

THE SHOW ME GAZETTE

Historian and Media Relations

2025-2026 Program Book

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I want to say Thank You to each one of you who stepped up and took the position of Historian as you play a very important role in the auxiliary and/or district. It is up to you to help with the history of your group. I am looking forward to working with the other department program chairman and other members providing them with assistance when they need it.

Our national by-laws state “The historian shall collect all authentic material pertaining to the history of their Auxiliary, carefully compile the same, and submit a report at the end of the year.” Keep in mind that the year is not over until department convention is over, and a new department President has been installed, as your auxiliary may get awards. You will need to ask your President how he or she wants their history - it could be a digital frame, scrapbook, thumb drive and/or a collage of photos from the year.

In this position, you are the voice of the Auxiliary, and its activities and the programs. Ask the chairman if there is something going on that needs to be put on social media so that others are aware. Perhaps, even just a reminder. Example: The auxiliary voted to bring in three cans of canned food for the local pantry at the next meeting. Use social media to remind them. And keep in mind that not all have social media, so, send an email to the remaining members.

MALTA is full of resources. You can find media releases, flyers, how to documents, and social media posts. There is also a Communication Award that you can give to those newspapers, radio stations and/or TV stations that help you get the word out about what the auxiliary is doing. You might just have a best friend for life by giving them a thank you like this.

You are not expected to take professional photos yet please make sure that your camera is ready for the task ahead by having an extra battery and plenty of room on your memory card. Nothing is as bad as failing to get that one moment because of a dead battery or lack of space on memory card. Also, do not be afraid to ask a group of people to pose, as the President can see who was at an event that he/she might have missed.

I would like to see what all the auxiliaries across the state of Missouri are doing. If you are sending photos to me, PLEASE tell me the story that goes with the photos – the who, what, when, where and why. Also, consider using several hashtags when posting on social media: AuxiliariesinAction, #VFWAuxiliary, #AuxSWAP (sharing wonderful auxiliary projects). Social media platforms are the fastest (and probably the easiest) way to get the word out about the word out about our programs and our auxiliaries.

REPORTING: Reporting should be done on the department website, www.movfwaux.org under Members only, and then to Program Reporting. If you are unable to do the report, you can request another person to assist you with the process.

The following questions are on the department website:

- a. Did Auxiliary communicate quarterly to each of your members via email, text and/or phone call? How?
- b. Do you have a Facebook page with or without the Post? Please put Facebook address in the description field.
- c. Do you have a website with or without the Post? Please provide a link in the description field.
- d. What was your auxiliary's most outstanding Historian and/or Media relations projects?
- e. All other Historian and Media Relations projects.

I reached out to National Ambassador, Kristin Digiacomio, and she will accept a public and/or private Facebook page and/or group for reporting purposes.

Please report only ONCE if you have a Facebook page and/or website. Use the last two questions if you want to share what you have been posting. Should you forget this, I will check to see if you have already reported the Facebook page and/or website and adjust the report to put in the correct slot.

The 5th question is a good place to let me know that photos have been placed on social media – do a ONCE-A-MONTH report. Example: In November, the auxiliary marked the 100th anniversary of the Department of Missouri by having cake and ice cream after their meeting. Photos from the past were on display during the month for others to see. The auxiliary hosted a Veterans Day meal for the veterans in the area. Later in the month, they, along with the post hosted a Thanksgiving Day meal that was open to the public. Approximately 102 people attended the last two events listed, and photos were placed on Facebook after the events.

If you feel that you have a project that you feel is outstanding, please answer using the 4th question. Do **not** duplicate something that you posted in the once-a-month report.

AWARDS –

Department: I will be giving a certificate to each member who submits photos of President Patti when she is in your area for a visit. This can be from her official visit to the district and/or if she is in the area for an event that your auxiliary may be having. The last day for me to accept photos will be 31 May 2026, so that certificates can be made in time to be handed out at the department convention.

National Awards for Auxiliary Historian & Media Relations Program: The Most outstanding social media reel highlighting the VFW Auxiliary in Action. A citation and \$25 to one auxiliary in each of the 10 program divisions with the most outstanding social media reel highlighting their Auxiliary in Action. An entry form is required and will be available under MALTA in Member Resources. The auxiliaries MUST send the required entry form and the social media reel to the Department Historian/Media Relations Chairman by 31 March 2026 before being sent to National for final judging. Citations will be mailed directly to winning VFW Auxiliaries from National Headquarters and money will be deposited into VFW Auxiliary account after the 2026 VFW Auxiliary National Convention in Salt Lake City, Utah.

HAPPY BIRTHDAY to the Department of Missouri VFW Auxiliary: The Department will be turning 100 on 7 November 2025. I am asking that each auxiliary take a group photo with a sign of some sort recognizing this. It is up to each auxiliary if they want to do more – like cupcakes and ice cream. I am asking the same of all districts if you have a meeting in October, November or December. Once the last district meeting is held, I will do my best to post a video with the photos and post them to Facebook.

Sample Sign:

Happy 100th Birthday to the Department of Missouri VFW Auxiliary

This can be printed on a piece of paper in large print and held by a member of your group when the photo is taken.



Be the Reason a Veteran Smiles Today

From Sea to Shining Sea Honoring Veterans – Who Keep Us Free