
COMMUNITY

HOMETOWN HEROES



The best part about working in a community-based organization is that we have the opportunity to celebrate the individuals, businesses, charities and events that larger corporations don't have the time to highlight. One way to do this is through contests that engage our audience. An annual **Hometown Heroes** event allows residents to nominate everyday people who do extraordinary things. From firefighters and police to teachers, coaches, volunteers, and more, this is our chance to say "thank you" for all the little miracles they work every day.

New Bedford, Massachusetts' hometown heroes. Pictured clockwise from top left: Ella Morrison, Nicholas LeBlanc, Eric Gebo, Antone Madeiros, and Joshua Benoit.

Happy Holidays

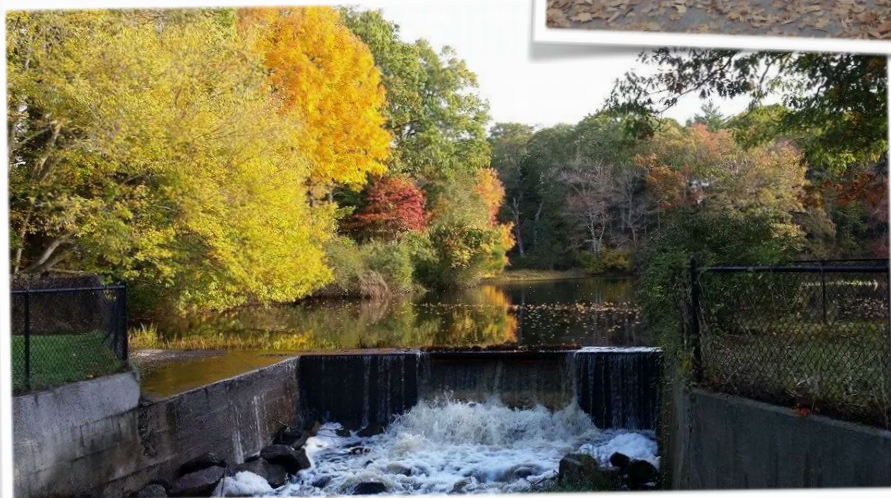
Residents take great pride in their homes, especially during the holiday season when they deck the halls, string the lights, and celebrate in whatever way they choose. One way to prompt a little friendly competition and neighborhood pride is to hold a **Festival of Lights** contest which showcases all the work the community does to bring a little magic to town whether they're decorating for Christmas, Hanukkah, Kwanzaa, or more.



Neighbors across the South Coast submit pictures every year to show off their decorating skills during the holidays.

Celebrate the Season

One way to highlight the natural beauty of the community is to hold seasonal contests or invite residents to submit photo essays. When I worked at Townsquare Media, we did this with **Fall 1420**. Each year, our community sent us breathtaking pictures they took which showcased just how beautiful our part of the country was to live in. It made for great sharable content and helped non-residents discover why they might want to move to the area.



People First

No matter how gorgeous the community is, how fabulous the businesses are, or how many sports and entertainment venues there are, the heart of every community is its vast diversity of people. It is important to be inclusive and demonstrate this with fascinating **Features** highlighting the people who live and work in the area. When folks discover what their neighbors are capable of doing, they are inspired to be better themselves!

