

Historian & Media Relations (HMR) Program August Promotion

Based on reports received so far, there seems to be some confusion about what is eligible to be reported under the Historian & Media Relations Program. The key point of the Program is to help publicize upcoming events, capture/document those events as they happen and then assemble a record of the activities so you can tell your Auxiliary's story to your community. Your reports should tell how you did that by providing a narrative on what was done to announce / publicize / document / record / capture your Auxiliary's activities. HMR reports cannot just state that an event occurred, but should provide some detail on how it was advertised / captured / preserved for your Auxiliary's history.

The Department HMR Program is not a repository for your Auxiliary's activities – only for how you captured and recorded those memories for your Auxiliary's history.

NOT A HMR REPORT	A VALID HMR REPORT
"a member attended a July 4 Parade" <i>(this sounds more like an Americanism report, anyway)</i>	"a member attended a July 4 parade and was interviewed by the local paper about our Auxiliary's activities in the town" (Photo and news article sent by US mail)
"3 members cooked and served a meal in support of the Post's fundraiser"	"3 members helped cook and serve a meal to support the Post's Relief Fund fundraiser – 1 member designed a flier to advertise the special dinner which was posted on the shared Post & Auxiliary website – photos of the 3 members helping were also posted on the website."
"2 members attended and served homeless vets at the local Stand Down" <i>(this is a Vets & Family Support-Homeless Veterans report)</i>	"Pictures of our members helping homeless vets at the local Stand Down were published in the Post & Auxiliary's monthly newsletter."
"one member sang the National Anthem at the local Little League playoffs"	"One member was recorded singing the National Anthem at the local Little League playoffs and the video was posted on YouTube"

In each case, Auxiliary members are doing good deeds – YAAAAAAAAY! -- but the HMR Program can only focus on how those deeds were announced or captured or preserved. It is insufficient to simply state an event occurred. Your reports must give us some details about what methods and media were used to document your activities.

Please call or write if you have a question or comment: webmaster.vfwauxca@gmail.com.

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