



Timeline of Efforts to Boost Facebook Post of VFW Post 582 Commander Dennis Hoffman's Account of His Service at DMZ During Vietnam Era

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FOR IMMEDIATE RELEASE
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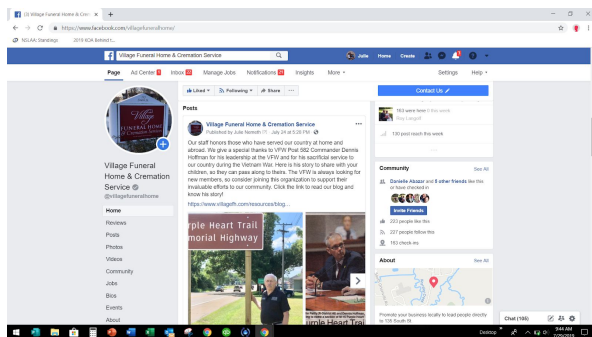
Ortonville, MI -- Freedom of speech -- which is the right to express any opinions without censorship or restraint -- is a right provided by the Constitution. Yes, our staff admits that sometimes the right to freedom of speech is hard, yet it is a right we do have.

Village Funeral Home staff in Ortonville, Michigan (2017 population – 1,451) and their marketing firm began working on a year-long "Living Life Well" blog series last August celebrating the 10th anniversary of funeral director Roy Langolf's ownership of the funeral home. Their typical process was to post a blog about a local resident or business owner who was "Living Life Well," then link the blog across the funeral home's social media platforms. Once posted, the marketing firm would then boost the blog's link on Facebook to a 20-mile radius of the funeral home's address – a \$75 media buy during a two-week period.

On July 24, Village Funeral Home's marketing firm posted Veterans of Foreign Wars (VFW) Post 582 Commander Dennis Hoffman's blog link

<https://www.villagefh.com/resources/blog?postId=24db7b7c-3a60-4652-8e60-a63858ba966e>

onto Village Funeral Home's social platform to document the commander's honorable and sacrificial service to our country during the Vietnam era and then boosted the post on FB only.



On the evening of July 25, that FB boost was denied, and the marketing firm staff appealed that decision digitally. On Monday morning July 29, notification was received that the appeal was again denied, and the case closed. The boost of Commander Hoffman's true account of his wartime experience and the time taken to honor the local veterans and the service of VFW Post 582's membership was censored from the funeral home's geographic target.

So please show your support to VFW Post 582 members on their Facebook page:

<https://www.facebook.com/Vfw-Post-582-Ortonville-Mi-1408296349416558/>

and let's demonstrate our mutual respect for our veterans by sharing Commander Hoffman's story from Village Funeral Home's social media pages:

f <https://www.facebook.com/villagefuneralhome/>

t <https://twitter.com/VillageFH/status/1154140251239194625?s=20>

in <https://www.linkedin.com/feed/update/urn:li:activity:6559905403453480960>

@ https://www.instagram.com/p/B0YZDs-Fk3J/?utm_source=ig_web_copy_link

Here is our documentation of events:

Netflix3:48 AMFri Jul 26

Boost Post

84Reach

5Engagement

5Clicks

View more insights >

Ad Can't Run: Update Ad

Become Authorized to Run This Type of Ad

We require Pages to be authorized to run ads about social issues, elections or politics. You can read about how we define this group of ads to understand why your ad falls into this category.

To continue, please complete authorization.

Appeal

Overview

Status

Not Approved

Start Date

Yesterday at 10:53 PM

End Date

August 8 at 10:53 PM

Amount Spent

\$0 / \$75

Audience

Male/Female, 18-65+
1 location

Boosted By

Julie Nemeth

Need to report a problem? Please let us know.

Search

Netflix3:50 AMFri Jul 26

Identity Confirmation

Help Us Confirm Your Identity, Julie

We're asking people who want to run ads about social issues, elections or politics to confirm their identity. This is part of our efforts to know who's responsible for the content and funding of ads that discuss political candidates, elected officials or issues like immigration.

None of the information you provide to confirm your identity will be shown on your profile or in ads. When creating disclaimers to appear on ads and in the ad library, you'll choose to use either the name of the responsible organization, or your name as it appears in official documents.

Not all verification features are available on this platform, to confirm your identity, open facebook.com/id on your computer's web browser.

