

**Michigan Department VFW Auxiliary
Historian & Media Relations - BULLETIN
August & September 2026**

www.vfwauxmi.org

Facebook Page: [Historian & Media Relation-Michigan](#)

UNWAVERING SUPPORT



FOR UNCOMMON HEROES

National Theme: Serving America's Heroes

Department Theme: Leading with a Patriot's Heart

Hello Auxiliaries, over the last few months, we have celebrated events such as Memorial Day, Flag Day, and the Fourth of July. We have also elected new officers and held Department Convention. Each of these events provides valuable opportunities for historians to capture photographs that help preserve the history of our Auxiliary. Historians—and Auxiliary members alike—serve as the storytellers of our organization for future generations. When taking photographs, it is important not only to capture the image itself but also to provide key information about the story behind it. We all know the "Five Ws," and they are an excellent guide when documenting photographs:

- **Who** is in the picture? **What** is happening? **When** was the photo taken?
- **Where** was it taken? **Why** is the event significant?

When capturing moments for your Auxiliary's history, keep these guidelines in mind:

- Make sure everyone is looking at the camera. If necessary, point to where you want people to focus their attention.
- Take multiple photos to increase your chances of capturing the perfect shot.
- Whenever possible, avoid harsh shadows and poor lighting. Natural or direct lighting often produces the best results.
- Always ask for permission before taking someone's photograph.
- If children are included in the photo, ensure a parent or guardian has completed the appropriate photo release form.
- If alcoholic beverages are being served at an event, politely ask individuals to set their drinks aside before taking the photo. This helps maintain a professional and family-friendly image.

There are many options available for Auxiliaries to preserve their photographs digitally. One popular choice is creating digital photo books or online photo albums. Platforms such as Shutterfly, Canva, and Mixbook offer free accounts that allow you to upload photos at your convenience and organize them into albums.

This can be an excellent tool for historians to create a yearbook-style record of the Auxiliary's activities throughout the year. Photos can be uploaded after each event, complete with captions and descriptions, much like a traditional scrapbook or photo album.

Media Relations involves working with various forms of media to inform the public about an organization's mission, policies, programs, and activities in a positive, consistent, and credible manner.

The duties of a Media Relations Chairman encompass many different areas, and they do not have to accomplish them alone. Chairmen are encouraged to work with other Auxiliary members and chairmen to help promote the work of the Auxiliary effectively. One of the primary responsibilities of the Media Relations Chairman is ensuring that the Auxiliary's programs, events, and accomplishments are visible to both members and the community. This includes collaborating with other program chairmen to promote important information through platforms such as Facebook and other social media channels. For example, the National Home Helpline is an excellent resource that can be promoted through social media to increase awareness and reach those who may need assistance. When program chairmen and Media Relations work together, the Auxiliary is better able to highlight its programs and achieve success across all areas. Another important aspect of Media Relations is promoting events sponsored by both the Auxiliary and the VFW Post. Effective promotion helps ensure that not only your members, but also members from neighboring Posts and Auxiliaries, as well as community members, are aware of opportunities to participate and provide support.

Promotion efforts may include:

- Creating Facebook events
- Posting event information on your Auxiliary's social media pages
- Designing and distributing flyers
- Sharing information through local media outlets and community calendars

Working closely with the Auxiliary President, event chairmen, and other members can help maximize attendance and contribute to the overall success of your events. Communication with members is another key component of Media Relations. Auxiliaries should utilize a variety of communication methods to ensure information reaches all members. While social media is a valuable tool, not all members use these platforms. Newsletters remain an effective way to share updates, announcements, and program information. Newsletters can be mailed, emailed, or printed and distributed to members monthly or quarterly.

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