

Veterans of Foreign Wars Auxiliary
Department of Maryland

HISTORIAN – MEDIA RELATIONS PROGRAM



Dorothy Swigon, Historian

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For less than \$1 per day, **DrivePath** is an online management tool to share your news, photos, and more. VFW National Headquarters will pay for the first year. There is also a Site Sponsor program where auxiliaries can find local businesses in their communities to sponsor websites.

DrivePath offers a rewarding learning curve for those ready to dive in. While it may take some time to master, built-in tutorials make the journey smoother and more manageable.

Interested in getting **DrivePath** for your auxiliary? Call (248) 232-1293.

Celebrating With Photos! The time we share together as an auxiliary family should be shared with Auxiliary members to build pride. Don't forget to post your photos on social media so your community also sees all that we do **AND** all the fun we are having as an organization.



Celebrating at the National Convention

"While those tried-and-true methods of the traditional media outlets are still reliable and important to utilize, we must also realize that social media outlets are the way of the future."

-Kristin Digiacommo, National Historian





TV News Releases – You Can Do It!

Have you thought about publicizing an auxiliary event or fundraiser on television? It's not as difficult as you are imagining. Here's the basics to using TV releases as a media tool for your auxiliary.

How should you format a news release?

(as suggested on our national website under "Member Resources" for Historians)

- ✚ To mail your information, type on an 8½ X 11" sheet of paper. If e-mailing, present your information in a WORD document to attach it to the message so it can be easily printed.
- ✚ Include the first and last name, phone or cell number, and e-mail address of the person to contact for more information.
- ✚ Be as brief as possible. One page is ideal.
- ✚ Indicate the end of a release with three number signs (###) to mark the end of the text as you would like it presented.
- ✚ When writing an organization or company name for the first time, spell out the name entirely. If you will use that name again, abbreviate it in parenthesis. For example: Veterans of Foreign Wars (VFW)
- ✚ National encourages us to end releases with a statement explaining who we are. This is written after the ### symbol.



For example: The VFW Auxiliary is one of the oldest veterans' organizations. Our nearly half million members nationwide are the relatives of those who have served in overseas combat. Our members volunteer millions of hours and fundraise millions of dollars for charitable projects benefiting veterans, military service personnel and their families. Learn more at www.vfwauxiliary.org.

When should the news release be sent to the TV station?

In general, two weeks prior to your event or fundraiser.

Where do you send a news release?

TV stations have websites that can be found by entering their call letters. In their menu you will find a link for *Local News* where your information can be e-mailed.

If mailing the release, the station's address will also be given on the website. Send your release to the station's News Director.

Sample news releases are included in the *Publicity Guide* on the National website. With news releases this easy, you will want to use this media tool more often.



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