Search

News Feed

Friends

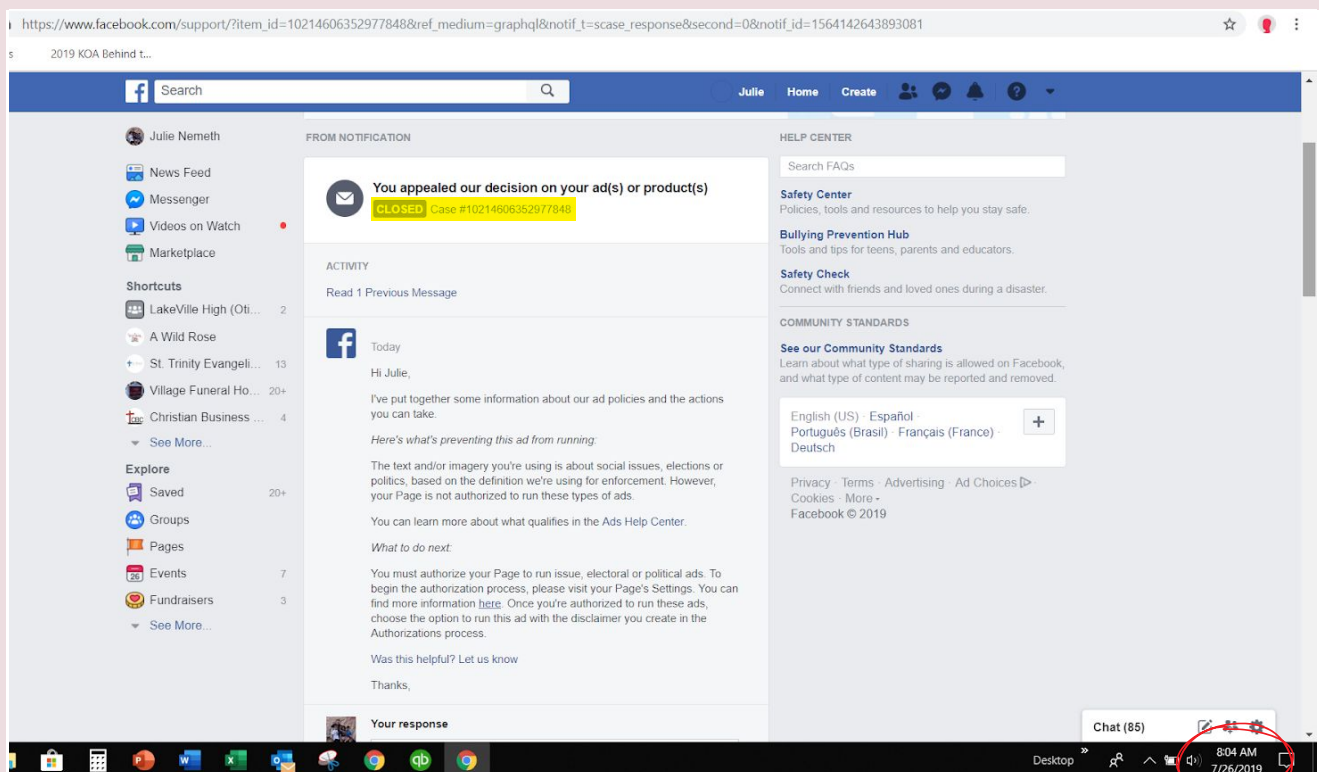
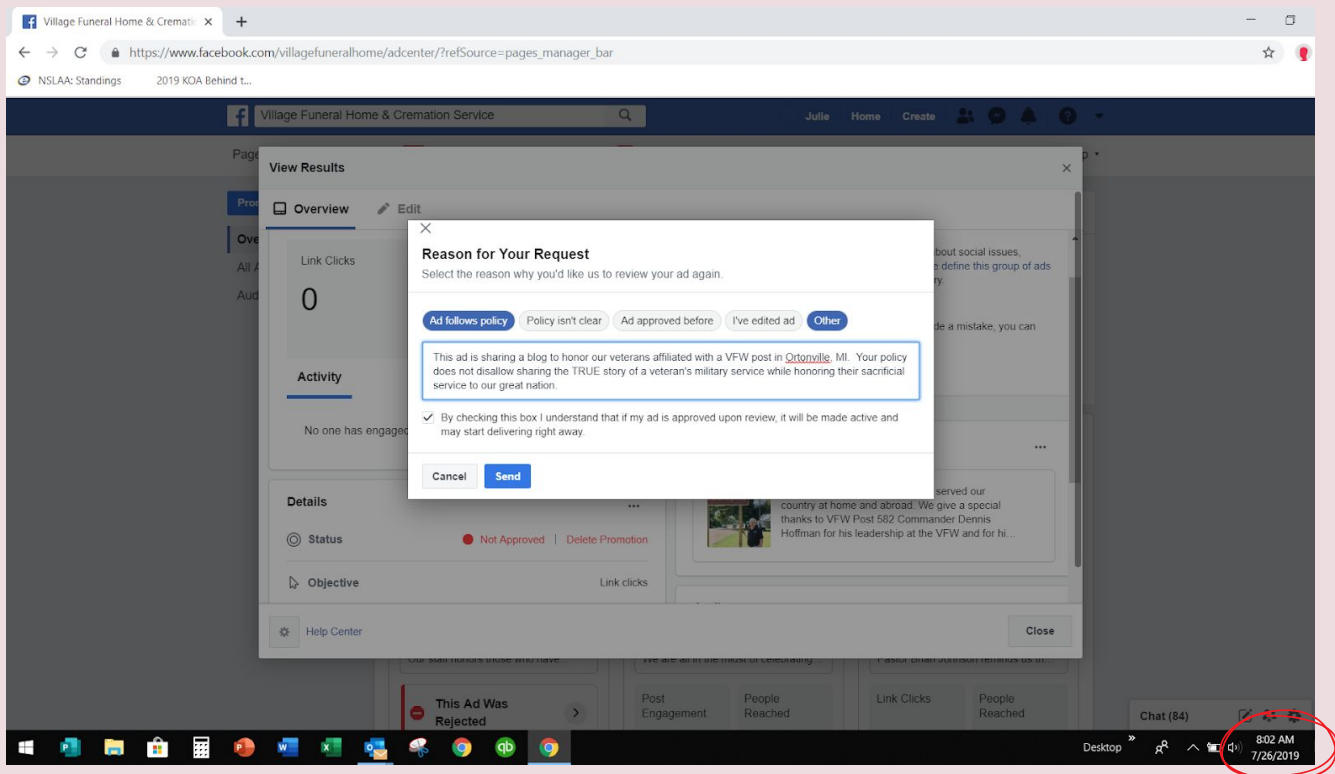
Watch

