



Michigan Department VFW Auxiliary Historian/Media Relations Guide Sheet 2021-22

www.vfwauxmi.org

National Theme: Soaring Above & Beyond
Department Theme: Tell Our Story of Service

Congratulations on being chosen as your Auxiliary's Historian/Media Relations Chairman for the 2021-22 year. Your President has shown their confidence in your ability to maintain and preserve the legacy and efforts that each Auxiliary contributes to the mission of the Auxiliary to the Veterans of Foreign Wars. As our National Ambassador, said each Auxiliary is unique and media in all its forms allows us to brag about what our Auxiliary is doing for our Veterans, their families, and the community.

WHAT COUNTS AS MEDIA?

What counts as media? Almost everything! You can use traditional photo albums, scrapbooks, three-ring binders. If you want to go electronic and use social media, go for it! You can use Instagram, Facebook, YouTube, or TikTok. There are no boundaries when it comes to preserving the memory of the auxiliary and sharing the accomplishments with the community. If you want, go beyond a still photo, and share your videos of your events and preserve the sounds of the events as well look.

No matter what form of media you choose remember when recording the many accomplishments of your auxiliary, remember 2 things. First, if you are using still photos, make sure the photos are at least 1MB in size for the sake of clarity. Second, keep in mind the ever present 5 W's: Who, What, Where, When and Why. Have details to go along with those photos and flyers from your events.

ORGANIZE

As the Historian/Media Relations you will be taking many photos and keeping a lot of records who what where and who was doing what. The key is stay organized. Do things while they are fresh in your mind. Get a system going and keep your records in chronological order, just like history. I suggest if you going to store your photos electronically, download them immediately the same day and keep a back copy somewhere. We all know how technology loves backfire. Also be sure to take notes on the photos so you know who was there.

WEBSITE

The Department Website is a valuable resource for your chairmanship. Take some time to get familiar with it. You will be able to find documents such as the VFW Auxiliary Publicity Guide and fillable press media release form.

DEPARTMENT AWARDS

- Best Overall Use of all media resources (i.e. Facebook, Twitter, Instagram, Website, etc.) \$10 and Citation of Merit to Auxiliary and Citation to Chairman.
- Citation to each Auxiliary that submits two (2) pictures of the Department President's Official Visit.

NATIONAL AWARDS

- Most outstanding Auxiliary Facebook Page
 - Citation to every Auxiliary who provides verification of the Auxiliary Facebook Page to the Department Historian/Media Relations Chairman no later than March 31, 2022. The criteria and entry form are available at vfwauxiliary.org/resources. Citation will be mailed directly to participating Auxiliaries from National Headquarters.

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
Monthly or Quarterly Newsletter/Bulletin to Members. (Please indicate if it was sent printed/mailed or sent electronically.)		
Maintain a website, either jointly or separately from the Post. Indicate if joint or separate.		
Maintain a Facebook page, either jointly or separately from the post. Indicate if joint or separate.		
Present a Communications Award to local media.		
Attend a Media Relations Training conducted by the Historian/Media Relations Chairman and report how many attended the training.		
Used Media to Promote Auxiliary? How and what media was used		
Submit two (2) photos of the Department Presidents Official Visit to the District within 10 days.		
Submit two (2) photos of Department President, Department Officer, or Department Chairperson attending your District or Auxiliary meetings or events.		
Attend and register at a School of Instruction – District Meeting, Fall Conference or Mid-Winter Conference		
Attend and register at own District Meeting		
Report		

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