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# HISTORIAN & MEDIA RELATIONS

## Historian Duties / Media Relations

### DEPARTMENT PRESIDENT'S THEME

*"Building bridges for Our Veterans"*

### NATIONAL PRESIDENT'S THEME

*"From Sea to Shining Sea Honoring  
Veterans who keep us Free"*

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

Capture the essence of our activities, achievements, and the unwavering dedication of our members in serving veterans, their families, and our communities.

Remember to use the **5 W's**: Who -What -When – Where – Why.

Historians employ a variety of media to chronicle the Auxiliary's journey:

**Pictures:** Capturing the moments of service, camaraderie, and community impact. From event photos to portraits of dedicated members, visuals bring our history to life.

**Videos:** Documenting events, interviews, and testimonials. Videos provide a dynamic and engaging way to showcase the Auxiliary's work.

**Words:** Crafting narratives that capture the essence of our activities. This includes writing reports, articles, and stories that highlight the Auxiliary's contributions and the individuals who make them possible.

**Songs:** Preserving the spirit of patriotism and the service through music. Whether it's documenting traditional songs or composing new ones, music can be a powerful way to connect with our history and values.

In today's digital age, historians should use and adapt to various media platforms to share and celebrate the contributions of their Auxiliaries and Programs. This includes:

- **Social media:** Utilizing platforms like Facebook, YouTube, Instagram and Pinterest to share photos, videos and stories about the Auxiliary's activities and impact. Reels can be used to showcase snippets of photos and video to get the word out about our Auxiliaries and what we do.
- **Newsletters:** Creating informative newsletters that keep members and the community informed about the Auxiliary work. (digital/printed)
- **Local Media:** Build a relationship with local newspapers, radio stations and television channels to promote the Auxiliary's activities and achievements.



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## **DEPARTMENT AWARDS**

Most outstanding social media reel highlighting the VFW Auxiliary in action awarded on each Membership Class

Entry form is required and available in MALTA Member Resources. VFW Auxiliaries must send the required entry form and the social media reel to the Department Historian & Media Relations Chairman by March 31, 2026 for judging. Instructions on how to make a social media reel is in MALTA Member Resources under Historian & Media Relations, Websites & Social Media – Websites, How To Create a Facebook Reel.

## **NATIONAL AWARDS**

### **Awards for Auxiliaries:**

1. Most outstanding social media reel highlighting the VFW Auxiliary in action.

- Citation and \$25 to one VFW Auxiliary in each of the 10 Program Divisions with the most outstanding social media reel highlighting their VFW Auxiliary in action.

Entry form is required and available in MALTA Member Resources. VFW Auxiliaries must send the required entry form and the social media reel to the Department Historian & Media Relations Chairman by March 31, 2026 for judging. Instructions on how to make a social media reel is in MALTA Member Resources under Historian & Media Relations, Websites & Social Media – Websites, How To Create a Facebook Reel.

The Department Historian & Media Relations Chairman must sign and send a copy of the completed Department-winning entry form and the social media reel to the National Historian & Media Relations Ambassador by April 30, 2026 for judging.

Citations will be mailed directly to winning VFW Auxiliaries from National Headquarters and money will be deposited into the VFW Auxiliary account after the 2026 VFW Auxiliary National Convention.