



## The Viral Video Contest 2024 Official Rules

*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 15-24 year olds now account for half of all new sexually transmitted infection (STI) cases, the [Get Yourself Tested \(GYT\) campaign](#) is about creating a youth driven social movement around getting tested for STIs. GYT encourages testing as an act of pride, not shame, and promotes an open dialogue about STIs by encouraging youth to get themselves tested and spread the word.

The County of Santa Clara Public Health Department Sexual Health and Harm Reduction Program (SHHRP) is sponsoring a GYT-themed video contest, the Viral Video Contest, for Santa Clara County high school students, in recognition of STI Awareness Week in April. SHHRP is looking for youth to produce a unique video (30 – 90 seconds) directed at their peers to encourage and normalize STI and 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-age youth.
- Each team must have **one** advisor from their high school (e.g., teacher or coach) or from a community-based organization (CBO) serving youth.
- A school or CBO may have multiple teams.
- Only the youth participants listed on the team's contest entry form will be eligible for a prize(s).
- There is no limit to the number of teams an advisor may choose to advise.

### Contest Deadline

**To enter the contest, each team's advisor must complete the following steps by Friday, March 8, 2024 no later than 11:00 p.m.:**

1. Post the video on YouTube.
2. Submit a completed Contest Entry Form at [GoViralSCC.org](http://GoViralSCC.org).

Contest Entry Forms submitted after this deadline may not be accepted. Such decisions are at the discretion of the Contest Administrator, SHHRP. For questions about the contest, please contact [vvc@phd.sccgov.org](mailto:vvc@phd.sccgov.org).



## Terms and Conditions

To enter the contest each individual involved in the production of the video must agree to the terms and conditions set forth in this document, the Viral Video Contest 2024 Official Rules (“Official Rules”).

## How to Enter

**The advisor must be the liaison between youth participant(s) and the Contest Administrator. This includes submission of all materials and any contest related inquiries.**

### 1. Team Creates Video

- Videos may 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 an English translation of the video’s transcript.
- All content in a video, including but not limited to, pictures, video, and music, must be the team’s original creation and not infringe upon any individual or entity’s intellectual property, privacy, or other rights.

### 2. Advisor Uploads Video to YouTube

Each video must be **30 – 90 seconds** long and be uploaded to YouTube, using the team’s own YouTube channel, by the contest deadline. The video must comply with the YouTube terms and conditions found at <http://www.youtube.com/terms>.

### 3. Advisor Submits Contest Entry Form

The team’s advisor must submit the Contest Entry Form at GoViralSCC.org. The Contest Entry Forms must be submitted electronically. To be considered complete, each Contest Entry Form must include links to the signed Consent Form(s), YouTube video, and final video file.

- **Consent Forms:**

- Each team's advisor must submit a Consent Form with their signature.
- **ALL** youth participants on each team must submit a signed consent form acknowledging receipt and understanding of these Contest Rules and agreeing to abide by these Contest Rules.
  - 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** individuals whose image and/or voice are recorded in the video must sign a consent form:



- 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

Consent forms must be submitted electronically using a file-sharing service, such as Dropbox, Google Drive, or WeTransfer. Advisors completing the online entry form at GoViralSCC.org will find a dedicated field where they are required to provide a shared link to the uploaded consent forms. The contest administrator will access the consent forms through the shared link provided in the entry form.

- **YouTube Video Link:** Each team's advisor shall provide a link to the uploaded YouTube video during the online submission process.
- **Final Video File:** Each team's advisor shall submit a video file during the online submission process
  - The video size may not exceed 300MB.
  - Original video files must be in .MP4 .MPEG, .MOV, .AVI, or .WMV format. (.MP4 is preferred.)
  - Final original video file must be submitted using an electronic file sharing site, such as Dropbox, Google Drive, or We Transfer. Advisors completing the online entry form at GoViralSCC.org will find a dedicated field where they are required to provide a shared link to the uploaded video file. The contest administrator will access the video file through the shared link provided in the entry form.

It is the responsibility of the team and team advisor to make sure the required documents and files are submitted on-time.

Once the entry has been received by the Contest Administrator, the video submission is final and cannot be modified. Team advisors will receive an automated confirmation email from [vvc@phd.sccgov.org](mailto:vvc@phd.sccgov.org) confirming receipt of their submission.

### **Contest Administrator**

For the purposes of this contest, SHHRP is the Contest Administrator. The goal of SHHRP is to reduce the spread of STIs and HIV in Santa Clara County by providing STI/HIV testing, sexual health education, and other resources.

Sexual Health and Harm Reduction Program  
County of Santa Clara Public Health Department  
976 Lenzen Avenue, Suite 1800  
San Jose, CA 95126  
(408) 792-3720  
[vvc@phd.sccgov.org](mailto:vvc@phd.sccgov.org)



## Winner Selection

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

### **Accurate information (45% of total score)**

Is all information accurate and communicated clearly?

### **Audience (20% of total score)**

Does the video appeal to youth (13-25 years of age)? Does it get the audience's attention?  
Does it give youth a call to action?

