

Call for Applications

Freelance Content Creator(s):

Exploring the cultural influences and interests of North Carolina's working people

Application review begins on **August 21, 2026**. Open until filled.

Background and objective

[Unite Here](#) and [Beacon Media](#) are seeking applications from North Carolina-based content creators, journalists, audio/visual producers, or investigative storytellers to highlight untold stories that speak to the inclusive culture required to change working conditions across North Carolina. This project aims to identify and magnify the issues facing working people and to broaden engagement with these issues, with the ultimate goal of contributing to the development of a working class agenda for North Carolinians.

While each story will focus on a distinct subject, all of the subjects should be presented through the lens of interest and relevance to the working people and rural communities who uphold the economy of our state. Potential subjects include community mobilization to resist exploitative data centers, faith-based organizing around social and economic justice, cooperatives that support creative or industrial initiatives, and/or content that exhibits the community and collaborative spirit of North Carolinians to fight for better working conditions.

Expected deliverables

- A set of materials on 1-5 subjects (e.g., an individual, event, community, activity, policy, etc.) ○ For each subject, at least 2-3 segments edited for social media, e.g., photo carousel with captions, 60-second video or audio clips, etc.
 - Raw editable footage with high-quality audio and video for possible future use, e.g., production of a short (5-20 minutes) video project
 - Written documentation of the subject, including summary of topic, names and contact information of interviewees, key facts and details, any notable direct quotes
- Coordination with Beacon Media's "Do You Even Live Here?" (DYELH) social media channels and podcast to feature the subject(s). While DYELH is primarily Western North Carolina-based, we will consider pitches from across North Carolina.

We are seeking a wide range of pitches and storytelling that will be applicable for social media and building a diverse audience, focused on marginalized communities and working people across North Carolina. To us, that means storytelling that is personal, compelling and narrative-driven. However, this pilot is about experimentation and are not being prescriptive and would love to see a broad of range of pitches and experimentation. That could look like:

- A series of clips/interviews for social media, with longer interviews placed on YouTube;
- A series of informative, direct-to-camera videos that showcase an under-covered story or topic;
- A short 5-7 minute documentary, with compelling sequences clipped for social media channels and interesting subjects featured for in-depth interviews on our podcast;
- An audio-only story about an under-covered story in a North Carolina town;
- A cultural story featuring an artist and their messaging about what makes North Carolina special.

Key Responsibilities

- Depending on the story pitch/deliverable, conduct in-depth, ethical, on-the-ground or remote interviews, gather primary source materials and/or conduct research.
- Craft, edit, and deliver original story packages following high journalistic standards. • Communicate regularly with the project team and work collaboratively through the editing process.
- Meet established deadlines and budgets.

Contract Term & Budget

- We are accepting applications and proposals for anywhere from one to five stories, meaning we might work with more than one creator.
- Budget Range: \$3000-\$5000 per subject or story, inclusive of travel expenses.
- Preferred start date September 1, 2026, with a three-month term.

Candidate Qualifications

Preferred qualifications include:

1. Demonstrated history of creating engaging social media content, audio/video documentary work, published journalism, or cultural reporting
2. Familiarity with NC history, politics, or local community networks
3. Proven record of ethical and community-first storytelling practices
4. Ability to manage self-directed field travel, meet deadlines, and handle administrative detail

Application Guidelines

Provide the information requested in [this application form](#). Review of applications will begin on August 21, 2026 and will continue until creators have been selected.

- 1-2 page document explaining your interest in the project and pitching up to three story ideas
- resume
- portfolio links (or files or clips of past work)

Hiring Entities

Beacon Media and Unite Here bring complementary expertise to the project. Beacon Media produces content in English and Spanish and works with media outlets across NC to share the voices of those advocating for a more equitable democracy and is focused on producing content and building community-based media to reach marginalized communities. Unite Here contributes its vast experience with organizing and movement building.

Beacon Media, a 501(c)3 nonpartisan nonprofit launched in 2024, works to empower community leaders and drive meaningful change in North Carolina communities by amplifying trusted community messengers and delivering persuasive, values-based messaging that engages the audiences the left has too often ignored.

The role of media and messaging is crucial, especially for the working-class Black, rural and Latino audiences we must serve to have a democracy where all can thrive. To change our current trajectory, we must engage these audiences in new and more meaningful ways. By investing in a new generation of communicators, leaders, and storytelling, Beacon Media is making the case for a strong, multiracial democracy in North Carolina that better serves working people.

UNITE HERE is a movement of people committed to changing lives in the hospitality industry by making sure our jobs are safe, respected, and provide enough to live on. UNITE HERE is part of a new alliance of unions and membership-based allies, called Workers to Workers, that is emerging in North Carolina, laying the groundwork for a new working people's platform. The core elements of this shared program include working toward a stronger contract; building a training institute for working families; joint campaigning; and communications.

Contact: Lisa Croucher, lcroucher@unitehere.org

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