



CREATIVES EMPOWERED

ANTI-RACISM VIDEO PROJECT GUIDELINES





**ANTI-RACISM HAS NEVER BEEN MORE IMPORTANT IN
ALBERTA - GIVEN OUR CURRENT CLIMATE.
AND WE WANT TO HEAR FROM YOU!**

OPEN CALL FOR VIDEO PROPOSALS:

Creatives Empowered is seeking 6 IBPOC Content Creators in Edmonton and the surrounding area to produce a 1 to 3 minute anti-racism video.

Each successful candidate will receive a \$4,500 budget, plus a \$1000 production credit from FAVA, and a free first year FAVA membership!

We want videos that convey the effects of racism on mental health, the need for anti-racism in our society, and boldly change how we talk about racism publicly.

Videos that align with our Values Statement: "Creating spaces free of racial + unconscious bias, frees up our creative energy, and empowers our health."

We've also partnered with Edmonton's BIPOC Healing and Wellness Centre to provide guidance on key mental health topics that you can weave into the videos.

These 6 videos will serve as an important PSA campaign that will launch in September 2026, and be shared widely on our website, other digital channels and networks.

This is an excellent opportunity to showcase your storytelling skills, and have your content shared publicly!

HOW TO APPLY:

STEP 1: Please download our Application Documents Package first from <https://creativesempowered.ca/yeg-anti-racism-videos/>

STEP 2: Submit your proposal through our online application form.

Successful IBPOC Content Creators will receive:

- \$4,500 budget
- \$1,000 production credit from FAVA
- free first year FAVA membership



- professional support and mentorship from Creatives Empowered and BIPOC Healing and Wellness Centre, as they write, shoot, and edit their videos

Please ground your proposals in creative storytelling, and center BIPOC communities and perspectives.

Need help on key mental health topics to weave into your video?

Check out the PDF **“How Racism Can Impact Your Mental Health”** from BIPOC Healing and Wellness Centre - found in the Application Documents Package.

Your Proposal should include:

- genre / format
- length of your video (1 to 3 minutes)
- concept for your video
- tone of your video (overall mood or atmosphere)
- key mental health topics you'll cover
- your project plan and approach (see project timeline below)
- a detailed budget for \$4,500
 - submitted on our budget template
 - producer fees and corporate overhead cannot exceed 20% of the total \$4,500 budget
 - captioning and transcription fees for accessibility will be covered separately by Creatives Empowered
- a list of key personnel: producer, director, writer, director of photography, editor, etc.
 - more than one position can be occupied by the same person
- your CV / resume
- 1 to 3 samples of any previous video work - please send video links

APPLICANT REQUIREMENTS:

This opportunity is open to emerging, mid-career and established Content Creators, who self-identify as Black, Indigenous and/or a Person of Colour/Racialized.

You must be 18 years of age or older, reside in Edmonton or the surrounding area, and be a Canadian Citizen or Permanent Resident to apply.

You do not need to be incorporated or have a production company to apply.



Successful applicants will be required to enter into a contract with Creatives Empowered to produce the videos, that will also outline how the \$4,500 budget will be administered.

PROJECT TIMELINE:

May 2026 to June 2025 (2 months)

Video Creation & Production

- IBPOC Content Creators script and shoot their videos
- ongoing mentorship and support provided by Creatives Empowered and BIPOC Healing and Wellness Centre
- midpoint check-ins to ensure progress and alignment

July 2026 to August 2026 (2 months)

Post-Production & Review

- Creatives Empowered reviews rough cuts and fine cuts with IBPOC Content Creators for quality
- finalize editing and complete the videos

September 2026 to October 2026 (2 months)

Launch of Videos, Public Sharing & Community Engagement

NOTE: The videos can also be completed earlier, but will still be scheduled for a Fall 2026 release.

DOWNLOAD THE APPLICATION DOCUMENTS PACKAGE HERE:

<https://creativesempowered.ca/yeg-anti-racism-videos/>

APPLICATION DEADLINE: MONDAY MAY 4 AT 11:59pm MST

SUCCESSFUL APPLICANTS WILL BE NOTIFIED VIA EMAIL BY MAY 8

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