

**Michigan Department VFW Auxiliary
HISTORIAN/ MEDIA RELATIONS BULLETIN
July/August 2021
www.vfwauxmi.org**

UNWAVERING SUPPORT



FOR UNCOMMON HEROES

National Theme: Soaring Above & Beyond

Department Theme: Tell Our Story of Service

First quarter is over! Thumbs up for a job well done. Please remember that National President Jean Hamil will be making her Official Visit to Michigan September 19-21.

- September 19th - Dinner @ Monroe #1138
- September 20th - Luncheon @ Charlotte #2406
- September 20th - Dinner @ Decatur #6248
- September 21st - Luncheon @ Dept. Headquarters
- September 21st - Dinner @ Taylor #4422

I hope to see many of you there.

District Historians, please refer to last page 1 last paragraph of the May/June bulletin regarding the photos for Department President Stephanie Krueger's official visits to your respective districts.

Are you following the Department of Michigan Auxiliary Programs Facebook Page? If not, I strongly encourage you to please do so. This is another way for you to quickly get in contact with your department chairman. Each chairmanship has their own hashtag that will allow you to quickly sort through the postings and find the ones relevant to your chairmanship. Follow #historianmediarelations to stay up to date with helpful hints, updates from national and photos.

What can I Count?

The key behind reporting is figuring out what can be reported and where to report it. The underlying rule: REFER TO THE GUIDE SHEETS!! Auxiliaries will receive the credit and ultimately reach their program goals for reporting activities listed on the Guide Sheets for their specific program. Tip: at least skim the guide sheets for the other programs. Sometimes an activity you may be tempted to report under Historian/Media Relations is better suited under another program.

Posting on Social Media

I am happy to see how many auxiliaries are using Facebook and other social media platforms, but keep in mind what was mentioned above. Historian/Media Relations Chairman will only get credit for reporting when their social media postings relate to promoting the auxiliary and recording its history. Not every single posting on social media counts. Historian/Media Relations is not the only program that requires promoting on social media platforms.

Ask yourself: "What is the purpose of the posting?" If the answer is to promote the auxiliary itself, report under Historian/media relations. If it to advertise the scholarships,

report under scholarships.

Electronic versus Written Reports

If you are not as comfortable with computers, or just prefer using the paper formats, please continue do so and mail them to me at the address at the end of the bulletin. Both methods are acceptable. If you are sending a paper report, make sure it is legible. If you cannot read it, the chances are I will not be able to read it either.

On the website, fill out all the boxes the same as you would the paper reports. If you are filling out reports for multiple chairmanships, you will need to enter your name for the committee chairmanship for each new chairmanship. The name will not be automatically entered in. For example, if you are filling out the reports for Scholarships, Americanism, and Legislative and only entered in the chairmanship name for Scholarships, the Department Chair for Americanism and Legislative won't know the who to award the credit to, or who to contact if they have questions. Sometimes the person submitting the report is not the actual chairman and we want to ensure the right person gets the credit.

The key is to look at the purpose for the posting. If you are promoting for the auxiliary itself, then it is for the Historian/Media Relations. If it is for a specific program report under that program. If you are unsure if it fits under Historian/Media Relations please do not hesitate to call, text, email, or each out to me on Facebook Messenger.

Keep up the good work and I hope to see you at Fall Conference!

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