

Department of Maryland
2023-2024
Historian & Media Relations



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Historian & Media Relations Program Chairman 2023-2024

My name is Dorothy Swigon, I will be Department Historian & Media Relations Chairman for President VaNette Jones. This is my first official department chairmanship. I am looking forward to getting to know many of your Auxiliaries better this year, through all your photographs, news clips, videos, and media outlets.

Historian & Media Relations duties are to compile and chronicle memories and events in written and digital formats. This includes the five W's: the who-what-where-when-and-why by capturing the narrative of the year in photographs, memorabilia, news clippings, audio and/or video clips, and social media posts.



Historian & Media Relations is a National Program

In this two-part program, the Historian has the traditional duties capturing the narrative of the program year by compiling memories and events in written format, with photographs, memorabilia and prints news/video clips. The Media Relations portion of the program gets the word out in the community informing the public about our valuable Auxiliary National Programs.

Historian - Duties of the Auxiliary, District and Department Historian haven't changed. Per our Bylaws in Sec. 822 "The Historian shall collect all authentic material pertaining to the history of their Auxiliary, carefully compile the same, and submit a report at the end of the year". This may include photographs, newspaper clippings, event flyers and much more.

Media Relations - What does Media Relations mean to me and my Auxiliary? Think about the duties of the Historian collecting the who-what-where-when-and why of Aux. events and activities. Who better to get the word out through various media outlets? Share your events, projects and promote every Auxiliary National Program from Americanism to Youth Activities

PUBLISHING A MONTHLY OR QUARTERLY NEWSLETTER, E-NEWSLETTER OR BULLETIN

Here are just 10 reasons to publishing a newsletter.

- 1 - Reach out to all members at little or no cost.
- 2 - Excellent way to acknowledge hardworking active members.
- 3 - Source for seeking volunteers for Auxiliary Projects.
- 4 - Remind members of meeting day and time.
- 5 - Provide information on Programs.
- 6 - Share activities, pictures, and messages.
- 7 - Acknowledge members' birthdays, anniversaries, and other milestones.
- 8 - Feature a member of the month/quarter and share the work they do.
- 9 - Announce upcoming events.
- 10 - Give members a sense of involvement.

The main purpose to have a newsletter is to keep all members informed of events happenina and to aet them involved.

2023 DEPARTMENT CHRISTMAS CONFERENCE AWARDS

Most Outstanding Photo: 1 award for each of the four categories

- Americanism Project
- Buddy Poppy Campaign
- Hospital Visit
- Youth Activity involvement

Best Media Coverage (newspaper clipping): 1 award for each category.

- National President Carla's visit to Maryland.
- Any program project that demonstrates the Auxiliary and VFW working together.

Submissions for awards are to be received by Department Historian no later than December 1, 2023.

Anyone can use MALTA, not just officers. Here is a list of informational and helpful resources a Historian & Media Relations Chairperson has access to on MALTA. If you need any help, please contact me.

VFW Auxiliary Emblem Branding Center

Sample Photo Release Forms

- Adult Photo Release Form
- Youth Photo Release Form

Speaker's Bureau Tool Kit

- VFW Auxiliary Speaker's Bureau
- Speaker's Bureau Tool Kit
- Speaking Request Sample Letter

Publicity Tools & Press Releases

- VFW Auxiliary Brochure Order Form (Fillable PDF)
- VFW Auxiliary Fact Sheet
- VFW Auxiliary Elevator Speech/What We Do
- VFW Auxiliary Local Talking Points (Word doc)
- VFW Auxiliary National Talking Points
- VFW Auxiliary Letterhead Template (Word doc)
- VFW Auxiliary PowerPoint Template (PowerPoint doc)
- VFW Auxiliary Publicity Guide
- How to Share Your Local Auxiliary Story Ideas and Events with Local Media
- Communications Award/Certificate of Recognition for Local Media (Fillable PDF) • Announcement of a New VFW Auxiliary Media Release Template for Local Auxiliaries (Word doc)
- Announcement of a Forming VFW Auxiliary Media Release Template for Local Auxiliaries (Word doc)
- Announcement of a VFW Auxiliary Membership Drive – Version 1 (Word doc)
- Announcement of a VFW Auxiliary Membership Drive – Version 2 (Word doc)



Websites & Social Media

- Facebook Posts for Member Recruitment
- Website Basics: What to Include
- VFW Auxiliary Website Solutions Program Grant Application
 - ❖ VFW Auxiliary Website Solutions Program Flier
 - ❖ VFW Auxiliary Website Solutions Program FAQ
- Top 10 Reasons to Have an Auxiliary or Department Facebook page

- Active and Awesome Auxiliary Facebook Pages
- How to Set Up Your Auxiliary Facebook Page (updated September 2021)
- How to Add or Remove An Administrator on Your Auxiliary Facebook Page (updated September 2021)
- How to Post to Your Auxiliary Facebook Page (updated September 2021)
- How to Schedule a Post on Your Auxiliary Facebook Page (updated September 2021)
- How to Edit or Delete Posts on Your Auxiliary Facebook Page (updated September 2021)
- Best Practices for Your Auxiliary or Department Facebook Page (updated September 2021)

Sample Speeches

- Memorial Day Address 1
- Memorial Day Address 2
- Veterans Day Speech 1
- Veterans Day Speech 2



Historian & Media Relations

2023-2024 Report Form

Dorothy Swigon, Department Chairperson

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Auxiliary _____ District _____ Chairman _____

Reporting Period: From _____ To _____

This month - Hours _____ Projects Cost \$ _____ Mileage _____ Volunteers # _____

Historian

Did your auxiliary utilize any of the Historian material/resources available in MALTA Member Resources?

Yes _____ No _____

Is your auxiliary creating a Historian's book documenting the 2023-2024 year?

Yes _____ No _____

Media Relations

Did your auxiliary utilize any of the Media Relations material/resources available in MALTA Member Resources?

Yes _____ No _____

Did you send a monthly or quarterly newsletter to each of your members? Printed & mailed _____ Emailed _____

Do you have a Facebook page?

Own Auxiliary Facebook Page: _____

Joint Facebook with the Post: _____

Do you have a website?

Own Auxiliary Facebook Page: _____

Joint Facebook with the Post: _____

Did your auxiliary hold a Media Relations "how to" training to educate your members?

(example: how to log in to MALTA, email, navigate Facebook and other social media.) Explain briefly: