

# Historian & Media Relations

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Department President's Theme	<i>"Let Freedom Ring"</i>
Department President's Colors	<i>Red, White and Blue</i>
Department President's Membership Theme	<i>"Climb Every Mountain"</i>
National President's Theme	<i>"Banding Together for Our Veterans"</i>

Tradition and history are revered in our organization. There are many Auxiliaries that proudly celebrate 100 or more years of history. Many of our members treasure long-standing rituals and practices. Unfortunately, it's becoming increasingly common that some of our Auxiliaries do not necessarily share this type of enthusiasm or have members wishing to join an Auxiliary that does. Thus arises a conundrum: Can we retain our traditions while also attracting the new members necessary to keep the Auxiliary a strong, vibrant and relevant organization?

Service is more than something we do; it's who we are. The work of the Auxiliary is important, and by sharing our stories, we are doing our part to promote the Auxiliary in our communities.

Be sure that you remember to be both mindful and respectful before you #SNAP (Stop Now Ask Permission) a photo. Carry around some of the youth and adult photo releases available in MALTA Member Resources. Releases help protect both the photographer and the person(s) being photographed, especially children. For various reasons, it's important to have permission to take someone's photo.

Remember, photography opens doors into the past while also allowing a look into the future. A camera is a SAVE button, so let's SAVE our history. Let your Auxiliary legacy members become STARS, for without our STARS, our Auxiliary would not exist. This Program Year, connect with a legacy member and complete a three- to five-minute video interview:

- Ask why they joined.
- Ask about their favorite memorable moment(s).
- Place emphasis on bringing the past to life.
- If your Auxiliary has no legacy members, look to your District.

## HISTORIAN DUTIES • MEDIA RELATIONS

Our Historian & Media Relations members are responsible for capturing the narrative of the Program Year. They are our memory keepers and collectors of the 5W's: the ***who-what-where-when-and-why*** of your Auxiliary. But these members aren't just responsible for taking photos; there's so much more that is involved with this Program, including compiling, chronicling, and sharing events and memories in both written and digital format through photographs, memorabilia, audio/video clips, print news

and social media posts! Our Historians & Media Relations Chairmen promote the Auxiliary through media, Post/Auxiliary newsletters, websites and other media available to them.

## MEDIA

At the Auxiliary, District and Department levels, these members are the voices that get the word out about our Auxiliary to our communities! As our Auxiliary grows, we must continue to reach out to both members and non-members to tell the story of who we are, what we do, how we help our veterans and to educate others about our nation’s patriotic traditions. Without our storytellers, fewer people will know about our organization and how we raise money for our veterans and their families, how we fight for our veterans’ rights and how we support our young people with scholarships and various other opportunities!

Media is an essential piece that creates a successful Auxiliary. It’s imperative that we communicate with **both** our traditional media outlets as well as our digital, social media outlets. A great place to start is MALTA Member Resources. There are many resources there, everything from the basics to setting up a Facebook page for your Auxiliary. And while social media may seem scary or intimidating, don’t allow that to become an excuse. This is a wonderful way to involve another tech-savvy member of your Auxiliary, or a family member or student who can assist you in learning how to navigate and utilize these new forms of digital media. Be willing to learn new ways to preserve your Auxiliary’s memories!

Get to know your local newspaper, radio and television reports. Send information directly to those contacts rather than the editor. Send a personal email and be sure to include your personal contact information.

Traditional Media Outlets	Digital and Social Media Outlets
<ul style="list-style-type: none"><li>• Television</li><li>• Radio</li><li>• Newspapers</li><li>• Magazines</li><li>• Newsletters</li><li>• Fliers</li></ul>	<ul style="list-style-type: none"><li>• Email</li><li>• Auxiliary websites</li><li>• Facebook</li><li>• Instagram</li><li>• Twitter</li><li>• YouTube</li><li>• Snapchat</li><li>• TikTok</li></ul>

## HISTORICAL RECORDS at ALL LEVELS

It’s very important to keep written reports and photos of our history at all levels of our organization. Consider how great it is to have the ability to look back at years gone by and see what took place in your Auxiliary or District.

Nowadays, there are multiple ways to keep records and photos, such as a digital photobook/scrapbook, a traditional photobook/scrapbook, or a three-ring binder. And make sure to

include any newsletters, fliers, or other mementos as well! Lastly, always be sure to keep the records in chronological order.

I would urge each Historian, at all levels, to write down what's happening, take as many photos as you can and always include a description. Also, you can always check MALTA Member Resources for more information.

## **QUICK TIPS**

Remember, all photos should be clear and sharp, digital photos should be at least 1 MB (megabyte) in size, and all photos should be taken with attention to detail. Be sure to avoid the following:

- Subjects with closed eyes
- Subjects with open mouths or food in their mouths
- Awkward or distracting objects in the frame
- Offensive language on clothing

**Please note that the reporting year for this program is Department Convention 2023, when your President is installed, until Department Convention 2024, when the new President will take office.**

**The deadline for all pictorial History Books will be April 6, 2024 for judging. All Auxiliary submissions can be turned into their District President to be hand delivered to the Department Historian at the Madam President's Testimonial Weekend or sent via regular mail.**

# HISTORIAN & MEDIA RELATIONS AWARDS AND CITATIONS

## NATIONAL AWARDS FOR AUXILIARIES

1. Most outstanding video interview with a VFW Auxiliary legacy (longtime active) member.
- Citation to every Auxiliary that submits a 3-5 minute video interview with a legacy Auxiliary member. Entry form required and available in MALTA Member Resources. Auxiliaries must send the entry form and video interview to their Department Historian & Media Relations Chairman by March 31, 2024 for judging.
  - The Department Historian & Media Relations Chairman must email National Headquarters by April 30, 2024 at [info@vfwauxiliary.org](mailto:info@vfwauxiliary.org) a total combined list of every Auxiliary in their Department that completed and submitted an entry form and video interview.
  - Citations will be mailed directly to participating Auxiliaries from National Headquarters.
- Citation and \$25 to one Auxiliary in each of the four Conferences that submits most outstanding 3-5 minute video interview with a VFW Auxiliary legacy member.
  - The Department Historian & Media Relations Chairman must sign and send a copy of the completed Department-winning entry form with the winning video to the National Historian & Media Relations Ambassador by April 30, 2024 for judging.
  - Citations will be mailed directly to winning Auxiliaries from National Headquarters and money will be deposited into Auxiliary account after National Convention.

## DEPARTMENT OF PA AWARDS FOR AUXILIARIES

1. A Citation for the best pictorial History Book on the Auxiliary Level.
2. A Citation to every Auxiliary who send a newsletter out to members either monthly or quarterly.
3. A Citation for the best use of a social media platform (Facebook, Instagram, Post and/or Auxiliary website). All documentation and/or materials are to be received by the President's Testimonial weekend.
4. A Citation to every Auxiliary who submits an Auxiliary legacy member video by March 31, 2024.

**ALL OBLIGATIONS INCLUDING AUDITS, BONDS, DELEGATE FEES, PLEDGES, SUPPLIES, ETC. TO NATIONAL, DEPARTMENT HEADQUARTERS AND DISTRICT MUST BE MET FOR YOUR AUXILIARY PRESIDENT AND CHAIRMEN TO QUALIFY FOR AWARDS**