### **De-stigmatizing (25% of total score)**

The content has a theme of normalizing getting tested by encouraging others to get tested, promoting an open dialogue about sexual health, and/or addressing stigma youth may feel about getting tested.

### **Video Reach (10% of total score)**

Video reach is determined by the number of YouTube views the video has by **Thursday, March 14, 2024**. We strongly encourage participants to share the video across social media using the hashtag #GoViralSCC to boost views.

(See the last page of this Rules and Terms packet for Helpful Tips and Evaluation Criteria Rubric)

## 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.

Each winning team's advisor will be awarded \$500 to be granted to their respective high school department or youth-serving community-based organization. Advisors may receive an award for each winning team they sponsor, up to a maximum of three awards. Please note that the \$500 award is intended for the benefit of the school or community-based organization, not the advisor.

## Winner Notification and Prize Claim Instructions

Youth participants and advisors of the winning teams will receive email notifications in early to mid-April 2024. To claim their prize, winners must follow these steps:



1. Winning Student(s):

- a. **Advisor Notification:** The advisor will inform the Contest Administrator of the student's name(s) from the winning team by replying to the winner notification email.
- b. **Claim Requirements:** To receive the cash prize, the student(s) must provide the following information and complete the required information listed below, returning them to [vvc@phd.sccgov.org](mailto:vvc@phd.sccgov.org):
  - Student's Full Name (*the check will be issued in this student's name*)
  - Student's Personal email address (*NOT the school email address*)
  - Student's Home address (*the check will be mailed to this address*)
  - Completed 590 Form
  - Completed W-9 Form

2. Winning Schools/Organizations:

The winning school(s)/organization(s) will receive a \$500 check. The winning advisor should provide the following information and complete the required information listed below, returning them to [vvc@phd.sccgov.org](mailto:vvc@phd.sccgov.org):

- Point of contact at the school/organization with a phone number
- School/Organization's Mailing Address (*the check will be mailed to this address and must match the address in the W-9 Form*)
- Email Address
- Completed 590 Form (*only required if the school/organization is located outside of California or uses a PO Box*)
- Completed W-9 Form

A prize may be subject to forfeiture in the event that (1) a winning team fails to respond to the email notification or fails to return the required documents by **May 31, 2024**; (2) email notification of the award is returned as undeliverable; (3) the prize remains unclaimed; (4) a winning team is unable or unwilling to accept any part of the prize for any reason; (5) a winning team fails to comply with these official rules; or (6) a winning team is determined to be ineligible.

**Additional Rules**

1. The Contest Administrator is 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 Administrator. The Contest Administrator reserves the right to disqualify any submissions (a) depicting graphic sexual activity, (b) open condoms/other STI 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 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 Administrator also reserves the right to

disqualify any entry that they believe violates or may violate the rights of any individual or entity, does not comply with the Official Rules, or violates applicable federal, state or local laws. The Contest 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 Administrator will interpret these rules and resolve any disputes, conflicting claims or ambiguities concerning the rules or the contest and Contest 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 Administrator, the Contest Administrator reserves the right to terminate this contest, or make such other decisions regarding the outcome as the Contest Administrator deems appropriate. All decisions made by the Contest Administrator are deemed final. The Contest Administrator may waive any of these rules in their sole and absolute discretion.

3. The Contest Administrator reserves 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 their name, age, likeness, voice, municipality of residence, verbal and/or written statements, photograph, digital image, video or audio recording, and any other writing, image, or creative work submitted 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 Administrator may deem appropriate.
5. Videos may not use the name or logo of the County of Santa Clara, the Public Health Department, the Sexual Health and Harm Reduction Program, or any other organization without their express, written consent.

### **Intellectual Property Rights**

1. By submitting an entry, each individual participating in the contest thereby grants to the Contest 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 STI and HIV prevention or any other public health purpose.
2. By submitting an entry to the contest, the individuals and advisor represent and warrant 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 individual or entity. This includes not using any music, images, Internet memes, or other content from a third party without written confirmation of that third party's authorization. Additionally, contest submissions must not contain any trademarks or logos belonging to third parties unless written permission from the trademark owner is obtained. The use of any trademark or logo without permission may result in



disqualification from the contest and may also expose the participant to legal liability. The Contest Administrator reserves the right to disqualify any submissions that violate this requirement or imply any endorsement or sponsorship by any third-party entities.

### **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 or any of its 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 of the entry for any purpose described herein. Contest Participants waive and forego the right to seek injunctive or any other relief against the Contest Administrator relating in any way to the entry, the contest, or the use of the entry 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.



## The Viral Video Contest Entry Instructions

### 1. RECORD

- Form a team of 1 to 5 high school-age youth participants and select an advisor from your high school campus or a CBO that serve youth.
- Read and understand the Official Rules of the contest.
- Ensure that ALL students participating in the contest and ALL people (minor and adult) featured in the video read, sign, and submit the consent form.
- Create content for your video and record it.

### 2. POST

- Finalize your video and post it to your team's YouTube channel.
- Share your video on social media using the hashtag #GoViralSCC.

