



Expression of Interest

Community members for *Emen8's* "Guys Like Me/You/Us" campaign

ABOUT EMEN8:

Produced in partnership by ACON and Thorne Harbour Health, *Emen8* was launched in May 2017 as Australia's biggest and boldest online sexual health and wellbeing initiative for gay, bisexual and other men who have sex with men. Its online presence includes Emen8.com.au and [Facebook](https://www.facebook.com/emen8).

ABOUT THE CAMPAIGN

We are developing a campaign to promote various methods of HIV prevention, in particular condoms, PrEP (pre-exposure prophylaxis), UVL (undetectable viral load) and PEP (post-exposure prophylaxis).

The campaign will consist of a collection of short videos featuring gay and bi men filmed in their own home and surrounding areas, sharing a bit about themselves and how they prevent HIV. Through these stories, we aim to educate guys about HIV prevention and ultimately reduce rates of new HIV and STI infections.

The campaign is set for release mid- to late-May 2019 and will be distributed to gay and bisexual male audiences online, Australia-wide. The channels include *Emen8's* Facebook page and website, gay dating apps such as Grindr and Hornet and other digital platforms and websites.

WE WANT YOU!

As a member of the community, we'd love to feature you in the campaign. We are looking for diversity; different body shapes, ages, cultural backgrounds, styles, relationship types and HIV status.

REQUIREMENTS:

- Camera-confidence
- Willingness to share personal information regarding relationships, sex and HIV prevention

WHAT YOU NEED TO KNOW:

- If successful, you must be able to welcome a small film crew of up to 3 people into your home (or another place with minimal noise interruptions). You will need to provide confirmation of the address prior to the shoot
- A brief interview will take place with questions that will be provided to you in advance
- Additional footage may be captured to help tell your story visually, e.g. walking down the street and other nearby locations, doing things around the house etc. Direction will be provided on the day
- **Date:** TBC and depending on your availability. It will likely occur one day between Sunday 28th April and Sunday 5th May
- **Duration:** We expect it will take approximately 3 hours of your time
- A talent release form will need to be signed by you that will be provided on the day of filming

WHAT'S IN IT FOR YOU?

- By sharing your story, you'll be helping gay, bisexual and other men who have sex with men from across the country learn more about HIV prevention and good sexual health
- All participants receive a \$200 gift card

INTERESTED?

Please complete the below information and return to Chris at chris@emen8.com.au along with:

- **2-3 current photos of yourself** ie selfie/headshot, mid shot (waist up) and full length
- **A short video of yourself** telling us what HIV prevention method(s) you use or have used and why you want to be in the campaign. Be creative!
- **1-2 photos** of the proposed space for filming your interview

Full name:				
Proposed address for filming the interview:				
Age:	Phone:		Email:	
Do you identify as any of the following? (please mark all that apply to you)	<input type="checkbox"/> Gay/bi man <input type="checkbox"/> Non-binary, gender fluid or other: _____ <input type="checkbox"/> Trans man <input type="checkbox"/> Aboriginal and Torres Strait Islander <input type="checkbox"/> From a CALD background: _____			
Availability (please mark all that apply):		Morning	Afternoon	Evening
	Sunday 28 th April	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Monday 29 th April	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Tuesday 30 th April	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Wednesday 1 st May	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Thursday 2 nd May	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Friday 3 rd May	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Saturday 4 th May	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sunday 5 th May	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
The HIV prevention method(s) I use are (please mark all that apply): <input type="checkbox"/> Condoms <input type="checkbox"/> PrEP <input type="checkbox"/> UVL / Undetectable (either myself or my partner is HIV positive)				
I have used PEP (post-exposure prophylaxis) before and am comfortable speaking about it: <input type="checkbox"/> Yes <input type="checkbox"/> No				
I am in a relationship (any type) and my partner and I are both willing to feature together: <input type="checkbox"/> Yes (Please complete and submit a form each. Photos/videos may be as a couple or individuals) <input type="checkbox"/> No				

WHAT'S NEXT? You will be contacted regarding your application and advised of the outcome and next steps.

Thank you,

Chris from Emen8

chris@emen8.com.au / phone (AEST business hours only): (03) 9865 6760