



Michigan Department VFW Auxiliary Historian/Media Relations Guide Sheet 2024-25

www.vfwauxmi.org

Facebook Page: Historian/Media Relations-Michigan

National Theme: From Our Roots to Our Branches: Extending Service to Our Veterans
Department Theme: Aspire to Inspire

PROGRAM GOALS

Historian Duties – Media Relations

An Auxiliary Historian is like the person in your home who takes photos and stores them in scrapbooks and albums, giving you the opportunity to reflect on changes over time. Your family member keeps family awards to show accomplishments. They buy and save souvenirs as memories of family events and vacations. They are the memory keeper, the collector of the family history. They are the Family Historian.

The Auxiliary Historian is the memory keeper and collector of the Auxiliary history. As a group, we can look back on our history to reflect on how we have changed over time, and review our accomplishments that show us what has worked for the Auxiliary. Our Auxiliary members can look back on the memories of the great things we have done in our communities, promoting patriotism, helping our veteran's families at the National Home, hospital visits, working with legislators, scholarships, working with our youth and most of all everything we do for our veterans, which is the reason we do what we do.

The Media Relations side of this is to let the public out in our communities more aware of what we do, the lives we change and the veterans we serve. Media is communication. There are a lot of Media platforms. You may not be able to use them all, but the more you use the more you are able to promote and educate the public about the goals of our programs and our accomplishments. You may even entice them to join you.



Sources of Communication

Newspapers	Facebook	Email	Signs
Radio	Flyers	Magazines	Instagram
Television	Website	Newsletters	Billboards
You Tube	Twitter	Snapchat	Pinterest

MALTA Member Resources, Historian & Media Relations, is a great place to look for helpful information on using Media. Resources like Publicity Tools and Press Releases for sharing your auxiliary story and events. There are VFW Auxiliary Local Talking Points and Power Point Templates. The VFW Auxiliary Publicity Guide is filled with a lot of information, check it out.

National Historian & Media Relations Ambassador, Tela Harbold, believes we are the messengers. We need to promote our hard work, our great accomplishments and our devotion to our veterans, military, and their families. If your community does not see it, how are they supposed to know it. Show off your Auxiliary and the VFW Auxiliary Programs you are participating in.

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 and Media Relations Chairman by March 31, 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.

Department Awards

- Best Historian/Media Relations promotion of VFW Auxiliary Programs to the community through social media sources in each membership category. Must send required National entry form to Department chairman. \$10 and Citation of Merit to Auxiliary
- Historian Book contest, scrapbook or digital. \$20 – 1st place, \$15 - 2nd place, \$10 – 3rd place. Citation of Merit to Auxiliary
- Best Overall Media Relations to educate and train members on how to use Media Sources. \$10 and Citation of Merit to Auxiliary

MEMBERSHIP CATEGORIES

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

Achievements	Completed	Reported
Promote VFW Auxiliary Programs to the community through social media		
Hold a Media Relations training to educate your members on logging into MALTA, navigating Facebook or other social media		
Create a Historian’s Book documenting your Auxiliary’s year, Scrapbook or Digital		
Communicate Quarterly to all members by Email, Printed Mail, Text, or Phone Call		
Maintain a Facebook page with or without the VFW		
Maintain a website with or without the VFW		
Attend and register at a School of Instruction – District Meeting, Fall Conference or Mid-Winter Conference		
Attend and register at own District Meeting		
Report every quarter		

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