

Local Heroes Awards
Hispanic Heritage Month
2011 Candidate Nomination Guidelines

Union Bank and KCET, public media for Southern and Central California, are looking for outstanding Latino men and women who are providing great leadership and making significant contributions to improve and enrich the lives of others. The stories of selected heroes will be broadcast on KCET during Hispanic Heritage Month.

1. Nominations must be received by **Wednesday, July 27, 2011**. Late nominations will not be accepted, no exceptions!
2. Nominees may be nominated in any of the following categories, as defined below. Note this is a suggested list of categories. Choose a category that most likely fits the field of expertise of the candidate being nominated. If your candidate is making a significant impact in another area, please indicate it on the attached nomination form.

Arts – Individuals involved in the field of arts as artists, performing artists, visual artists, design artists. Also included are persons in management/administration levels who work with galleries, museums, culture programs, journalism, etc.

Business – Individuals who are small business owners who have achieved success as entrepreneurs. Individuals in the business field who are not business owners may be considered for demonstrating an extreme passion and advancement in their field of expertise.

Community Activism – Individuals involved in areas designed to bring about social or political change.

Education – Individuals involved in developing educational programs at any level (i.e. teachers/instructors, faculty, staff).

Social Services – Individuals who usually work with people viewed as having special disadvantages, such as persons with low incomes, persons with disabilities, the elderly, persons with mental illness, and persons who are homeless.

3. Nominees must be individuals from Southern California who have made a significant impact to their profession (beyond the scope of his/her paid position) and local community.
4. All nominees must reside in the KCET broadcast service area which includes the following counties: Los Angeles, Ventura, Santa Barbara, Riverside, San Bernardino, Orange, San Luis Obispo, Kern, and Inyo.
5. Nominees must be of Hispanic/Latino heritage as indicated in the following categories: Mexican, Central American (Guatemalan, Honduran, Salvadoran, Costa Rican, Nicaraguan, Panamanian or other Central American), South American (Argentinean, Brazilian, Bolivian, Chilean, Colombian, Ecuadorian, Paraguayan, Peruvian, Uruguayan, Venezuelan or other South American), Puerto Rican, Cuban, Dominican or other Hispanic/Latino.
6. Nominees should be nominated by individuals instead of self nominated. Individuals nominating potential candidates should do some investigative (anonymous) research to provide the information necessary in the application. Keep nominations confidential.
7. Union Bank and KCET strive to be eco-friendly companies. Therefore, all supporting information should not exceed three pages typed. (The candidate nomination form does NOT count toward the three-page total.)
8. All candidate nominations must include the attached nomination form and a typed description which highlights the nominee's significant contributions, community involvement/volunteer work and awards/recognitions received.

Nominations must be submitted to KCET by Wednesday, July 27, 2011 via our online form at kcet.org/heroes, e-mail to kcetlocalheroes@kcet.org or fax to 323-953-5662.

Questions? Please call KCET at 323-953-5789 and/or email KCET at the above address.

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