



Michigan Department VFW Auxiliary Historian/Media Relations Bulletin December 2024/January 2025

www.vfwauxmi.org

Facebook Page: Historian/Media Relations-Michigan

National Theme: *From Our Roots to Our Branches Extending Service to Our Veterans*
Department Theme: *Aspire to Inspire*

Historian / Media Relations Chairman, we are now halfway through the 2024-2025 year. At this time, you should have awards, certificates, articles, photos and/or activity information collected for your Auxiliary 2024-2025 Auxiliary/President's Scrapbook. Remember one of the Goals under the Historian/Media Relations Program is making a Scrapbook for your Auxiliary President's Year. Now is the time to be reviewing the Historian Goals and checking off those that you have accomplished and planning on how to complete those not yet accomplished.

You should have by now reported attending a District Meeting and a District, Fall Conference, or Convention Historian School of Instruction in Quarter 1 and/or Quarter 2. Remember, every Auxiliary is required to attend every District Meeting, it is in the Bylaws. I understand many members are not savvy when it comes to technology. If you are not able to report for your program, remember anyone can report for your Auxiliary. You can even mail or email me a monthly or quarterly report. Location of the form to use can be found here: vfwauxmi.org > Resources > Downloadable Info > Misc. Forms > Quarterly Report Form. You need to report, to keep your Auxiliary's "Non-Profit" status.

Remember to brag about your Auxiliary's great deeds and promote your Auxiliary's work for our Veterans and their needs. Get the message out there by social media, Newsletters, Radio, TV, Community Activities, VFW Post and Auxiliary Activities, Flyers and distributed information. Remember to have Adult and Youth Photo Release Forms available for those in your Social Media Photos. You can find these forms at this location: vfwauxmi.org > Programs > Historian > Sample Photo Release Forms. Also, you do not use the last name of Youth in your articles. When putting the word out make sure you remember the 5-W's.

THE 5 – W's

1. Who Do You Contact:

- **Contact Local Newspaper, have a reporter at the event or write an Event Press Release Article they can use with photos.**
- **Contact Local Radio Station, ask them to add it to their Community Calendar of Events. Write an Event Press Release Article they can use as a Community Activity.**
- **Contact Local TV Stations, see if they are willing to cover your event.**

- **Contact your Historian or someone to be at your event to record what happens and take photos.**

2. What is the Event:

- **VFW National Auxiliary President Visit.**
- **Events hosted by the Auxiliary.**
- **Participating in “Wreaths Across America”.**
- **Decorating or cleaning veteran gravesites.**
- **POW/MIA Remembrance Ceremony.**
- **Assisting deployed troop’s families.**
- **Scholarship events and honoring your winners.**
- **Buddy Poppy and Membership Drives.**
- **Flag Presentations to Community Groups.**
- **Working with Youth and Community Groups.**



3. When is the Event:

- **When will the event take place or when it took place. Give early enough notification.**

4. Where is the Event:

- **Location of event and all pertinent information.**

5. Why is the Event Taking Place:

- **Describe the reasons for the event.**

Thank you to all of you for getting your reports in. You are doing a great job showing what your Auxiliary is doing. I do have some of you that mail me your photos and reports. I do report those and send you copies. I appreciate everyone’s photos of activities that include Department President Jane Dady, Gunnar (Jane’s Bear) and Auxiliary Events. Join our Facebook page Historian/Media Relations-Michigan to see your photos when I use them. If anyone has any questions please contact me using the information below.

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