



Request for Proposals

fRI Research Profile Videos

fRI Research is looking for a visual storyteller with strong editing skills to make a compelling corporate video that gives an overview of our research activities and values. The project calls for a full version in traditional widescreen format, and a recut short or reel version appropriate for mobile viewing through social media.

Specifications

Project

Proposals due: January 27, 2025

Final video due: March 31, 2025

Budget: \$10,000 – \$20,000

Full Video

Length: 1–3 minutes

Minimum specifications: 3840 x 2160px
widescreen; 23.98 fps; 2.0 stereo; .srt
captions

Short or Reel

Length: under 1 minute

Minimum specifications: 1080 x 1920px
vertical; 23.98 fps; 2.0 stereo; .srt captions

Project Goals

The goal of the **fRI Research Profile Videos** is to present, in a brief and engaging manner, our organization to key audiences hearing about us for the first time. It should:

Be compelling

Regardless of whether the video is 1 minute or 3 minutes long, it should feel short. We are looking for a product that catches the attention of a half-engaged audience, tells a memorable story, and ends before they realize they've been hooked.

Cover our Scope of Activities

We have a 32-year legacy of practical research, during which we have studied many different environmental issues. This should give a broad sense of our activities, not just an momentary snapshot.

See the About fRI Research section at the end of this document, and friresearch.ca.

Communicate our Values

We are committed to the highest standards of scientific **accuracy**. Our value lies in being trusted to get it right. Part of communicating this value will be ensuring that the video itself is unquestionably accurate in every detail.

For example, if stock footage of a caribou is used to illustrate that topic of research, it must not be a barren-ground caribou or Eurasian reindeer. Those are details that our scientifically-literate audience will notice!

We insist that our research be **practical**. We find the knowledge gaps that are actually holding back better environmental management, and our research is hyper focused on that. We deliver knowledge and tools that can be put into practice.

We are fiercely **independent** and **non-advocacy**. We work with all governments, industries, environmental NGOs, and scientists around the world. We are trusted as a neutral boundary organization because we don't take sides.

Target Audiences

There are several specific primary audiences: experts in management of forestry, wildlife, watersheds, and energy development. Specifically, this will include scientists and managers in Alberta Forestry and Parks, Alberta Environment and Protected Areas, biologists and managers in resource companies, ecologists at universities and environmental NGOs. Secondly, it may include a broader group of people we think of as the “interested public” who, while not having a professional interest in our services, do have some particular training and interest in one or more of the areas we study (see About fRI Research).

What unites these audiences is that they are starting with a solid baseline of ecological knowledge and are aware of many of the issues we are working on. They appreciate the tension between ecological and socio-economic values and believe that science can help. They do not, however agree on the best way to solve these issues, and their ranking of values will differ.



Video Style

You could think of this video as a company profile video or a brand video. This is how we will be introducing ourselves online, at conferences, and in partner meetings. We are open to creative storytelling techniques, as long as the final product is of the highest quality, and so we aren't prescribing specific elements or techniques. Here are the guidelines we are sure about:

- The tone we want associated with us is friendly and authoritative.
- The subjects of this video should be the landscapes and animals that we study.
- This is not a talking head video, or a video focused on any specific employee.
- Stay away from AI. It bothers a lot of people, and would be a distraction.

Beyond that, we don't know what this video should look like; we're looking to you, the experts in video storytelling, to come up with a wonderful approach. Note that fRI Research currently has only limited media at the level of quality required for this video.

Proposal Guidelines

Submit your proposal to bwilliamson@friresearch.ca by January 15. Include in your proposal:

- a brief description of your vision for the full version of the video and how you can adapt that into the short/reel format
- some examples of relevant work from your portfolio
- your production process including any elements that you outsource
- a budget breakdown of major costs
- a realistic timeline including revisions

About fRI Research

We are a not-for-profit research institute based in Hinton, Alberta, but with projects throughout the foothills of the Rocky Mountains and the Canadian Boreal Forest. Major areas of research are grizzly bears, caribou, fish species such as bull trout and arctic grayling, and understanding how economic development, wildfires, and other natural disturbances affect the ecology of the landscape.



History

In 1992, the Government of Canada set up a network of Model Forests, designed to be living laboratories for improving forest management. The Foothills Model Forest was one of the first, and soon grew beyond that program in terms of research questions, partnerships, and geographic scope.

Current Scope of Research

Caribou

All herds in Alberta are classified as threatened. Our job is to better understand the threats facing them, how changes on the landscape affect them, their competitors, and their predators, and determine which restoration and management practices could contribute to their recovery.

Grizzly Bear

Grizzly bears are also listed as threatened, although since the Government of Alberta has put in place measures to reduce mortality, populations in some areas of the province have shown signs of recovery. Today we are focused on monitoring populations, improving methods for studying grizzly bears, and tracking changes in their habitat.

Healthy Landscapes

Landscape ecology looks at the big picture for how human and natural disturbances, across the entire western Canadian Boreal, have changed over decades and centuries. Wildfire (and fire suppression), forestry, climate, insect invasion, and other industrial developments have radically reshaped the composition of the forest, with effects on all the animals and communities that live there.

Water and Fish

Recently re-launched, this program has a significant focus on coldwater fish and their habitats in the eastslopes of the Rockies, from the US border up to the Peace River Watershed. Projects range from collecting water data to testing methods for fish conservation to developing LIDAR tools for next generation mapping and modeling of streams.

