

HISTORIAN/MEDIA RELATIONS

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Department President's Theme	"Every Day is Veterans Day"
Department President's Colors	"Red, White, and Blue"
National President's Theme	"From Sea to Shining Sea Honoring Veterans"

WHAT TO DO AS A HISTORIAN?

You will record the events of the Auxiliary, District and or Department (best to do in order they occurred). A tip is to follow the 5 W's, Who, What, Where, when and Why. Be very thorough in your documentation to make it easy to report.

MEDIA

At the Auxiliary, District and Department levels contacting local Newspapers and TV Stations, Facebook and Twitter. You can also make posters and banners to put out in your community. Word of mouth is also a great way to let the community know. Research all the ways you can reach your community and try to do them all. Getting the information out is your goal.

Here's a list of both Traditional and Social Media Outlets:

TRADITIONAL: TV, Radio, Newspapers, Magazines, Newsletters, Word of Mouth and Fliers/posters

DIGITAL AND SOCIAL MEDIA: Email, Auxiliary/Post Websites, Twitter, You Tube, Instagram, Snapchat and Tik Tok

REELS

This year, the National Historian Ambassador is encouraging auxiliaries to focus on creating REELS, short videos that have great presence on both Facebook and Instagram. MALTA member resources provide information for how to create a reel. Give it a try this year.

HISTORICAL RECORDS AT ALL LEVELS

Here are a few ways to keep your records and make them accessible (Keep them chronological) Binder (3 ring if possible), a regular scrapbook or photo album, and the newest is a digital note book/photo frame. Make sure you include all information used for each event.

Take as many photos as possible. This will give you a choice on best one. Also, jot down a description of said photo.

QUICK TIPS

REMEMBER: To pay attention to the details. All photos should not be fuzzy or blurry. Your digital photos should be at the correct size, at least 1 megabyte, this will insure better publication. Double check these things: Eyes are open

Mouth is closed and subject is smiling

Avoid any thing that can take away from main subject

Check clothing to make sure it is appropriate

Try to have group photos in a nice formation

Publish the best pics as possible!!!

NATIONAL HISTORIAN PROGRAM 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 for the most outstanding social media reel highlighting the VFW Auxiliary in action.

From July 1, 2025 to March 31, 2026. Entry form (required) available at vfwauxpa.org website under *Program – Historian – National Awards Forms*.

DEPARTMENT HISTORIAN PROGRAM AWARDS

1. A Citation to every Auxiliary who communicates at least four times (quarterly) during the program year to each of their members (via email, printed mail, text, or phone call).

****Documentation required – please submit one copy of each communication to the Department Historian via email no later than April 1st, 2025****

2. A Citation to the Auxiliary with the best use of a social media platform (Facebook, Instagram, Post and/or Auxiliary website, etc.). ****Documentation required (screen shots of posts, website links, descriptions, etc.) and materials are to be received by the Department Historian (via email) no later than the Joint Testimonial weekend****

3. A Citation to each Auxiliary that creates a social media reel highlighting the VFW Auxiliary in action. Must send the url for the reel!

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