

HISTORIAN AND MEDIA RELATIONS PROGRAM

PROGRAM GOALS

- **Historian Duties**
- **Media Relations**

DEPARTMENT PRESIDENT'S THEME
"Unity" "1 Family, 1 Fight, 1 Voice Veterans"

NATIONAL PRESIDENT'S THEME
*"From Our Roots to Our Branches
Extending Service to Our Veterans"*

Historian/Media go hand in hand. Recording your Auxiliary day to day history through media. Capturing events using the tools of photography, and all available social media.

Start by using the 5 W's Who-What-When-Where-Why.

Tools are important to record the history of each Auxiliary.

Camera: 35mm, phone apple or Android you can record/video with these tools.

Social Media: Facebook, YouTube, Instagram, Pinterest. Use for photos, articles of events, Communication of Auxiliaries programs etc.

Make 2024-2025 an outstanding year of creativity.

- Teach, explain, and share your knowledge, use Malta.
- Photography: creating a story through your lens.
- Sharing the stories, and events with your Auxiliaries
- SOCIAL MEDIA SPREADS THE WORD IN YOUR COMMUNITY
- Newspaper, Magazines, TV, Radio, Flyers, Blogs, Newsletters, Doorhangers.
- Tell the story of all the Auxiliary Programs, and what we are doing for our Veterans, families, and community.

DEPARTMENT AWARDS FOR AUXILIARIES:

Most outstanding photo of an Auxiliary program event.

One 8x10 photo telling your story through photography. Picture must be a of a chairman's event of your choice. Attach a sentence with the description of the event pertaining to the Department programs.

- Special award to one Auxiliary in each of the Membership classes. Auxiliaries must send the photo entry and description to their Department Historian and Media Relations Chairman by March 31, 2025, for Judging.

Jeanne Laurine
Historian/Media Relations Chairman
Jeannelaurine5@gmail.com

National Awards for Auxiliaries

Awards for Auxiliaries

1. 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.

Entry form required and available in MALTA Member Resources. VFW Auxiliaries must send the required entry form to their Department Historian & Media Relations Chairman by March 31, 2025 for judging. The Department Historian & Media Relations Chairman must sign and send a copy of the completed Department-winning entry form to the National Historian & Media Relations Ambassador by April 30, 2025 for judging.

Citations will be mailed directly to the winning VFW Auxiliaries from National Headquarters and money will be deposited into the winning VFW Auxiliary account after the 2025 VFW Auxiliary National Convention.