

Heritage Month Local Hero Selection Process

The first step in honoring a local hero for Heritage Months is to identify members of a selection committee. The selection committee should consist of representatives from the sponsoring business(es), the station and respected members of the cultural group to be honored. It is normally intended that the honorees to be chosen are “unsung heroes” from that specific community. Consequently, it works nicely to have members of that group serve on the selection committee, including representatives of the various categories to be honored: Business, Social Services, Community Service, Cultural Arts, and Education. This committee make-up helps to build relations with the community.

After committee members have agreed to serve, send a letter (sample letter included in this toolkit) outlining their duties. Their initial meeting would involve describing the process and distributing nomination forms for the “local hero” awards, with a deadline given for returning them to the event planner. Also included in this toolkit is a nomination form to be used in seeking nominees. Additionally, the nomination forms can be distributed to station staff, staff of sponsoring business(es), members of the community, government officials and members of the overall planning committee.

After nominations are returned to the event planner, they should be organized in advance of the second selection committee meeting and mailed to committee members for review.

The selection committee will meet a second time to make the final determination, by majority vote, on those to be honored. After the selection committee has made its choices, a representative from the sponsoring business or station should call the honorees to extend the honor. A sample letter to be sent to the selected local hero is also included in this toolkit. If, for some reason, the honoree should decline, the runner-up would be contacted for the award.

Short vignettes will be produced for selected honorees in each category that will be used during the month surrounding the special cultural programming. The local hero honorees will also be recognized at a special event.