

# Michigan Department VFW Auxiliary HISTORIAN & MEDIA RELATIONS BULLETIN May 2022

[www.vfwauxmi.org](http://www.vfwauxmi.org)

Facebook Page: Historian/Media Relations-Michigan

UNWAVERING SUPPORT



FOR UNCOMMON HEROES™

*National Theme: Hands that Serve, Heart that Care*

*Department Theme: Be the Anchor for Our Veterans, Hold Them Steady and Safe*

The new year is starting, and it's time to think about how to preserve your Auxiliary Achievements for the year. Will it be a traditional way like photo albums/scrap book or digital? Whatever you choose, make sure you capture what your Auxiliary is doing in the community.

Why do we need to preserve what our Auxiliary has done? Great question.... it's simple, it will show future generations what this organization does for community and our veterans and why they would like to join our ranks. It also shows the community the remarkable things you do for them.

Do not know where to start with creating that traditional photo album and it feels overwhelming? Well let me help and build your confidence.

1. Sort through your photos, deciding how many you intend to use. This will help to determine the number of pages needed. This is the time you want to weed out those pictures with eyes closed, mouths open or full of food, distracting objects, or awkward placement of people or things, backs to the shot, and fuzzy.
2. What size of album do you intend to use? This will affect how you may want to lay out album.
3. Plan your layout. Before mounting your photos, lay your photos out on the page. The number of photos you can include on a page will be determined based on the size of your photos. Remember to give your photos room to breathe on the page to allow for an attractive look.
4. Tell a story with your photos. Consider how shots look next to each other, consider colors and styles. Grouping photos that tell your story about that event will help with the flow of your album.
5. Attach your photos in once your layout has been determined. Permanently stick them using mounting squares as this will not damage the album. If you would like to be able to remove your photos it is suggested to use photo corners.

Have you also thought about how you plan to share your events with the community? Remember the National Website is a wonderful place to start.

1. The Publicity Guide has information and ideas on promoting your Auxiliary.
2. Templates can be found for requesting media persons to attend your events as well as to announce those events.

**NEWS FLASH! Hot off the Press!**

Department will be holding a Historian Book Contest at the 2023 State Convention. Watch for more information in the next bulletin.

Remember to review your guide sheet to see what the achievements are for the year. Continue having fun making memories.

“We take photos as a return ticket to a moment otherwise gone.” – Kate Thurmes

Heather Shepherd,  
Historian & Media Relations Chairman  
5885 W Columbia  
Mason, MI 48854  
517-712-2902  
[h.shepherd.aux@gmail.com](mailto:h.shepherd.aux@gmail.com)