



## Request for Proposal (RFP) Video campaign against misinformation and disinformation<sup>1</sup>

### ABOUT ACCT and ACT2endracism

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The Action, Chinese Canadians Together (ACCT) Foundation was formed in 2017 with the aim to advancing Chinese Canadian civic participation and leadership development; strengthening community capacity; and furthering education on racial equality of minorities including Chinese Canadians. The ACCT Foundation is the sponsoring organization of the ACT2endracism coalition.

ACT2endracism is a national coalition of over 40+ community organizations with the goal of addressing COVID related racism against Canadians of East and SE Asian descent. The objectives of the coalition are to: 1). Raise awareness about COVID-19 racism 2). To develop and disseminate anti-racism resources and tools 3). To monitor hate incidents/hate crimes through a multi-lingual, national registry and 4). To engage government to exercise their responsibility to protect the safety and security of all Canadians 5). To dismantle systemic racism by influencing public policy.

### ABOUT THE VIDEO CAMPAIGN

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The goal of the video campaign is to counter disinformation and misinformation that has fueled anti-Asian sentiment, targeted assaults, and everything from micro aggressions to violent hate crimes in this challenging time. The ACCT Foundation in partnership with ACT2endracism, is seeking interested film makers or social media creatives to **develop four digital graphic/video projects** (each one being approximately 2 minutes in length). The topics for each project are:

1. Model minority paradox
2. Perpetual foreigner myth
3. Yellow peril
4. To be announced

The digital graphic or video will be made public and shareable as a community resource for promoting awareness and education, to further conversation and dialogue within our communities and with the general public, and to influence policy makers. The project will be made available on our organization's website to share and will be promoted on social media and other platforms.

### CALLING ARTISTS, FILM MAKERS, SOCIAL MEDIA CREATIVES

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- You are able to tell a clear and compelling story about the topics through your experience with East and SE Asian communities, anti-racism work, and research.
- Your research on the topic will help to inform 4 short and succinct videos that will help others to understand the subject and to break down the misconceptions about the East and SE Asian community in Canada.

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<sup>1</sup> Misinformation vs. disinformation – article on the differences <https://www.dictionary.com/e/misinformation-vs-disinformation-get-informed-on-the-difference/>

- You will work with key members of ACT2endracism to formulate a strong slogan/message for each video.
- You will be able to access archival footage that members of our network already have access to and also access anti-racism videos/messages created during our recent public awareness campaign.
- And lastly, you will produce a series of evocative, eye-catching, conversation starting videos that goes beyond raising awareness to say something about the roots of disinformation and misinformation that is fueling racism today and is little understood by both the general public and even within our own communities.

### PROPOSAL GUIDELINES

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All potential candidates are asked to submit all documents in pdf format. Proposal must include the following documents:

- Biography or resume of lead creative (may also include biographies of other members of your team if relevant)
- 2-3 page proposal on your preliminary vision/ideas of the project including content, format, impact
- Web link to 2-3 samples of digital media/graphic/video produced by candidate

All proposal queries and submissions to be e-mailed to: [events@acctfoundation.ca](mailto:events@acctfoundation.ca)

### BUDGET

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- Project total maximum is \$20,000 plus GST for all 4 videos

### TIMELINE

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|---------------------------------------|---|
| • <b>Proposal submission deadline</b> | <b>Thursday, Dec 17, 2020 at 11:59 p.m. (MST)</b> |
| • Notification of awarded proposal    | Tuesday, Dec 22, 2020                             |
| • Launch first video                  | Friday, Feb 12, 2021                              |
| • Launch second video                 | Friday, Feb 26, 2021                              |
| • Launch third video                  | Friday, Mar 12, 2021                              |
| • Launch fourth video                 | Wednesday, Mar 31, 2021                           |

## APPENDIX: DIGITAL MEDIA RESOURCE EXAMPLES

Model Minority stereotype:

[https://www.washingtonpost.com/video/business/the-myth-of-the-model-minority/2017/04/14/aa6c4bf4-213a-11e7-bb59-a74ccaf1d02f\\_video.html](https://www.washingtonpost.com/video/business/the-myth-of-the-model-minority/2017/04/14/aa6c4bf4-213a-11e7-bb59-a74ccaf1d02f_video.html)

Model Minority Stereotype:

<https://www.youtube.com/watch?v=PrDbvSSbxk8>



Historica video on SARS disinformation

<https://www.youtube.com/watch?v=k8R7MukHlmA>

Systemic Racism – explainer

[https://www.youtube.com/watch?v=YrHIQIO\\_bdQ](https://www.youtube.com/watch?v=YrHIQIO_bdQ)

Systemic/institutional Racism - explainer

<https://theconversation.com/explainer-what-is-systemic-racism-and-institutional-racism-131152>

Malcolm (Asian-American Visual Poem – on internalized racism)

<https://youtu.be/AHRVFziw9fc>

Video on the reaction to Anti-Asian racism in time of Covid

<https://www.youtube.com/watch?v=dqU9VxiMIZU&feature=youtu.be>