



Michigan Department VFW Auxiliary Historian/Media Relations Guide Sheet 2022-2023

www.vfwauxmi.org

Facebook Page: Historian/Media Relations-Michigan

National Theme: Hands that Serve, Hearts that Care

Department Theme: Be the Anchor for Our Veterans, Hold Them Steady and Safe

Program Goals **Historian Duties** **Media Relations**

Welcome to the new year! Congratulations on being chosen as your Auxiliary's Historian/Media Relations chairperson. Your president has faith that you will preserve the history of the coming year to show the next generation what we have done.

What is a Historian? Per Merriam Webster, a historian is a "student or writer of history." This could be through photographic material.

What is Media Relations? It is the act of telling or recounting an event through public forums- newspapers, social forums, newsletters, etc.

As the Historian/Media Relations chairman, you are recounting the events that took place during a given time and keeping record of those events for your Auxiliary. This can then be shared to the members and the community as to what we do for veterans, their families, students, and our communities.

Duties of a Historian/Media Relations

- Memory Keeper of the 5 W's: Who, What, When, Where and Why.
- Compile the memories in a chronological order in written and/or digital format.
- Capture the program year.
- At the end of the year present to your President a written report of the year. Additional materials can and should include such things as photos, newspapers clippings, cards, communications with the Auxiliary, or other special documents.

The Auxiliary Publicity Guide, located on the National and Department websites, will give you and your Auxiliary valuable information to complete this program. It will help to give you guidance around what activities or events are newsworthy and how to go about having articles published or getting the media to your events.

Preserve your Auxiliary story whether it be in a

- Traditional photo album
- Traditional scrap book
- Digital photo album
- Digital scrap book
- Three-ring Binger

Finally, Just Have Fun making memories!

NATIONAL AWARDS

Most outstanding Historian & Media Relations report

- Citation to every Auxiliary that submits a Historian & Media Relations report to their Department Historian & Median Relations Chairman by March 31, 2023. Criteria and entry form (required) available at vfwauxiliary.org/resources.
- Citation and \$25 to one Auxiliary in each four conferences with the most outstanding Historian & Media Relations report.

DEPARTMENT AWARDS

- ✓ Best Overall Historian/Media Relations program for the year among all membership categories
\$10 and citation of Merit to the Auxiliary and citation to the Chairmen
- ✓ Historian Book contest
\$20, \$15, and \$10 to the Auxiliaries for the 1st, 2nd, and 3rd place winners
- ✓ Citation to each Auxiliary who submits pictures of the Department President's Official Visit

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
Auxiliary utilized the Historian material/resources available on the National VFW Auxiliary website		
Create a Historian's book documenting the year by any means		
Monthly or quarterly newsletter sent to each member via printed mail or email		
Maintained a Facebook page either jointly or separately from the VFW (Indicate if joint or separate)		
Maintained a website either jointly or separately from the VFW (Indicate if joint or separate)		
Held a Media Relations "how to" training to educate your members (Examples: logging into MALTA, navigate Facebook or other social media)		
Use Media to Promote your Auxiliary. How and what media was used		
Submit two (2) photos of Department President Official Visit to your District		
Submit two (2) photos of Department President, Department Officer, or Department Chairmen attending your District or Auxiliary meeting or events		
Chairman attended a School of Instruction – Sunday 2022 Convention Training, District Meeting, Fall Conference or Mid-Winter Conference		
Chairman attended their own District Meeting		
Reported every quarter		

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