

HISTORIAN AND MEDIA RELATIONS

2023-2024



“BE A WARRIOR”

The Historian Program focuses on preserving the history of what we do as members of the VFW Auxiliary. By keeping a record of our projects, along with capturing the memories and sharing them, we leave behind a valuable imprint from which future generations can learn and grow. That is an important goal for our organization! If history is not recorded, it will most likely be forgotten—and that is why Historians are appointed at **all** levels. This year I am hoping that our dedicated “Warriors” will be on board with this meaningful chairmanship through their participation and promotions for the program. Each of you can contribute in your own way, whether it includes capturing photos, sharing events on social media, or publicizing your events.

At the **Auxiliary** level, not everyone appoints a Historian, but I encourage you to do so. Sometimes the wonderful things the Auxiliaries do in their communities do not get reported or publicized, simply because nobody was assigned to do that specific task. It is important to let others know **who** we are as an organization, **what we do** for Veterans, and tell them **how** they can become a part of it. Be sure to share your events with your local newspaper or radio, and enlist your tech-savvy members to utilize their skills to promote and share events on social media, which can reach hundreds... maybe even thousands...of individuals.



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PROGRAM HIGHLIGHTS

- ✓ Historian Duties
- ✓ Media Relations

Memories
are timeless.
TREASURES
of the heart



The **District** Historian is responsible for collecting photos, articles, and other media from the Auxiliaries in his/her District. These items should be preserved in a memory book or digital media and presented to the District President at the end of the year. Be diligent about taking photos, especially when the Department President, Line Officers, or special guests are present at a District Meeting. Creating a memory book is a meaningful gift for the District President that will be cherished for years to come.

As your **Department Historian**, I will be making a memory book to be presented to Department President Lynn at the end of the year and would appreciate receiving photos to include in the book. Please share your pictures of events where President Lynn was present so the memory of her year can be preserved.



National Historian Diana Morris has a new project for Auxiliary Historians, which is to complete a 3-5 minute **video interview** with a legacy member—someone who has been around for a long time and has served in multiple capacities. The details are outlined on the entry form, which can be found on MALTA, or the Department website under the Historian Program. Here are some sample questions:

- 🚩 Ask why they joined.
- 🚩 Ask about their favorite memorable moments.
- 🚩 Place emphasis on bringing the past to life.

Note: *If your Auxiliary has no legacy members, you can also interview a **District or Department** member. You might also want to ask them how being a volunteer has affected their lives. All interviews should be sent to me.*

Suggestion: *Provide the questions you would like to ask the person you are interviewing prior to making the video. That way, they will not be caught off guard.*

All Department Historians have been asked to make a PowerPoint of the National President's Official visit, which will be shared with the National Historian and combined into one presentation that includes the photos from all Departments. The photos will be shared at the National Convention. This is a little different than previous years, as the photos will be only of the National President interacting with members in our state.

Here are some important things to remember:

- Our National Historian reminds us that when taking photos, we need to ask for permission to do so, whether the person is a youth or an adult. This is referred to as **S.N.A.P.**, which stands for "Stop Now Ask Permission." Release forms can be found in Malta Member Resources.
- While you are in Malta, take a few minutes to check out the handy publicity guide!



When taking photos, do your very best to capture both the subjects **and the emotion**. Take more than one picture, and avoid using the ones with closed eyes, open mouths, or photos with a distracting background, etc. Nobody wants to see an embarrassing picture of themselves, so please be selective in your choices. Avoid using pictures of individuals wearing clothing that is inappropriate or includes offensive language—that looks bad for them, as well as for our organization.

As always, it is extremely important to identify photos with the following: **WHO** is in the picture; **WHAT** they were doing; **WHEN** the photo was taken; **WHERE**; and **WHY** you captured the moment (a/k/a the "5 W's").



HISTORIAN AND MEDIA RELATIONS

Program Awards

DEPARTMENT AWARDS

Auxiliary Awards

1. Citation to each Auxiliary that participates and reports in the Historian/Media Relations Program by December 31st, 2023.
2. A citation to every Auxiliary that submits a 3-5 minute video interview with a “Legacy” (longtime) member. Must be received by March 31, 2024.
3. An **award** to the top three members who submit an outstanding video interview with a legacy member by March 31, 2024.

District Awards

1. A citation to each District President and Chairman that is 100% reported in the Historian & Media Relations Program by December 31, 2023.
2. An award to the District Chairman with the best coverage of the Historian/Media Relations program at District Meetings. Please send a copy to the Department Chairman after each promotion. Must be submitted to Department Chairman by May 31st, 2024.

NATIONAL AWARDS

Awards for Auxiliaries

1. Most outstanding video interview with a VFW Auxiliary Legacy (longtime, active) member.
 - Citation to every Auxiliary that submits a 3-5 minute video interview with a legacy Auxiliary member. Entry form required and available in MALTA Member Resources. Auxiliaries must send the entry form and video interview to their Department Historian & Media Relations Chairman by March 31, 2024, for judging.

Citations will be mailed directly to participating Auxiliaries from National Headquarters.

- Citation and \$25 to one Auxiliary in each of the four Conferences that submits the most outstanding 3-5 minute video interview with a VFW Auxiliary legacy member.

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