

Telling Your Story: A Community History Video Partnership

Dear Council Members,

My name is Craig Baird, and I am the creator and host of *Canadian History Ehx*, one of Canada's leading history podcasts and radio programs.

I launched *Canadian History Ehx* in 2019 with the goal of exploring and sharing Canada's rich past. What began as a small podcast has grown into one of the most-listened-to history shows in the country, now reaching over one million downloads per year and airing nationally on the Corus Radio Network. Alongside the show, I manage social media channels with a combined audience of more than 300,000 followers, and I am the author of the best-selling book *Canada's Main Street: The Epic Story of the Trans-Canada Highway*.

This year, I am embarking on an ambitious coast-to-coast-to-coast journey across Canada to document our country's past and present. The stories, interviews, and experiences from this trip will become a series of videos and a future book focused on the people, places, and communities that shape Canada.

With my background in journalism and video production, my goal is to visit communities like yours to tell your story—highlighting your history, heritage, and the ways you preserve it for future generations. These videos are designed not only to celebrate local history, but also to serve as lasting, shareable promotional pieces for your community.

To help fund this journey, I am offering communities the opportunity to partner with me for the creation of a dedicated feature video about their history and heritage.

What I'm offering:

- A 10–20 minute professionally produced video focused on your community's history, heritage, and preservation efforts
- Distribution across my social media platforms, YouTube channel, and TikTok, reaching hundreds of thousands of history-interested viewers. My follower count is as follows:
 - Twitter (65,000): <https://x.com/CraigBaird>
 - Instagram (48,000): @cdnhistoryehx
 - Threads (40,000): <https://www.threads.com/@cdnhistoryehx>
 - Bluesky (25,000): <https://bsky.app/profile/cdnhistoryehx.bsky.social>
 - TikTok (35,000): @cdnhistoryehx
 - YouTube (6,800): <https://www.youtube.com/@CanadianHistoryEhx>
 - Facebook (106,000): <https://www.facebook.com/CanadianHistoryEhx>
- A collaborative process: no video will be published without your approval after review
- A two-week turnaround: all videos will be delivered for review within two weeks of filming

- Filming will take place during my journey between June and September

Cost:

- \$500 total
- \$250 upon acceptance
- \$250 once the video has been delivered for your review

My aim is to create something that your community can be proud of—an engaging, accurate, and accessible story that showcases what makes your town unique, while also introducing it to a large, Canada-wide audience interested in history, travel, and heritage.

Thank you very much for considering this proposal. I would be happy to answer any questions or discuss how we can tailor this project to best serve your community.

Sincerely,
Craig Baird
Canadian History Ehx