

# Historian & Media Relations

June 2026

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 our 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. By addressing each aspect, we can paint a complete picture and communicate effectively with others, fostering understanding and collaboration. This approach not only enhances the quality of our analyses but also builds trust and credibility with our audience.

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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