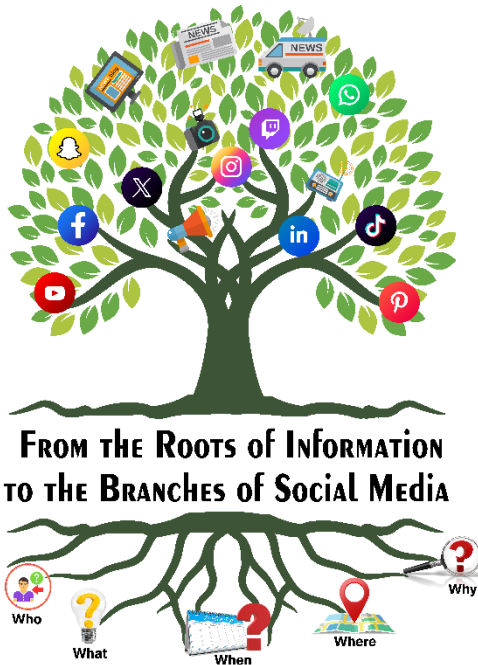


Historian & Media Relations Promotion #1 | July 2024

Tela Harbold

2024-2025 National Historian & Media Relations Ambassador

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**FROM THE ROOTS OF INFORMATION
TO THE BRANCHES OF SOCIAL MEDIA**

Hello to all the social media gurus out there in VFW Auxiliary land, my name is Tela Harbold, and I have the honor of being asked to be the Veterans of Foreign Wars Auxiliary National Historian & Media Relations Ambassador for 2024-2025.

I joined the Auxiliary under the eligibility of my husband Charles who was a retired Army veteran that served three tours in Vietnam and was the recipient of three Purple Hearts. Currently I am the owner/operator of a successful industrial printing company as well as managing my commercial rental property. I am also raising two grandsons aged 17 and 9.

As an Auxiliary member I served in every Officer position at the Auxiliary, District and Department levels and am currently in my third year on Department Council as a Past Department President. For several years I have served as Secretary-Treasurer for Seminole Auxiliary 9272 and was recently re-elected/appointed for the 2024-2025 year. Over the years I have held many chairmanships at the Department level bringing home National awards for the Department.

I have a passion for our veterans and this organization and feel that these are the things that keep me sane and moving forward in the craziness of my personal life.

I am looking forward to another productive and successful year for the VFW Auxiliary organization and ***From Our Roots to Our Branches*** we will be ***Extending Service to Our Veterans***.

Recording Your Auxiliary History

Capturing Auxiliary events and Programs today preserves memories for tomorrow. Do you know what happened with your Auxiliary 10, 20 or 30 years ago? Recording and documenting what's happening now ensures that the memories will not be forgotten and can be enjoyed by other members in the future.

When planning how to preserve and document these memories consider using:

- Scrapbooks
- Photo albums
- Digital Photo Albums
- Memory Books, etc.

Be sure to include:

- Photos (with names and dates)
- Cards & letters
- Event flyers
- News articles
- Other small memorabilia.

The who, what, when, where and why of an event is the most important part of recording the history of the VFW Auxiliary. By capturing and preserving the story of events you are providing a way for others to look back on these events, bringing back visual and editorial elements of what the members experienced at that time.

If you haven't already, NOW is the time to start recording and sharing the history of the VFW Auxiliary!

Sharing Your VFW Auxiliary Stories

By reaching out to Auxiliary members, local media within the community, and social media platforms you can share the events & happenings of your Auxiliary. Remember the five Ws when sharing your stories no matter what platform you choose to get the stories out about what the Auxiliary is doing.

Who: Who is it about? Who is hosting the event?

What: What is happening? What is the event?

When: When is the event happening? Date and time.

Where: Where is the event taking place?

Why: Why is the event happening? Is it a fundraiser?

The five Ws provide detailed information to keep readers engaged and tell a complete story.

Tips for Taking Photos

When taking pictures of your Auxiliary events:

- Be aware of the surroundings. No offensive signs, wall hangings, etc.
- No one should be walking behind the intended subject.
- Everyone's eyes should open, and mouths closed except for smiling.
- Make sure no one is eating and/or talking in the photo.
- Avoid background objects that appear to protrude from someone's head.

Take multiple photos so you can choose the best ones to keep and share.

You can share lots of photos on your Auxiliary Facebook page and/or in your Auxiliary newsletter/e-newsletter as well as other social media outlets!

Tips for Photo Layout

Think about portrait or landscape. Which will work best for your purposes.

- Portrait – when the area for the image is slender and tall.
- Landscape – when the area for the image is wide and short.
- Square (cropped) – when the area for the image has equal sides.

Remember to never scale photos from the side or top, always use the corners so that they scale proportionately.

Awards

For more information on all Historian & Media Relations Program awards, see page 29 of the *2024-2025 National Program Book*. It will be behind MALTA Member Resources after National Convention.