



Historian & Media Relations

As historians your duty is to gather accurate information about your Auxiliary and archive it into the permanent record. We need to preserve our permanent history.

As historians we need to utilize Social Media as a tool to share what our Auxiliary is doing to help veterans, their families, our youth and our community. We can share with our members news about meetings and events that we have coming up that they may want to attend. Keeping members involved makes them feel wanted and needed.

With a simple picture and caption we can capture the hearts and interest of people in our community that may not know what the VFW Auxiliary does by using the five W's. Who-What-When-Where-Why these tell the story behind the picture.

Everything that we do becomes a part of our permanent record and ensures that future generations can learn and understand our Patriotic traditions and as well as know who we are and what we do.

The Historian and Media Relations Challenges for 2024-2025

Department

1. This year you will be journaling about your Auxiliary year. A simple note book or binder is all you need to write down the daily, weekly, monthly and event happenings of your Auxiliary. Please take time to journal any additional activities that your President attends on his or her own. You can use a lap top for this journal so if you don't enjoy pen to paper here is your way to get your journal down. How you journal is up to you. What voice you choose to speak in is up to you. I want to see this from you, the historians point of view. This will be due at the June convention.

Each Historian that submits their Auxiliary journal will receive a Token of Achievement.

2. We also need to get more comfortable with using Social Media. I would like each Auxiliary to make a 30 sec to 2 minute commercial about their Auxiliary. You can use any Social Media platform you are comfortable with using. Just send me the link on a "private" setting. You can also make a radio spot which is audio only. Just make sure it is easy to hear. I will need these by March 31, 2025. Have fun with this project. Highlight your Programs or show what you have been doing. You can see a sample 2 minute video on YouTube at Osborne Aux 7743 - Come see what we do!

The Top Three submissions will receive a cash prize and certificate.

National Program Award

Most outstanding promotion of VFW Auxiliary Programs to the community through social media sources.

Citation and \$25 to one VFW Auxiliary in each of the 10 Program Divisions with the most outstanding promotion of the VFW Auxiliary Programs to the community through social media sources.

Entry form required and available in MALTA Member Resources. VFW Auxiliaries must send the required entry form to their Department Historian & Media Relations Chairman by March 31, 2025 for judging. The Department Historian & Media Relations Chairman must sign and send a copy of the completed Department-winning entry form to the National Historian & Media Relations Ambassador by April 30, 2025 for judging.

Citations will be mailed directly to the winning VFW Auxiliary from National Headquarters and money will be deposited into the winning VFW Auxiliary account after the 2025 VFW Auxiliary National Convention.

The Historian & Media Relations Goals

1. Set up a Facebook page without or with your Post. Ask me to follow.
2. Set up a Web page without or with your post. Send me the link.
3. Do the two Department challenges.
4. Do the National challenge.
5. Report one event at a time online as soon as it happens.
6. Hold a Media Relations training “how to” for your Auxiliary members.

As your Auxiliary Historian you are the resource that binds the past, present and future of your Auxiliary together. So gather those newspaper clippings, thank you notes, and flyers from events and put them into a scrap book or binder. Take pictures of faces and events making sure you caption them with the five W's. Go beyond your comfort zone and embrace technology or find someone who can do it for you, to post on Facebook, instagram and or Snapchat. But most of all have a great year capturing the great things your Auxiliary is doing for our Veterans!

Until next time, “Say cheese!”

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