ly/2FLeguz](https://bit.ly/2FLeguz) for more information.

- **Avoid stigma.** Have others review your script and draft video for any stigmatizing messages that may unintentionally imply shaming of individuals who may have a STD. According to the Centers for Disease Control & Prevention (CDC), STD/HIV stigma is negative attitudes and beliefs about people living with STDs and/or HIV. Here are a few examples:
  - Believing that only certain groups of people can get STDs/HIV
  - Making moral judgments about people who take steps to prevent STD/HIV transmission
  - Feeling that people deserve to get STDs/HIV because of their choices
  - See more about stigma related to STDs/HIV at [cdc.gov/together](https://www.cdc.gov/together)

- **Model your call to action.** What do you want your audience to do after watching your video? Show your audience how they can do this. For example your actors can:
  - Model what can be done about stigma by encouraging people to: Get the facts. Having the facts can help reduce misunderstandings and decrease stigma associated with STD/HIV
  - Talk about STDs/HIV. Talking openly about STDs/HIV can help normalize the subject
  - Take action. Leading others with supportive behavior. For tips on what you can do when you witness stigma go to [https://bit.ly/2IePTIs](https://bit.ly/2IePTIs)
  - Talk with partners about:
    - Consent
    - Healthy relationships
    - Boundaries
  - Talk with a parent, guardian or other trusted adult about sexual health questions and concerns
  - Mention other methods that help reduce the risk for STDs including:
    - Condom use
    - Limiting the number of partners
    - Choosing to abstain if a partner does not agree to safe sex practices
    - Getting tested with a partner and knowing each other’s status before engaging in sexual activity