

# Historian/Media Relations

## “MY HEART REVS FOR HEROES”

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### PROGRAM GOALS

**Keep a Record of Auxiliary History  
Tell Auxiliary Story Via the Media**

**Auxiliary Historian and Media Member** is a memory keeper and collector of the 5 W's: Who-What-Where-and the Why of your Auxiliary. You chronicle memories and events in written and digital formats, including photos, memorabilia, print news, audio or video clips and social media posts. You get the word out about the Auxiliaries to our community.

#### **National President Visit and Year End PowerPoint. I need everyone's help with this!**

We need photos of the National President when she visits the Department and photos of events, fundraisers, meetings, and ceremonies that take place in our Department. As always, please identify all people in any photos with full name, title and auxiliary number on a separate piece of paper. If submitting news clippings, please be sure to include the date line. The deadline is critical so send everything by March 1, 2022! All items submitted for the PowerPoint presentation must be on a thumb drive or sent to the email address as a jpg (photo).

Please send me pictures about the Department President or Officers that visit your area. I am making a scrapbook for Kim. Send me any photos, programs, flyers or articles you can share,

**Media Relations:** A great place to start to learn your role is [www.vfwauxiliary.org/resources](http://www.vfwauxiliary.org/resources). **There you will find:**

- The VFW Auxiliary Publicity Guide that includes lots of valuable information and ideas to promote your Auxiliary.
- The VFW Auxiliary Elevator Speech/What We Do that summarizes who we are and what we do and how we describe ourselves as an organization to the media.

Website and Social Media information – There are a lot of resources here, everything from the basics to setting up a Facebook page for your Auxiliary.

**Who should you contact about Auxiliary news?** It's a good idea to read and watch the media in your local areas. Subscribe to newspapers and watch the newscasts. Make a list of media contacts. Send information directly to these contacts rather than the editor.

What's newsworthy? Does it involve local people? Does it interest non-members? Is it timely? Does it help the community? Is it unique and new? If the answer is yes, this is a chance for you to pitch a story with an “angle” that will showcase your Auxiliary's hard work and accomplishments.

#### **AUXILIARY AWARDS**

1. Outstanding Performance Award, award for the Auxiliary that submits a Historian Book or PowerPoint presentation on a thumb drive by April 1, 2022 that displays the most effective and unique pictorial history of their Auxiliary from April 15, 2021 to April 1, 2022. Citation to runner-up
2. Citation to each Auxiliary who submits a Historian/Media relations entry form for a Facebook Page by March 31, 2022 on the form available at [www.vfwauxiliary.org/resources](http://www.vfwauxiliary.org/resources). National will also issue a Citation.

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Aux. # \_\_\_\_\_ District # \_\_\_\_\_ City \_\_\_\_\_ Membership Group \_\_\_\_\_

Chairman’s Name: \_\_\_\_\_ Phone #: \_\_\_\_\_

**Always use additional paper if necessary, to provide details of your project or program.**

Report Deadlines: November 15, 2021 and April 1, 2022. Date of this report: \_\_\_\_\_

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1. Did your Auxiliary send a monthly or quarterly newsletter or bulletin to their members?  
Yes \_\_\_\_\_ No \_\_\_\_\_ Printed/Mailed: \_\_\_\_\_  
Electronic (PDF, Word document or via an email service provider): \_\_\_\_\_
2. Does your Auxiliary have with a Facebook page: Joint with the Post: \_\_\_\_\_  
Own Auxiliary Facebook Page Name: \_\_\_\_\_
3. Does your Auxiliary have a website: Joint with the Post: \_\_\_\_\_  
Own Auxiliary website address: \_\_\_\_\_
4. Did your Auxiliary use/presented a Communications Award to local media:  
Yes \_\_\_\_\_ No \_\_\_\_\_ How Many? \_\_\_\_\_
5. How many Auxiliary members attended a media relations training hosted by me their Department  
Historian/Media Relations Chairman? \_\_\_\_\_
6. Did your Auxiliary use media to promote the Auxiliary and its Programs? What Media did you  
use? TV \_\_\_\_\_ Radio \_\_\_\_\_ Newspaper \_\_\_\_\_ Flyers \_\_\_\_\_ Social Media \_\_\_\_\_