Marketplace

Notifications

Menu

The Appeal



Facebook Ad Center interface for Village Funeral Home & Cremation Service. The top navigation bar includes links for Page, Ad Center, Inbox (20+), Manage Jobs, Notifications (21), Insights, and More. The left sidebar shows options for Promote, Overview, All Ads, and Audiences. The main content area displays three summary boxes with values: 3,372, 267, and 71. Below these, the 'Ads on Village Funeral Home & Cremation Service' section is visible, featuring a list of ads and a 'Create Ad' button. One ad is highlighted, showing a post about the VFW and a link to a blog. The ad's performance metrics are displayed: Post Engagement (267) and People Reached (3.4K). A red banner indicates 'This Ad Was Rejected'. The bottom status bar shows the time as 8:26 AM on 7/29/2019.

Ads on Village Funeral Home & Cremation Service. The main ad features a photo of a person standing in front of a sign that reads 'Purple Heart Trail Memorial Highway'. Below the photo, the text 'Post Engagements' is displayed, followed by 'Not Approved' in red. The ad's description is 'Our staff honors those who have...'. A red banner at the bottom indicates 'This Ad Was Rejected'. The bottom status bar shows the time as 8:00 AM on 7/29/2019.



Commander Hoffman's Story

TO OUR VETERANS: THANK YOU FOR YOUR SERVICE

Ortonville VFW Post 582 Commander, since 2014, and VFW Charter Member Dennis Hoffman has been instrumental in the process of designating Ortonville not only as a Purple Heart Trail, but also having M-15 within the village limits designated as a Purple Heart Highway. His service to our community and our country is honorable. We thank him and all veterans who have served our great country and we share Commander Hoffman's military history to honor those who sacrificed to serve and protect us:

Commander Hoffman was drafted to the Army in June 1968. Following boot camp at Fort Bragg, North Carolina and advanced infantry training at Ft. Polk, Louisiana, the USS Pueblo was seized by the North Koreans in international waters on January 23, 1968 and the crew held hostage.

Due to this new conflict, his battalion in October was split in half, some going to Vietnam and some, including Commander Hoffman, were sent to the DMZ (Korean Demilitarized Zone). "I was disappointed," says Hoffman. "I was trained for jungle warfare and I wanted to fight. I didn't fight the draft; I just felt it was part of my duty as a US Citizen."

He was shipped to the DMZ and read shortly thereafter in the USA Times that half of his battalion sent to Vietnam was killed in the first day of the Tet Offensive, a series of surprise attacks by the Vietcong and Chinese to annihilate the Americans. "It was rough, and my brother was a helicopter mechanic in Vietnam," Hoffman explains. "We were just trying to get through the time."

He patrolled the DMZ for 13 months and dealt with conflicts as people tried to sneak through the fence. There was a mile to the military demarcation line, and it was filled with bunkers and fox holes allowing Hoffman and his battalion to patrol the area.

He left the Army after his two-year draft period was complete. He flew into Fort Lewis, Washington in January 1970 and then was bussed to Oakland, California. For two days he sat in his uniform waiting for a flight home to Detroit, no flights were available, and he was called names. Finally, a gentleman said to him, "If you change into civilian clothes, you will get a flight." He did just that, immediately was boarded on the next flight and changed back into his uniform when he landed in Detroit.

He came back to a world with many changes – angry American citizens who wouldn't place him on a flight and with a lack of telecommunications, he found out his grandmother had passed away and his parents were divorced.

When the Ortonville VFW Post was chartered in 1984, he joined and continues to give to the 16 programs supported by the VFW – Honor Guard Rifle Team, Voice of Democracy Essay Contest, Oakland County Camp Out, Poppy Program, VFW National Home for Children in Eaton Rapids and local food banks and the list goes on....

Thank you, Commander Hoffman, for all you and your fellow VFW members do for our community!