

Michigan Department VFW Auxiliary
HISTORIAN/ MEDIA RELATIONS BULLETIN
May/June 2021
www.vfwauxmi.org

UNWAVERING SUPPORT



FOR UNCOMMON HEROES™

National Theme: Soaring Above & Beyond

Department Theme: Tell Our Story of Service

Welcome to a new year! Congratulations to all of you have been chosen by your Auxiliary President to save the history and precious memories of your unique Auxiliary and showcase how you are promoting our mission. Thank you to our incoming Department President, Stephanie Krueger for the appointment as Department/Historian Relations. I look forward to working with each one of you this year!

What comes to mind when you think of a Historian? Generally, it is someone who can tell you the history of a specific topic. We as Auxiliary Historians get the opportunity to share the story of our Auxiliaries and spread the mission of the VFW and VFW Auxiliary with our communities. As our National Ambassador said, we get the opportunity to brag about what we are doing for our Veterans, their families, and the community.

As Historians we act as the memory keepers of our Auxiliaries. We do this by using a vast array of print and digital media. Through out the year be sure to track, record, and do not forget promoting the auxiliary, our mission, and our programs.

To perform your best in media relations, you need to become familiar with the VFW Auxiliary website: www.vfwauxiliary.org/resources. One of your key resources will be the Publicity Guide. Treat this as your Media Relations "Bible" as it will give you all the tools you will need to get the word out about your Auxiliary and all the wonderful things you can do and are doing for our Veterans and their families. Also become familiar with the Adult and Youth Photo Release Forms available on the same page.

As the media relations chairman you are voice of the auxiliary, therefore it is essential to brush up on the dreaded "elevator speech." It is a fast and effective way to get our mission out there and tell everyone the amazing things that we are doing for our Veterans and their families. The VFW Auxiliary Elevator Speech/What We Do can be found under "Resources" on the Department website at www.vfwauxiliary.org/resources.

District Historians, Please Note: District Historians/Media Relations have to submit a flash drive of photos at least ten (10) photos and the corresponding information about Department President Stephanie Krueger's Official visit to your District. This flash drive must be submitted to me within 10 days. The flash drive should have:

- Photos
- Word document that gives all highlights of special programs and/or presentations that occurred to your District during your visit.
- Please practice the 5 W's (Who, What, Where, When and Why) and describe the photos and events.

The key to a successful Auxiliary is communication. This communication amongst the members of our own members is what will keep the organization alive. If your Auxiliary does not currently have at least a quarterly newsletter I strongly urge you to start one. This is a way for all members, including those who cannot attend meetings to be up-to-date on what your Auxiliary is doing and how you our Veterans and the Community. Even if they are unable to attend meetings or an event, perhaps they would be able to send a donation in the form of money to help cover the cost of the event or even donate supplies. The key is to keep everyone informed and keep the line of communication open to everyone.

How many of your auxiliaries have Facebook pages (joint or separate from the Post)? Now is the time change over the administrators depending on the change of officers.

*****PER NATIONAL:** two (2) people must have complete and full admin rights on the page. This does not mean that one person is the admin and one only can edit and moderate. Two people need to have complete and equal admin rights to the page.

If you do not have a Facebook Page, I encourage your auxiliary to create one. This is an easy way to communicate not only with the community, but also with other auxiliaries, Department, as well as auxiliaries across the country. If your Post does not have one, see if they would be willing to have a joint Facebook page.

On that same wavelength, how many of your Auxiliaries have a website that is either joint or separate from the post? This is another fantastic way to publicize your auxiliary. Whether we like it or not we are living in a digital age and that is often the easiest way to bring in the public nowadays is with the internet.

The Department Website under resources has a list of helpful tools to assist with creating both Facebook pages and Websites. It also includes useful hints on what NOT include on a website, and how to maneuver, how to change admins on Facebook, etc.

Organization is crucial for a successful Historian/Media Relations. From the start of the year make sure you are keeping your records organized and in chronological order. Address your photos as soon as possible following an event to minimize the chances of them getting lost and while the details of the 5 W's are still fresh in your mind.

Tips for Recordkeeping:

- While compiling, your records keep them in chronological order. You cannot keep and accurate history if the records are out of order.
- 5 W's: Who, What, Where, When & Why – These details are crucial to preserving accurate records.

Photo Tips:

Please make sure photos are at least In 1 MB in size. Also, when you are selecting your final photos please consider the following questions:

- Does anyone have their mouth open?
- Anyone have their mouth full of food?
- Closed eyes?
- Offensive hand gestures or language on clothing
- Is there something in the photo that is going to distract from the object of the

photo?

A friendly reminder that the 21-22 reporting year has already begun. Your reports are due by these dates:

- July 31
- October 31
- January 31
- April 20

If you have questions about reporting or are experiencing an issue with the website, please do not hesitate to contact me.

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