

Historian & Media Relations Promotion #1 | July 2022

Nicole Koutz

2022-2023 National Historian & Media Relations Ambassador

989-620-6425

turtlelee@hotmail.com

I would like to thank National President Jane Reape for appointing me as her National Historian & Media Relations Ambassador.

I am 45 years old and the most important thing in my life is my family. I have been married to my husband, Matthew, for 26 years. We have a 23-year-old daughter, Taylor who just graduated from Ferris University, and 19-year-old son, Logan who also attends Ferris. In 2009 we adopted Aggie, who is now 18 years old, and Gwen, who is now 16 years old and a sophomore in high school. In 2014 we adopted Maddex, who is now 11 years old and in the fifth grade and his sister, Ella, who now is 10 years old and in the fourth grade.

I am a Life Member of the Fred E. Richards VFW Auxiliary 3055 in the Department of Michigan. I am the current President of my Auxiliary. For Michigan's District 9, I am Treasurer, and Chairman for Scholarships and Youth Activities. For the Department of Michigan, I am the Treasurer.

This is my third time as a National Ambassador. I was the 2020-2021 National Historian & Media Relations Ambassador and the 2018-2019 Membership Ambassador in. I was also 2014-2015 Big 10 Conference Chairman for Youth Activities.

I truly look forward to meeting so many of you and working with you to help you keep the history of our organization going. Please feel free to contact me by email or phone at the address and number listed above if you have any questions or concerns when it comes to Historian & Media Relations. It's the beginning of a new Program Year and a time for us to think about why we joined and how we, as members and as an Auxiliary, make a difference.

In order to know where we're going, we need to know where we've been

Things change all the time, and I find it interesting to look at scrapbooks or pictures on the wall to see how things have changed through the years. If we don't have someone taking pictures or writing down what has taken place, how can we show our children how things use to be? Change could be how the VFW Auxiliary looked 10, 20, 30, 40, 50 or 75 years ago compared to now. That is why it's so important to document the history of your Department through both written and photographic methods.

Telling your story

<u>Traditional Media</u>	<u>Digital Media</u>	<u>Traditional Memory Keeping</u>
* Newspapers	* Email	* Scrapbooks
* Television	* Website	* Journals
* Radio	* Social Media	
* Magazines	* Facebook	
* Door Hangers	* YouTube	
* Flyers	* Twitter	
	* Snapchat	
	* TikTok	

As you can see there are many ways to communicate. Utilizing these forms of media will help you keep track and share the happenings in your Department. Even though you might not have heard of all these, they are still ways others might communicate with one another. I completely understand if you do not know how each one works. To be honest - I don't use all these methods, but my kids do!

A picture is worth a thousand words

Make sure your photos are newsworthy when submitting to local media, sharing on social media or putting in a scrapbook. You don't want to embarrass anyone at any time. If it is newsworthy, you will capture the reader's attention. If it's not, then they will move on to a photo or story that does.

Newseworthy

- ▶ Ask yourself:
 - ▶ Does it help the community?
 - ▶ Does it involve local people?
 - ▶ Does it interest non-members?
 - ▶ Is it timely?
 - ▶ Is it unique and new?

If you answered YES to any of the questions listed above, you should showcase your Auxiliaries hard work and accomplishments.

Photography Tips

- ▶ Photos should be clear and sharp (in focus, not blurry)

► AVOID:

- Closed eyes
- Mouth open or full of food
- Distracting objects in the frame or awkward placement of people or things
- Offensive language on articles of clothing

National President's Official Visit

Each Department Historian is to send me a PowerPoint presentation. The presentation should include:

- A minimum of (5) photos of the National President during her visit to your Department.
- Photos of events, fundraisers, meetings and ceremonies that take place in your Department throughout the year.
- 15-slide minimum; 40-slide maximum.

Consider what you are proud of and would like to share with the National President; include photos and other items representing those events.

Some of you may be concerned because you have never used PowerPoint or have little experience with the program. That's OK! Ask a fellow member to help or recruit a student at a local school to assist you.

Do NOT send in any printed photographs.

Flat Jane

Each Department President received two pictures of Jane on a stick. Please work with the President this year and have some fun. Please take pictures that include Flat Jane in the pictures. Please include them in the photographs you choose for the PowerPoint presentation. Take them to all your Department events and just have fun.

When our National President arrives in your Department, please have a postcard with an image that highlights your state available for Jane. She will write a message about her visit to your Department and mail it to National Headquarters. These postcards will be compiled and provided to Jane as a remembrance of her travels.

I will be in contact with all of you. It's important that if you have a change in Historian & Media Relations Chairman that you please contact me and Maria (mpeck@vfwauxiliary.org) at National Headquarters so changes can be made to email addresses and to the closed Facebook group.

I know this will sound strange coming from the Historian, but I do not want you to send pictures to me. I want you to make the best Historian book for your Department President, not only with pictures, but to include what happened during their year. When/if I need pictures, I will let you know.