



Historian & Media Relations

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Historian Media Relations is a fantastic program that touches every other program we have and everything we do as an Auxiliary. This year, as we promote “**Remember your Whoo**” within the Department of California, we also celebrate “**Serving America’s Heros**” in every aspect of our work as historians. Every member is a Historian, and every Historian helps keep the tradition and history of our organization alive. While we hold onto our history with one hand, we want the other hand to reach forward into the future and come up with new ways to share our story.

Primary Program Goals

- **Utilize social media:** The fastest way to reach people and get the word out
- **Become a Detective:** Where to start your detective work and learn about where your Auxiliary comes from
 - **Digital Records:** Key Concepts & things to consider
 - **What's newsworthy:** The questions to ask and what outlets to use
 - **The 5 W's:** Who? What? When? Where? Why?

Media

Using social media is important to organizations for several strategic and operational reasons. Here's a breakdown of why it matters:

Awareness & Visibility

- Social media platforms allow organizations to **reach large audiences** quickly and consistently.
- It increases **exposure**, helping even small local posts compete with larger community organizations.
- Visual content (videos, graphics) enhances “**brand**” **recognition**.

Community Engagement & Relationship Building

- Organizations can **interact directly** with potential members through comments, messages, and polls.
- Build trust, loyalty, and a sense of community.
- Real-time engagement helps improve **community satisfaction**.

Cost-Effective Marketing

- Compared to traditional advertising, social media is **more affordable** and often provides **better reach** in the community.
- Allows **targeted marketing** based on demographics, behavior, and interests.

Member & Community Insights

- Social media analytics tools offer valuable data about **audience preferences, behavior, and sentiment**.
- Listening to conversations provides **real-time feedback**.

Traditional media remains as essential to our organization as it ever has. Newsletters, whether in digital or printed versions, are an excellent way to disseminate information to your members. Not everyone has an email address, but they are still entitled to the information and can still be a great help to the Auxiliary if they know what is going on.

PREPARE a monthly or quarterly newsletter to be both mailed and emailed to the members. **RECOGNIZE** those members who are celebrating birthdays, anniversaries, or just going above and beyond with volunteering, etc. **UPDATE** your social media pages regularly to help with outreach and creating your algorithm.

Become a Detective

This year, our National Ambassador would love us to become a detective and research your Auxiliary's history. Learning what we can about who we are, where we started, and using this knowledge to get us to where we are going in the future.

Ways to investigate the past:

- **Examine historical documents**, what does your Auxiliary have stored away in those old boxes?
- **Interview** people, ask your oldest members about their Auxiliary memories
- Visit **Historical Places** what can they tell you about your community history

Why learning about the Past is Important

- **Learn** from successes and mistakes made by previous generations.
- **Understand** how communities, cultures, and governments developed.
- **Preserve** traditions, stories, and important historical events.

Digital Records

Preserving history digitally helps protect important information and makes it easier to share with future generations. This year the National Program highlights the need for creating a digital record of your Auxiliary history and sharing it. Here are several effective ways to create digital records from your History.

- **Scan** Important Documents
- **Digitize** Photographs
- **Record** Oral Histories
- **Store** Information in Cloud Services
- **Maintain** Digital Journals or Blogs
- **Create** Digital Scrapbooks
- **Preserve** Social Media Content
- **Organize** Community History Projects
- **Use** Consistent File Naming and Metadata

Newsworthy

Consider the following questions

- 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 to any of the above questions is yes, then your event or topic is newsworthy, and you should consider sharing it on your social media and local news outlets.

The 5 W's

Whenever you are sharing information from your auxiliary or advertising an event, make sure you are using the Five W's so that the information being published is completely understandable and helpful to those seeing it.

Program Awards for Historian & Media Relations

Awards for Auxiliaries

-Citation and \$25 to one VFW Auxiliary in each of the 10 Program Divisions who creates the most unique digital record of their VFW Auxiliary history since being established and publishes it to a digital platform for future members of their VFW Auxiliary.

Entry form is required and available in MALTA Member Resources.

VFW Auxiliaries must send the required entry form to the Department Historian & Media Relations Chairman by **March 31, 2027** for judging.

The Department Historian & Media Relations Chairman must sign and send a copy of the completed Department winning entry form to the National Historian & Media Relations Ambassador by **April 30th, 2027** for judging.

Citations will be mailed directly to winning VFW Auxiliaries from National Headquarters and money will be deposited into the VFW Auxiliary account after the 2027 VFW Auxiliary National Convention.

Awards for Departments and Department Chairmen

1. \$25 VFW Store gift certificate to one Department Historian & Media Relations Chairman in each of the 10 Program Divisions for the best training and/ or education promoting how to preserve the history of their VFW Auxiliary.

Winners will be announced and awards will be presented at the 2027 VFW Auxiliary National Convention.

2. The Outstanding Performance Award and Second-Place Outstanding Performance Award will be awarded in each of the 10 Program Divisions based on the criteria listed on Page 5 and the promotion of the Ambassador's Program goals.

Winners will be announced and awards will be presented at the 2027 VFW Auxiliary National Convention.

VFW Auxiliary National Year-End Report Worksheet Historian & Media Relations 2026-2027

This form is for statistical purposes only.

The Department Chairman must submit this report form to their Department President by May 1.
This report is to be processed in MALTA by the Department President by May 10.

Department: _____ Number of participating VFW Auxiliaries: _____

1. The number of VFW Auxiliaries that communicated quarterly with each of their members via email, mail, text or phone call. _____

2. The number of VFW Auxiliaries that have a Facebook page or website with or without the VFW Post. _____

3. The number of Auxiliaries that held a Media Relations "how to" training to educate their members (Examples: how to log in to MALTA, email, navigate Facebook and other social media). _____

Department Chairman signature: _____

Date: _____ Conference: _____