



HISTORIAN & MEDIA RELATIONS PROGRAM

Telling Our Story in April

Keep telling your story...

As we end our 2024 – 2025 program year and elect a new roster of officers and name chairmen, continue celebrating your year. Whether showing your members at work in a PowerPoint show, a collage to bring to our Convention, a scrapbook to give your President, or just a flash drive to keep with your secretary's minutes, proudly tell your story. Reflect on the values that guided your work and recognize the efforts of your members. Don't wait until an anniversary celebration to share your history. Make Media Relations important at your Auxiliary for 365 days of the year!

Cathy Gistedt
Department Chairman

Technology Tools:

What is needed on both ends?

- Personal computer, laptop, tablet, or smartphone
- High speed Internet connection (such as DSL or Internet provided by a cable company; for tablets and smartphones, 3G, 4G, 5G or LTE is often not fast enough; you need Wi-Fi)
- Telephone line or USB connected speakers and microphone
- Internal webcam or USB connected external webcam

Choose the meeting platform that works best for you and your members.

- ✓ Zoom, VISIT: www.zoom.com
- ✓ Microsoft Teams, VISIT: microsoft.com
- ✓ Go To Meeting, VISIT: www.gotomeeting.com
- ✓ Skype, VISIT: www.skype.com

Facebook is not a meeting platform and is not an acceptable form of using technology to conduct a meeting, even if it is a private group. Questions? Contact VFW Auxiliary National Headquarters at 816.561.8655 or info@vfwauxiliary.org.

They're Telling Our Story

Hats off to **Nancy Shenk** reporting for Auxiliary 6027 in District 10! Cecil County Memorial trained members on using MALTA and informed them with a Fall newsletter. Looking at new members, a brochure was created for recruiting as well as a *Welcome Packet*. And to honor legacy members, they've dusted off their Scrapbooks. Thank you, **Nancy Shenk**, for a job well done for Cecil County's Media Relations Program!



We Know This Because.....

Historians Told the Story!



Famous conqueror Napoleon Bonaparte was attacked in 1807 by a horde of bunnies! Requesting a rabbit hunt, about 1,000 caged local rabbits were released in a field for Napoleon and his men to hunt. But instead of fleeing into the fields, the bunnies charged toward Napoleon and his men nibbling his gold buttons and gnawing at his boots. Too close to shoot these *attacker bunnies*, the rabbits were finally driven off by his men using sticks.

So why did the rabbits attack? Being lazy, Napoleon's men had gathered many bunnies from local farmers....not from the wild. These tame rabbits, usually fed by the farmers, were hungry after being caged for some time. They were hopping over to Napoleon and his men to be fed. What a story!



THE CHALLENGE

As you send in your final reports for Historian-Media Relations by April 15th, don't stop keeping a record of what your Auxiliary is doing. Activities that can be reported in May and June (before our School of Instruction) should be documented to send to the new Historian for 2025 – 2026. Don't end your communication with members. Don't stop honoring your legacy members. I am proud of all you did this year....keep up the good work!



Creating Your Collage of Memories

The word this month is **TIME**. After collecting through the year, it's **TIME** to take the final step and secure your traditional collage or complete the final details for your digital collage to submit it for printing. To enter your *Collage of Memories* in the Department competition at Ocean City and receive 10 points toward awards, a photo showing your current progress on the collage at this **TIME** must be sent by April 15th with your Media Relations report.

Do a dry assembly of your photos before you glue them in place. Fill in open spaces with appropriate clip art or 3-dimensional items. Avoid Gorilla glue and hot glue guns. Regular white glue and rubber cement work better.

When you have your finished set up for your collage, test its *stand alone* capability for display at the Convention. Be sure to have someone who can bring your collage to the Convention to proudly share with other auxiliaries. Now is the **TIME!** There are so many stories to be told!



From National Historian Tela Harbold

Social media platforms are continually evolving, and new platforms are constantly popping up. The more we utilize these forms of media, the more people we make aware of the work we do, the lives we change, and the veterans we serve.



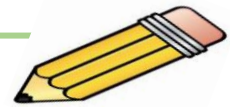
Thank You! to the Auxiliary Chairmen and Presidents who reported this year for the Historian-Media Relations Program...
Cathy Gistedt

The Elevator Speech - A Media Tool

Never underestimate the power of YOUR personal promotion of the VFW Auxiliary to *sell* our organization to people you meet. Endorsements carry a unique weight that few other forms of communication can match. Your comments will offer an emotional authenticity to bridge your experience in the Auxiliary to any potential members.

But to grab someone's attention and provide information about the VFWA in a short time can be challenging. Our National organization has crafted what they call an *Elevator Speech* – a brief message about our Auxiliary that we could use in everyday conversations. Go to the National VFWA website under *Resources* and *Historian-Media Relations* for their suggested short speech to recruit and promote the VFW Auxiliary.

Pencil This In



- 5th – Senior Vice Organizational Meeting at 2678 for Officers, Chairmen, Mentors, & VAVS Reps (By Invitation)
- 15th – Final program reports due to Department
- 20th – **HAPPY EASTER!**
- 27th – Dept. Official Visit to District 4 Choptank Post 7460 in Cambridge at 1pm

Department VFW & Auxiliary Convention
May 27th – 30th at *The Grand Hotel* in Ocean City

Cathy Gistedt
2911 Ritchie Avenue
Edgemere, MD 21219
410-477-1078

cathygistedt123@gmail.com

