

**Michigan Department VFW Auxiliary**  
**HISTORIAN/MEDIA RELATIONS BULLETIN**  
**June/July/August, 2018 **\*\* (REVISED) \*\*****  
[www.vfwauxmi.org](http://www.vfwauxmi.org)



*National Theme: BELIEVE.... We Can Do It!*

*Department Theme: United We Stand*

Congratulations on your appointment as Historian/Media Relations Chairman for your Auxiliary! The Historian has traditionally been responsible for documenting the 5 W's (who, what, when, where, why) for the Auxiliary.

This year we are taking things a step further. We have added "Media Relations" to our title. Not only will the Historian document these events for historical purposes, they will be sharing this information about the auxiliary with both members and the public through various forms of Media. This would include TV, Radio, Newspaper, Newsletters (by mail or email) or Facebook.

Guidelines for using the 5 W's for media promotions: Tell **WHO** we are, **WHAT** we do, **WHEN** we do it, **WHERE** it happens and **WHY** we work for our veterans, their families and our communities.

With the new structure of this program we are hoping that the Media Relations component will help promote our organization and what we do. There are many people out there who are eligible to join us that have no idea who we are or what it is we do to support our veterans and their families. Now we are going to do something to let the public know what a great organization we have and how they could help us better serve veterans.

I will do all I can to help you be successful this year. There are also many great tools on the National Auxiliary website, [www.vfwauxiliary.org](http://www.vfwauxiliary.org). There are publicity tools, and how-to documents for websites and Facebook pages.

What we are asking is that you keep doing all the great work you always do, only now we want you to go step further in publicizing it to those outside the Auxiliary.

Here are some upcoming dates that would opportunities for you to attend, take some photos of your members while you are there and then post it to your Facebook page or send out in a newsletter.

#### July

- 4 Parades, picnics, etc.
- 21- 25 National Convention, Kansas City MO

#### August

- 5 Michigan Day at the VFW National Home, Eaton Rapids
- 25 Family Day at Camp Trotter, Newaygo

#### September

- 3 Labor Day
- 11 Patriot Day
- 21 POW/MIA Day
- 26-30 Fall Conference, Boyne Highlands

#### October

- 19-21 Big 10 Conference, St. Louis, MO
- 28-31 National President Sandi Kriebel's Official Visit to Michigan

#### **Deb Hanes**

Historian/Media Relations  
2925 Ellamarie Dr  
Kalamazoo, MI 49006-2126  
269-330-1086  
Debhanes56@gmail.com