

ELEMENT MISSING!

Confusion has reigned ever since a vital element went missing. Concerned citizens have furiously been searching for answers. A few clues have been found but the burning question remains: WHY?!

That is correct, Why is missing! I see it absent in many stories by different organizations.

The Why is an essential element of the 5-Ws for a story (Who, What, When, Where, Why). The Why can drive interest and understanding.

People may be more likely to support your event if they know why it is happening or why you need to raise money. It's a hook!

One of Why's cohorts is Where. It is innocently left out of stories assuming everyone knows where the organization is located.

What if Uncle Eddie in another town shares a flyer from your

Facebook post, sparking interest, but the only info is your Post/Auxiliary name, lacking a town or address?

We also don't want to overlook the element of Who. If people are not familiar with the VFW or Auxiliary, they may not know who you are or who you are addressing. Is your event or activity open to the public or just members? Tell them!

Lastly, I love being able to share the different ideas our Auxiliaries have around the state. When I do, an important associate of the 5-Ws is How. The How helps others who may be interested in doing something similar.

Keep your audience informed and engaged by using the essential elements: who, what, when, where, why, (and how). Apply the 5 Ws (and H) to every article, flyer, and social media post. Don't leave your audience guessing!



Resources

Free Photos

The Verge - <https://unsplash.com>

Pixabay - <https://pixabay.com>

Burst - www.shopify.com/stock-photos

Pexels - www.pexels.com

Clker - www.clker.com

Copilot - create your own with AI
<https://copilot.microsoft.com>

Design

Canva - www.canva.com

Adobe Express -
<https://new.express.adobe.com>

Stencil - <https://getstencil.com>

Photo Editor

www.fotor.com

Perfecting Photographic Evidence

They say a picture is worth a thousand words, and in the fast-paced world of social media and journalism, it rings truer than ever. Our brains are wired to process visuals at lightning speed—60,000 times faster than text. This means a captivating image can instantly grab attention and entice readers to delve deeper into your story.

When using stock photos for your material, always ensure they're royalty-free and not copyrighted. Numerous websites offer high-quality images at no cost (see sidebar).

If you're using your own photos, explore the editing capabilities of your smartphone or photo app. Many offer features like auto-enhance, background blur, spot removal, and even basic markup tools to elevate your images.

For the perfect photo, pay attention to your surroundings. Choose a clear background with good lighting and clean your camera lens. Adjust your phone's size settings, and make sure everyone is visible in the frame.

Join the Historian/Media Relations
Facebook Group
www.facebook.com/groups/mohistorians