Hometown Heroes- Our "WHY" Initiative

Concept/Outcome: Boost the moral of the community, keep people engaged, highlight some positivity.

What: A photo shout out to those local heroes that keep us going through all this. Use Social media outlets and local papers as the channels for the program. *May be worth sending out a news release to see if any other media outlets pick up on the initiative as a story. Initial promotion of program through social channels via post/viral poster.*

How: Submission of pictures/nomination with a story of why these people deserve a shout out.

Goal: one a day (weekdays). Council driven initiative.

Where: submit to the town via email, I would suggest asking the nominator if they want their name included in the nomination or to leave it anonymous.

Submission: info@stonewall.ca

How to choose: As they come in, they are assigned a day and highlighted, then sent to the committee for "approval" if necessary.

Criteria: Fairly loose, common sense type acceptance. I think as a measurement of coverage, process for unsure should be the council approves of any marginal submissions (example might be someone who was nominated for staying home and drinking beer likely shouldn't be highlighted but that should be sent to council for their discretion).

Short listing ideas to get the process started: Grocery stores, fire fighters, hospital staff, teachers, RCMP, Paramedics, newspapers, etc.

Possibilities: pay for an ad in the papers each week with the highlighted individuals from the week.

Disclaimer for submission: It is assumed that the nominator has received permission from the nominee to have their photo circulated through all media channels (i.e. We can't regulate the "share" factor).

Example:

Story: "A huge thanks to our local volunteer firefighters, Jeff and his fellow members. They leave their families, to help mine. The least I can do is stay home to help keep them safe. Thanks, Stonewall Rockwood Fire Department!"