### 3. SUBMIT

- Send any questions to [vvc@phd.sccgov.org](mailto:vvc@phd.sccgov.org).
- Submit a completed Entry Form at [www.goviralscc.org](http://www.goviralscc.org). A completed Entry Form includes:
  - 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 the age of 18, the consent form must also be signed by a parent/guardian.
  - Link to the team's YouTube video.
  - Link to downloadable video file.

## REMINDER

The advisor must serve as the liaison between youth participants and the Contest Administrator, including the submission of all materials and any contest-related inquiries.

**\*\*\*\*\* Contest Rules Conclusion \*\*\*\*\***

*The information above includes the official contest rules and guidelines. The following section contains helpful resources and supplementary materials to assist contest participants in creating their video.*





## Helpful Tips

- **Use positive emotions** (e.g., empowerment, love, excitement, hope, humor) to promote positive health behaviors.
- **Reduce stigma**
  - Have others review your video for any stigmatizing messages that could shame individuals with STIs.
  - Encourage people to get the facts about STIs/HIV to reduce misunderstandings and decrease stigma.
- **Model the call to action.** Demonstrate how your audience can take action by modeling methods that can help reduce the risk of STIs. For example:
  - Getting tested for STIs
  - Getting vaccinated against certain STIs (e.g., HPV and Hepatitis B)
  - Talking openly about:
    - STIs
    - Healthy relationships
    - Boundaries
    - The importance of using protection
- **Refrain from using trademarked or copyrighted materials** (such as memes, music, video clips, etc.) unless you have obtained proper, written permission.

# VIRAL VIDEO CONTEST TIPS

#GoViralSCC



Connect positive health behaviors with positive emotions



Capture your audience's attention



Model your call to action



Share video using #GoViralSCC



Use the rubric to get feedback and improve your video



Mention other methods that help reduce the risk for STIs



Avoid making negative comments about taking steps to prevent STI/HIV transmission



Do not use trademarks, logos or third-party content without written authorization



**Good luck!**

## Viral Video Contest Evaluation Criteria Rubric

Category (breakdown by %)	Questions per Category	Scoring and Criteria			Total # of points
<b>Accurate information 45%</b>	How accurate is the information presented in the video?	<b>Excellent = 3</b> Meets all criteria	<b>Good = 2</b> Meets 1 criteria	<b>Needs work = 1</b> Meets 0 criteria	
	Criteria:				
	<ul style="list-style-type: none"> <li>The video presents highly accurate information, with no errors or inaccuracies.</li> <li>Information presented is from a credible source.</li> </ul>				
	How clear is the information in the video communicated?	<b>Excellent = 3</b> Meets all criteria	<b>Good = 2</b> Meets 1 criteria	<b>Needs work = 1</b> Meets 0 criteria	
	Criteria:				
	<ul style="list-style-type: none"> <li>Information is communicated clearly, making it easy for viewers to understand and follow.</li> <li>Information is conveyed through multiple modes, which may include oral/audio, written text, and/or visual imagery/acting to enhance comprehension.</li> </ul>				
		<b>Excellent = 3</b> Meets all criteria	<b>Good = 2</b> Meets 1 criteria	<b>Needs work = 1</b> Meets 0 criteria	

## Viral Video Contest Evaluation Criteria Rubric

<b>Audience 20%</b>	How appealing is the video to youth (13-25 years of age)?	Criteria: <ul style="list-style-type: none"> <li>The video is highly appealing to youth aged 13-25.</li> <li>The video is specifically and explicitly tailored for a youth audience.</li> </ul>			
	How well does the video get the audience's attention?	<b>Excellent = 3</b> Meets all criteria	<b>Good = 2</b> Meets 1 criteria	<b>Needs work = 1</b> Meets 0 criteria	
		Criteria: <ul style="list-style-type: none"> <li>It effectively captures the immediate attention of the target audience.</li> <li>The video employs a unique and creative approach that significantly engages the audience's attention throughout.</li> </ul>			
	How well does the video inspire or motivate young people to take action?	<b>Excellent = 3</b> Meets all criteria	<b>Good = 2</b> Meets 1 criteria	<b>Needs work = 1</b> Meets 0 criteria	
	Criteria: <ul style="list-style-type: none"> <li>It includes a clear and compelling call to action for youth</li> <li>Call to action is demonstrated with a concrete example and not just stated</li> </ul>				

## Viral Video Contest Evaluation Criteria Rubric

De-stigmatizing 25%	How well does this video aim to promote normalization of getting tested for sexually transmitted infections (STIs), encourage others to get tested, facilitate open discussions about sexual health, AND/OR address any stigma that young people may feel about getting tested?	Excellent = 3 Meets 3-4 criteria	Good = 2 Meets 2 criteria	Needs work = 1 Meets 1 or 0 criteria	
Video reach 10%	To be calculated by contest administrator	Number of video views by <b>Thursday, March 14, 2024</b>  Share video widely using #GoViralSCC	n/a	n/a	
<b>Subtotal</b>					