



## Michigan Department VFW Auxiliary Historian/Media Relations Guide Sheet 2023-2024

[www.vfwauxmi.org](http://www.vfwauxmi.org)

Facebook Page: [Historian/Media Relations-Michigan](https://www.facebook.com/Historian/Media-Relations-Michigan)

**National Theme: *Banding Together for our Veterans***

**Department Theme: *Our Veterans, The Angels Among Us***

**In order for us to know where we're going, we need to know where we've been.**

Things change all the time, and I find it interesting to look at scrapbooks or pictures on the wall to see how things have changed through the years. If we don't have someone taking pictures or writing down what has taken place, how can we show our children how things used to be? The change could be how the VFW Auxiliary looked 10, 20, 30, 40, 50 or 75 years ago compared to now. That is why it's so important to document the history of your Auxiliary through both written and photographic methods.

### Traditional Media

- \* Newspapers
- \* Television
- \* Radio
- \* Magazines
- \* Door Hangers
- \* Flyers

### Digital Media

- \* Email
- \* Website
- \* Social Media
- \* Facebook
- \* YouTube
- \* Twitter
- \* Snapchat
- \* TikTok

### Traditional Memory Keeping

- \* Scrapbooks
- \* Journals

As you can see there are many ways to communicate. Utilizing these forms of media will help you keep track and share the happenings in your Auxiliary. Even though you might not have heard of all these, they are still ways others might communicate with one another. I completely understand if you do not know how each one works. To be honest - I don't use all these methods, but my kids do!

***A picture is worth a thousand words.***

Make sure your photos are newsworthy when submitting to local media, sharing on social media, or putting in a scrapbook. You don't want to embarrass anyone at any time. If it is newsworthy, you will capture the reader's attention. If it's not, then they will move on to a photo or story that does.

### **NATIONAL AWARDS**

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 and Media Relations Chairman by March 31, 2024, for judging.

- The Department Historian and 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 AWARDS**

- ✓ Best Overall Historian/Media Relations program for the year among all membership categories \$10 and Citation of Merit to the Auxiliary.
- ✓ Historian Book Contest \$50 in each Category (scrapbook and Digital) winners to be judged at 11:00 am on Saturday morning of Department Convention 2024. Citation of Merit to each winner.
- ✓ Best Overall Media Relations “how to” training to educate your members on use of Media Relations (Facebook, websites, snap chat, tik-tok) \$10 and Citation of Merit to the Auxiliary.

### **MEMBERSHIP CATEGORIES**

<b>#1 -10-36</b>	<b>#2 -37-50</b>	<b>#3 51-68</b>	<b>#4 - 69-84</b>	<b>#5 - 85-98</b>
<b>#6 - 99-115</b>	<b>#7 - 116-139</b>	<b>#8 -140-166</b>	<b>#9 -167-237</b>	<b>#10 -238-OVER</b>

<b>Achievements</b>	<b>Completed</b>	<b>Reported</b>
Auxiliary utilized the Historian material/resources available In MALTA Member Resources		
Create a Historian’s book documenting the year by any means		
Auxiliary utilized the Media Relations material/resources available In MALTA Member Resources		
Monthly or quarterly newsletter sent to each member via printed mail or email		
Maintained a Facebook page for their OWN Auxiliary		
Maintained a Website for their OWN Auxiliary		
Maintained a Facebook JOINTLY with the VFW		
Maintained Website JOINTLY with the VFW		
Held a Media Relations “how to” training to educate your members (Examples: logging into MALTA, navigate Facebook or other social media)		

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