



HISTORIAN AND MEDIA RELATIONS

VFW AUXILIARY DEPARTMENT OF MARYLAND

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According to the VFWA ByLaws (Sec.821):

The Historian shall collect all authentic material pertaining to their Auxiliary, carefully compile the same, and submit a report at the end of the year

Historians in VFW Auxiliaries serve an important function: they are keepers of our shared history, diligently recording our past, documenting our present, and shaping how future generations will understand our contributions. They are more than just archivists, they are communicators, storytellers, and advocates for the VFW Auxiliary's mission.

Remember to use the 5 **W's**: Who-What-When-Where-Why. By using each aspect we can communicate effectively with others, painting a complete picture and foster understanding and collaboration. This approach builds trust and credibility with our audience.

Historians use a variety of media to capture the Auxiliary's journey:

- **Pictures:** capturing important moments such as event photos and portraits of members helps bring our history to life.
- **Videos and Reels:** documenting events, interviews etc helps to showcase the Auxiliary's work.
- **Words:** writing narratives that capture the essence of our activities. This includes writing reports, articles, and stories that spotlight our Auxiliary's contributions.



MEDIA RELATIONS

This year our National Ambassador Teresa Stevenson is asking the auxiliaries and districts to focus on not just our histories but how we convey them to other auxiliaries and members of our communities. We are asked to try to reach new people and potential members through media platforms:

- **Social media:** utilizing platforms like Facebook, Instagram, YouTube and Pinterest to share stories, photos, videos and reels to get the word out about the Auxiliary's activities and impact
- **Newsletters:** creating informative newsletters to keep members and the community informed about Auxiliary work.
- **Local Media:** build a relationship with local newspapers and community papers.

MALTA:

Is a great resource and starting point if you need an idea of how to get started for your media relations program. Department page is: www.vfwauxmd.org or to access **MALTA**:

- Go to the VFW Auxiliary National website and access the member portal
 - Go to member resources at the top of the page
 - Historian & Media Relations will be listed on the left-click on it there are many tools to use to help you
- Reporting to your department chairperson is essential to ensure our Auxiliaries receive recognition for the volunteer work we do!
 - Historian's should send a report to Department Historian on the 25th of each month.

