



Historian /Media Relations
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I am truly honored and thrilled to serve as President Rose Cooper's Department Historian this year. With your assistance I will be working diligently to record her year while she and all auxiliary members strive to provide the support so richly due our veterans and their families. Through recording Rose's year, I will be going by the motto: *If it Flies it spies!!*



The Historian/Media Relations Program encompasses memory keeping and collecting the five Ws: the who-what-where-when and-why of an Auxiliary. Members involved with this program compile and chronicle memories and events in written format, photographs, memorabilia and print news/video clips. They also spread the word about our valuable National Programs and share how we are making a positive impact in the lives of veterans, active-duty service members and their families in thousands of communities across the country.

History: Tradition and history are revered in our organization. Many Auxiliaries proudly celebrate 100 or more years of history. Many of our members treasure long-standing rituals and practices. The work of the Auxiliary is important. By sharing our stories, we are doing our part to promote the Auxiliary in our communities. Service is more than something we do; it is who we are. This is going to be a year of courage, kindness, hope, service, and unlimited possibilities to share the history-in-the-making of our organization.

Media Relations: Media is the piece of the puzzle that helps create a successful Auxiliary. It is important for our organization to be visible in our communities. Visibility creates awareness of our organization and an opportunity to recruit new members. A part of being visible is getting the word out to our community about the who-what-where-when and-why about Auxiliary events and activities. There are various media outlets for you to use. Traditional media include radio, television, and newspapers. Digital media includes websites, blogs, and social media sites such as Facebook.

Attention Auxiliaries!!



Auxiliary and District Presidents are asked to send pictures along with a brief description about what you did when President Cooper made her official visit. The photos and description must be sent to the Department Historian within ten days of her visit. The more pictures the better! Please include anything regarding her visit! If you post on Facebook, please use [#deptofnyvfwaux](https://www.facebook.com/deptofnyvfwaux) and Tag us on your Facebook pictures [@DeptofNYVFWAux](https://www.facebook.com/DeptofNYVFWAux). Also, I want to see your Facebook Pages, and newsletters! I will feature vital and stimulating news and pictures on all of our social media pages and in our newsletter. Please send me your photos (using your cameras or smart phones) and write-ups as soon as you can once an event has occurred. Consider presenting President Cooper with a digital scrapbook and be sure to record what is happening in the picture and who is in the picture. Use local media outlets and social media to keep everyone up to date on your auxiliary's activities.



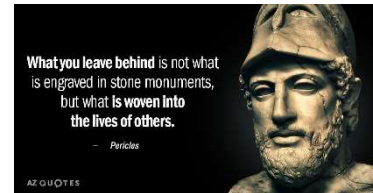
#SNAP (S.N.A.P)- Stop Now Ask Permission:

Be mindful and respectful before you #SNAP. Be certain to print the youth and adult photo releases available in MALTA Member Resources. These releases protect the photographer and the person being photographed, especially children. Photography opens the doors into the past, but it also allows a look into the future. A camera is a SAVE button. Let your Auxiliary Legacy members become STARS, for without our

STARS, our Auxiliary would not exist.

Connect with a Legacy Member

This program year, connect with a legacy member and complete a three-to five-minute video interview: Ask why they joined. Ask about their favorite memorable moments. Place emphasis on bringing the past to life. If your Auxiliary has no legacy member, look to your District or Department. Submit your video interview to me by March 31, 2024 for judging.



Let's take a selfie! Please send all photos to me via text, email or tag me on your Facebook page! This year I am wanting to show case our veterans with President Rose Cooper! Let's make these pictures come to life! Along with photos being turned into videos, which your auxiliary can use to promote your programs; we will also have the photos to make memory books for President Rose's year! Wouldn't it be awesome to see some of our veterans in a group video? Keep checking out our

Facebook page to see our veterans!

Benefits of Using Facebook Pages

Did you know that our Department of New York VFW Auxiliary has a Facebook page? I encourage you to "Like" our department page or "Join" the group if you haven't already done so. By connecting with the Department's page, you will stay connected with what is going on at the Department and National levels. How can your Auxiliary benefit from a Facebook Page? Many auxiliaries are limited in budgets and resources for outreach to constituents, donors, the media, and the public. While a web site can serve as an effective destination for an auxiliary, many people these days consider web sites as places for background and archived information rather than an active and dynamic communications tool. Facebook is a fast way to get important information and events out quickly. Tag us on your Facebook pictures @DeptofNYVFWAux



Historian/Media Relations Program Awards

Awards, Criteria and entry form (required) available at www.vfwauxiliary.org/resources.

It is an honor to serve as Department Historian /Media Relations Chairman this year and will do so with much excitement! **"Light The Flame of Hope for Our Veterans"** will provide us with wonderful memories while **"Banding Together For Our Veterans."**

Kellianne Martini, Chairman

*"Lighting the Flame of Hope for Our Veterans" as we are
"Banding Together for Our Veterans."*