

HISTORIAN & MEDIA RELATIONS

Historian Duties / Media Relations

DEPARTMENT PRESIDENT'S THEME

"Growing Stronger for Our Veterans"

NATIONAL PRESIDENT'S THEME

"Serving America's Heroes"

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. Research your own Auxiliary – interview your members and capture the essence of your activities, achievements, and the unwavering dedication of your members in serving veterans, their families, and our communities not just now but also what has been done in the past.

By using the **5 W's**: Who -What -When – Where – Why you will be able to tell your Auxiliaries story using the words of your members.

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. Consider using storage platforms: iCloud, Dropbox or OneDrive, flash drives and external hard drives work well too.
- **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.



Kathy Ingall
Historian/Media Relations Chairman
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DEPARTMENT AWARDS

One award in each membership class for the most unique digital record of your Auxiliary history since being established and MUST publish it to a digital platform for future members of their Auxiliary.

Entry form is required and available is available on the Dept. Website under Programs – Historian/Media Relations and also in MALTA under Member Resources.

VFW Auxiliaries must send the required entry form to the Department Historian & Media Relations Chairman by March 31, 2027 for judging.

NATIONAL AWARDS

Awards for Auxiliaries:

1. Citation and \$25 to one VFW Auxiliary in each of the 10 Program Divisions that creates the most unique digital record of their VFW Auxiliary history since being established and publishes it to a digital platform for future members of their Auxiliary..

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, 2027 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, 2027 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 2027 VFW Auxiliary National Convention.