



Veterans of Foreign Wars Auxiliary
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How does your Auxiliary promote itself in your community? Newspapers, Radio, TV, Fliers, or Facebook /Twitter/Instagram? Make sure you're getting the word out about your spring/summer events!

Here's some tips on how to share your local Auxiliary story ideas and events with local media.

Before you contact anyone to cover an event your Auxiliary is hosting or participating in, answer the following questions:

1. Are local people involved? (yes or no)
2. Is the event happening in the near future - within the next month? (yes or no)
3. Will non-members be interested in attending or hearing about the event? (yes or no)
4. Will the event help the local community? (yes or no) If yes, how? (describe)
5. Is the activity or event unique? (yes or no)
6. Does the activity or event promote a new idea or concept? (yes or no)

Once you decide something is newsworthy, how do you get it covered by news media, who do you contact?

- At the weekly newspaper, ask for the Editor.
- At the daily newspaper, ask for the City or Metro Editor, or the Editor or columnist for the section or column where you want your article to run.
- At radio stations, ask for the News Director, if it is newsworthy; Program Director, for a talk show or the calendar.
- At TV stations, ask for the News Director or Assignment Editor if you want the station to cover an event.
- If you don't know whom to contact, ask the person answering the phone.
- Keep a list of contacts at local newspapers, radio stations and TV stations.

What should you include in your press releases? First paragraph should be concise and get to the point. Always include: **Who** – Who are you talking about? Can you include a quote from them? **What** – What is the event or activity? **Where/When** – Where and when can the reporter cover this story? **Why** – Why would the reporter want to cover this? How is it interesting or unique?

You received coverage, now what?

- Write a thank you note and/or email to the person who covered the activity/event.
- If photos were taken at the event, ask for them to be emailed to you.
- Obtain the online link to the story or interview and post it to your Auxiliary's website/Facebook
- Email the online link to the newspaper story or television/radio interview to your Department President and National Headquarters. If you received photos, email those as well.
- Print out a copy of the story for your Auxiliary's Historian.

For more tips and tools go to the Historian/Media Relations section of the Resources page on the National Auxiliary website. -- vfwauxiliary.org/resources

Keep up the great work you are doing so we **Don't Fudge on Care for Veterans** while **Soaring Above & Beyond**.

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