

# YOUTH ACTOR FOR RMWB COMMERCIAL VIDEO

## CALL FOR ARTIST

Applications must submit online by January 23, 2022 by 11:29PM (MST) to [participate@rmwb.ca](mailto:participate@rmwb.ca). All inquiries or issues with submitting can be directed to [participate@rmwb.ca](mailto:participate@rmwb.ca), or PULSE at 780-743-7000.

Selected artist will be notified by January 25, 2022.

### Project Overview

The Regional Municipality of Wood Buffalo (RMWB) is preparing to promote a Municipal project through a detailed engagement campaign. The project will include a diverse and thorough marketing campaign, with an emphasis on community participation and feedback.

The promotional video will be broadcasted through numerous social media platforms such as Facebook, Instagram, You Tube, and Google. The actor's parent or guardian will sign a social media consent form, allowing the RMWB to use the youth's image for advertising purposes.

The artist will perform in two promotional videos (scripts will be provided and must be memorized). The videos will be recorded within the region (exact locations are to be determined).

### Project Goal

Create a fun, and inspiring promotional video from a youth's perspective of the importance of the Municipal project.

### Requirements

Qualifications for the project include (but are not limited to):

- Resident of the Regional Municipality of Wood Buffalo;
- Aged between 6-10 years old;
- Bubbly and enthusiastic personality;
- Strong and articulate speaking skills;
- Written consent from a parent or guardian; and
- Past experience with acting (please provide details).

### Submission Requirements and Evaluation Criteria

Submissions will be reviewed by a selection panel.

While the Communications & Engagement Department will attempt to contact the applicant to request any information that might be missing, it is the applicant's responsibility to submit a



complete application. Applications that are incomplete after submission deadline will not be reviewed by the selection panel.

Information needed for submission includes:

- Name of applicant;
- Name of parent or guardian of applicant;
- Contact information including phone and email;
- Age of applicant;
- Acting resume; and
- If available, video example of past actor experience.

Applicants will be scored through the evaluation criteria on the following:

1. Requirements – 10 Points
  - Meets requirements to apply for opportunity;
  - Application received prior to deadline.
2. Experience – 40 Points
  - Experience within the local arts community;
  - Acting experience.
3. Portfolio – 50 Points
  - Video examples of past performances, these can be in numerous platforms including video files, shared links, or social media posts.

## **Budget**

Artist will be provided a rate that's within the Canadian Artists' Representation/Le Front des artistes Canadiens (CARFAC) guidelines. The total award for this project is \$700.00 for the artist for completion of recording the videos.

## **Artist Agreement**

The successful actor's parent or guardian will be required to sign an agreement with the Municipality. Upon notification of the award, the successful actor will have 7 business days to finalize and sign the agreement. If an agreement cannot be reached within this period, the Municipality may award the proposal to the first runner up to the submission and allow 10 business days for that actor to finalize and sign the agreement or cancel and reissue.

## **Anticipated Schedule**

Two scheduled recordings will be coordinated with an estimate of one to two hours for each video recording. Dependent on weather, filming may be completed outside. The applicant will be responsible for arriving on time for the confirmed scheduled video recordings.

Video 1: Estimated recording between January 31- February 4.

Video 2: Estimated recording between February 7-11.

\*schedules subject to change

