



HISTORIAN/MEDIA RELATIONS PROGRAM 2025-2026

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It is an honor to be serving President Justine Robles and the members of the Department of NY VFW Auxiliary as your Department Historian/Media Relations Chairman this year. This year, the Department of NY will ensure amazing records and photos as President Justine tours the state.

The Historian/Media Relations Program is not only about keeping the history of your Auxiliary or District, but also about letting the public know what our organization is about. **Why** do we exist? **Who** is eligible to join? **What** do we have to offer those that join, such as member benefits and all our great National Programs. It is our responsibility to inform the public what we do for our Veteran's, our communities, and youth in our area.

If you are appointed by the President as Historian for your Auxiliary or District, it is your responsibility to maintain comprehensive records for the level of the organization to which you were appointed. You can do this in diverse ways, such as creating digital records or by creating scrapbooks. The choice is yours, be creative but keep the history for those members to look back on.

MEDIA RELATIONS: When you are having an event, use your local media to inform the public about what you are doing and how it is benefiting our Veterans and community. You can even invite your local newspaper to come, take pictures, and give them a press release to put an article in the paper. In the past, at our Department Conferences and Convention there would be a **press release** on the table for those attending to fill out and take back to their newspaper to let those in your area know who attended, and what we did as an organization, such as a Stop 22 walk, or items that were collected. I will be doing this at my table this year!

As we all know things have changed over time, and now you can post this information on your social media outlets such as Facebook or Instagram as well. When using your social media accounts please use the **#deptofnyvfwaux** not only for these press releases but any of your events so that you can show the work you are doing to all of those in this great Department of NY!

When President Robles makes her official visit to your District or to any event that your auxiliary may hold, please take pictures and send them to me with and a brief description of who is in the photo and the event. This must be sent to the Department Historian **within ten days of the event**. The more pictures the better we can create together memories that will last a lifetime for President Robles and her year as Department President.

REELS: I know that you are wondering exactly what this means. It involves using pictures or short videos to create a reel that you can then share on social media for all to see! More instructions will be available at our Binghamton training school and Fall Conference. This information will also be available on MALTA under the Historian/Media Relations tab. I am extremely excited to help you all learn about making a reel as there will be a National Award for this!

Department Awards: A Citation and monetary award to the top 3 REELS submitted by Auxiliaries prior to April 15, 2026.

1st Place-\$25/ 2nd Place-\$15/3rd Place -\$10

National Awards for Auxiliaries:

Most Outstanding social media reel highlighting VFW Auxiliary in action. Citation and \$25 to one VFW Auxiliary in each of the 10 Program Divisions with the most outstanding social media reel highlighting their Auxiliary in action.

I am truly looking forward to receiving your photos and reels as together we create a lifetime of memories for President Robles.

Together we will **“Always Stay True to Our Red, White, and Blue,” “From Sea to Shining Sea Honoring Veterans Who Keep Us Free.”**

