



VIETSONG MAGAZINE

8336 Thornapple River Dr. S.E. Caledonia, MI 49316

Email: info@vietsongmi.com Website: www.vietsongmi.com Phone: 616-340-6103 Fax: 616-588-5999

INTRO ABOUT VIỆTSÓNG MICHIGAN MAGAZINE

You are reading this letter because we have identified you as an influential person and a potential guest speaker on our new Facebook Live Streaming program for VIỆTSÓNG magazine. We have selected you based on your expertise and based on your relationship with our Vietnamese American Community here in West Michigan, and we would like to invite you to be a guest on our weekly Facebook Live video broadcast.

In April of 2020, VIỆTSÓNG magazine decided to add on a Live Video Streaming/Broadcasting service in order to safely serve our community in the midst of COVID-19. Because of the stay-at-home order, many of our magazine distribution outlets are closed and therefore our community is in need of finding a new way to communicate. With Facebook being the most accessible platform for our community, we made our very first broadcast on April 3rd and we had over 150 shares and more than 4,000 views in just 48 hours. Contrary to distribution issues with hard copies, we are no longer bound by distance and time with Facebook Live video streaming. **We hope with a guest speaker like you, we can continue to expand our online service.**

What is VIỆTSÓNG Michigan? VIỆTSÓNG is a Vietnamese language magazine serving about 20,000 Vietnamese-Americans in the state of Michigan. Currently, it's the only magazine entirely in Vietnamese in the state of Michigan. The magazine was born with a mission to serve our community, particularly for our elders who are often isolated due to language barriers, and to help **promote and preserve our Vietnamese language.**

Will you be compensated for being interviewed? This is a sensitive question but we would like to be upfront and transparent with you. The answer is in the middle of yes and no. We acknowledge and tremendously appreciate your time, effort, and contributions to our program. Without you, there is no Facebook Live Streaming program. Having said that, VIỆTSÓNG is operating with a very tight budget and most of us are volunteers. The very reason that VIỆTSÓNG was born was not for the profit but for the service mission that we have toward our fellow Vietnamese, especially the elderly. If you incur any out of pocket expenses because of the interview such as travel expenses, we would like to know and want to share some of those costs. Other than that, please consider your guest appearance as your donation to a good cause!

On behalf of the Vietnamese Community here in Michigan, thank you so much for your consideration.

Sincerely,

Phillip Nguyen

Nguyen Xuan Hien Phillip - *Executive Publisher*

Please see the next page.



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TOPIC / AGENDA

Topic: TBD

Identified Candidate: TBD

Date & Time: Tuesday any time from 2PM to 10PM in the next two weeks.

Method: Phone or Facebook Live (Split Screen Interview)

Duration: 30 to 45 minutes.

Details: We will send you a set of questions so that you can be prepared regarding the topic. We also would like to ask you to let us know if there is something else that you would like to talk about.

Note: If the proposed date and time does not work for you, please let us know an alternative time.