

creator network

WHAT'S YOUR IDEA?

Tell us how your idea is fresh and new.

WHAT'S THE TAKEAWAY?

What will we learn from your story? Where will your story take us?

WHAT ARE THE VISUALS?

These are video-first projects. How will you tell your story with visuals? (Video, animation, illustration, photos or another visual element)?

WHO IS YOUR AUDIENCE?

How is your story relevant to young BIPOC audiences?

WHO IS YOUR TEAM?

Who is involved in the project?

HOW LONG WILL THE PROJECT TAKE?

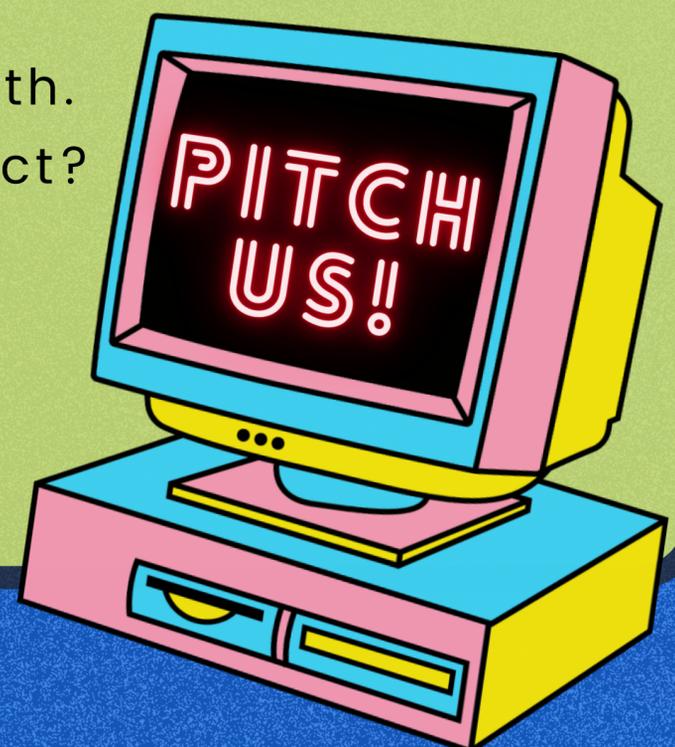
Videos are approximately 5 minutes in length. What is your timeline to complete the project?

WHY DO YOU WANT TO WORK WITH US?

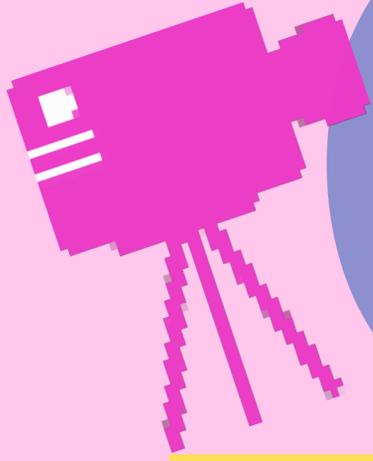
Please email answers to questions to creatornetworkott@cbc.ca



CBC OTTAWA CREATOR NETWORK



C B C O T T A W A ' S



creator network



TELL UNIQUE STORIES

We're looking for diverse and unique voices behind the lens and in front of the camera. From short videos and docs to photography, animations, illustrations, we're open a range of creative collaborations.



AMPLIFY YOUNG VOICES

We want to create content specifically for younger audiences (18-40) as well as guide creators who are already making digital content. We want to collaborate with people who can tell meaningful stories to young people across Ottawa, Eastern Ontario and western Quebec.



VIDEO STORYTELLING

We value fresh and innovative digital video treatments that are shareable, engaging and could work on multiple CBC platforms. Videos are approximately five minutes in length.



EMERGING TALENT

This is a paid opportunity, and we are specifically looking to work with underrepresented creators including BIPOC, newcomers and people with disabilities, as well as anyone with a fresh and new idea.



BE SEEN ACROSS CBC

The Creator Network gives creators the opportunity to pitch and showcase their content across CBC platforms, like on social media, TV, Radio and web, and as far and wide as CBC Gem, CBC Local and National, CBC Indigenous, CBC Radio, Life, Arts and Kids.



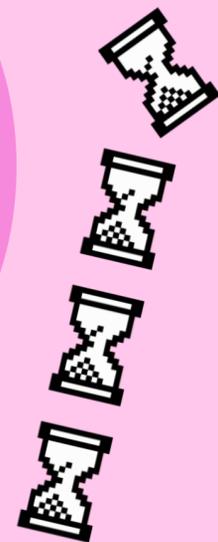
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C B C O T T A W A ' S

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What is the Creator Network?

The Creator Network is a small team of CBC producers that work with emerging digital storytellers to produce unique and diverse video content for younger audiences (18-40). Our goal is to bring compelling narratives, creative treatments and arresting visuals together to create brave and relevant content that connects Canadians, reaches new audiences and is highly shareable.

What do Creator Network producers do?

We guide creators while they produce digital content through their own lens. We are seeking fresh perspectives and unique styles of storytelling that speak to younger BIPOC audiences. We license and pay for content produced by creators in collaboration with CBC. We promote and champion the content to maximize impact across CBC platforms — which can include CBC Gem, CBC Local and National, CBC Indigenous, CBC Radio, Life, Arts and Kids.

Why is CBC doing this?

Our CBC Values include Representation, Relevance, Creativity, Authenticity, Inclusion and Connection. The Creator Network allows us to focus on all these things while telling more stories for and by young diverse Canadians.

What kind of content creators are we looking for?

Content creators can be writers, filmmakers, bloggers, photographers, poets, dancers, artists, graphic designers, animators, chefs, foodies or anyone else with a vision and compelling story to tell. We are looking for bright and bold content that reflects our communities and culture. Creators should be able to create digital video content such as short videos (up to 5 minutes long), short docs, photo essays, commissioned illustrations, animation, comedy, explainers and more — from start to finish.

How can you get involved?

Craft your pitch into an email and include the following details: What is your idea? What will people learn from your story? Who are the subjects? What kind of digital content do you envision? Who is your audience? Who is your team and what do they do? How long will it take to create your content? Why do you want to work with the CBC Creator Network?

**Send your pitch to CBC Ottawa Creator Network Producers:
creatornetworkott@cbc.ca**



CBC OTTAWA CREATOR NETWORK