

HISTORIAN & MEDIA RELATIONS

Stephanie Leary, Department of Missouri Chairman
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First off, thank you for taking on the responsibility of being your Auxiliary's Historian and Media Relations Chairman. Secondly, I want to thank Amy Jo for asking me to record her special year and to help promote the projects of the VFW Auxiliary Department of Missouri. I look forward to working with all the Chairmen and providing any assistance needed. My goal is to provide new and old hints, tips and tricks throughout the year to help everyone be successful.

Your responsibility will be to document how your Auxiliary is "Helping Veterans by Bridging the Gap" this year. According to the by-laws, "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." You may also choose to use your photos, documentation and storytelling to help provide your president with a memorable keepsake to cherish when looking back at their time as President. This could be a pictorial scrapbook, photobook, digital frame, slideshow or video.



Through Media Relations, you will be the voice of your Auxiliary, its Programs and activities. This can be done through a website, social media, radio, newspapers and local TV. Media Relations is a key role which helps your community understand the significant work your Auxiliary and Post does. This in and of itself is a fantastic way to find additional support for your Auxiliary's Programs and also help grow your Auxiliary's membership.

Resources to help you with your job are plentiful. In MALTA (malta.vfwauxiliary.org) you will find media releases, flyers, social media posts and how-to documents. Check out other organization websites for their promotional materials and tool kits that can be used for awareness months. Don't forget to partner with the other Program Chairmen to help them get the word out about their initiatives, too.

While creating your materials as the Historian & Media Relations Chair remember to obtain the 5 W's (who, what, when, where and why) and provide those with the information you release in order to clearly convey your message. Don't assume people automatically know!

While you are not expected to be a professional photographer please keep in mind the capabilities of your camera, the photo size setting (minimum 1 MB), the framing, arrangement and lighting of your subjects and having a lens clear of smudges and fingerprints (especially with a cell phone camera).



I would love to highlight what the Auxiliaries across Missouri are doing. Please send me a link to your auxiliary's website and/or social media page(s). Also, on social media you can also share with Department and National what you are doing by using the following hashtags in your public social media posts: #VFWAuxMOhistorians, #AuxiliariesInAction or #AuxInAction, #VFWAuxiliary or #VFWAux, #AuxSWAP (Sharing Wonderful Auxiliary Projects), #VFWAuxTBT (Throw Back Thursday).

REPORTS

Reporting is for statistical purposes only and should be done, if possible, on the Department's website, www.vfwauxmo.org > Members Only > Program Reporting. If you are unable to do so you can request another person to assist you or send it directly to me.

Reporting will ask these questions:

- Did you communicate quarterly to each of your members via email, printed mail, text or phone call? How?
- Do you have a Facebook Page with or without the Post? Please provide link(s).
- Do you have a website with or without the Post? Please provide the link.

AWARDS

- Department Building Bridges Award for Auxiliary Historian & Media Relations Program
 - Most outstanding promotion highlighting the teamwork displayed between VFW Auxiliary and VFW members in an endeavor that assists Veterans.
 - 1st Place - \$20 and a citation to one VFW Auxiliary in each of the 4 Membership Groups with the most outstanding promotion.
 - 2nd Place - A citation to one VFW Auxiliary in each of the 4 Membership Groups with the most outstanding promotion.
 - The promotion must be to the community and can be through social media, newspaper, radio, etc. It can be a one-time promotion or multiple promotions.
 - Entries are due under online reporting by April 15, 2025.
- National Award for Auxiliary Historian & Media Relations Program
 - Most outstanding promotion of VFW Auxiliary Programs to the community through social media sources.
 - Citation and \$25 to one VFW Auxiliary in each of the 10 Program Divisions with the most outstanding promotion of the VFW Auxiliary Programs to the community through social media sources.
 - VFW Auxiliaries must send the required entry form from MALTA to me by March 31, 2025 for judging before being sent to National.



Helping our Veterans by Bridging the Gap