

Heritage Month Local Hero Spots

Stations are encouraged to produce spots to profile the Local Heroes for Heritage Months. These spots are approximately 45 to 50 seconds in length and tagged with the sponsor.

These profiles should capture the emotion of the honoree's service to the community.

The Production Department will need to plan ahead (as soon as the honorees have been named and have accepted the award) to interview, shoot, write the story board, edit and gain approval from the sponsor. It is suggested that one spot be fully produced, with the template approved before proceeding with the others. If the station is unable to produce a full spot, they can also do a spot with a still photograph, identifying the local heroes name and title.

The Traffic Department will program the spots to air around the specially selected programming targeted for the Heritage Month.