

## Historian & Media Relations

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Department President's Theme	<i>"Together Helping Veterans"</i>
Department President's Colors	<i>Red, White and Blue</i>
Department President's Membership Theme	<i>"Strike Up the Band"</i>
National President's Theme	<i>"From Our Roots to Our Branches Extending Service to Our Veterans"</i>

Did you know that social media is the BEST tool an Auxiliary can utilize to share our Auxiliary news, events and projects, and for keeping our members (and the communities) "in the know" about what we do and how we help our Veterans, their families, our youth and our communities?

Remember, photography opens pathways into the future while also allowing us a glimpse into the past. A camera is a SAVE button, so let's SAVE our history.

### 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, chronologizing, 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 (younger) family member or student who can assist you in learning how to navigate and use these new forms of digital media. Be willing to learn new ways to preserve your Auxiliary memories!

Get to know your local newspaper, radio, and television reporters. Send information directly to those contacts rather than the editor. Send a personal email and be sure to include your personal contact information to help spread the word about what it is that we're doing!

### **Traditional Media Outlets**

- Television
- Radio
- Newspapers
- Magazines
- Newsletters
- Fliers

### **Digital and Social Media Outlets**

- Email
- Auxiliary website
- Facebook
- Instagram
- YouTube
- Snapchat
- TikTok

### **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.

→ It is also important to keep a photographic record of the Department President's visit to your Districts! Get some pictures of what she is doing, and where she visits. Please email any photos to me within two weeks of her official visit. And remember to identify each person in the pictures (and what you were doing) so she can have memories to last a lifetime!

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. Always be sure to keep the records in chronological order.

I urge each Historian to utilize MALTA Member Resources for the media relations side of our role. You will find there:

- The VFW Auxiliary Publicity Guide includes lots of valuable information and ideas to promote your Auxiliary.
- The VFW Auxiliary Elevator Speech/What We Do summarizes who we are, what we do and how we describe ourselves as an organization to the media.
- Website and social media information – there are a lot of resources here!

### **QUICK TIP**

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 2024, when your President is installed, until Department Convention 2025, when the new President will take office.**

## **HISTORIAN & MEDIA RELATIONS AWARDS AND CITATIONS**

### **DEPARTMENT AWARDS FOR AUXILIARIES**

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 1<sup>st</sup>, 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 participates in one of the Department Historian Media Relations “how to” online training session.

### **NATIONAL AWARDS FOR AUXILIARIES**

1. Most outstanding promotion of VFW Auxiliary Programs to the community through social media sources.
  - Citation and \$25 to one VFW Auxiliary in each of the 10 Program Divisions with the most outstanding promotion of the VFW Auxiliary Programs to the community through social media sources.

Entry form required and available in MALTA Member Resources. VFW Auxiliaries must send the required entry form to their Department Historian & Media Relations Chairman by March 31, 2025, 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, 2025, for judging.

Citations will be mailed directly to the winning VFW Auxiliaries from National Headquarters and money will be deposited into the winning VFW Auxiliary account after the 2025 VFW Auxiliary National Convention.

**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**