**Historian & Media Relations**

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| Department President’s Theme | *“Respect…Honor…Remember”* |
| Department President’s Colors | *Red, White and Blue* |
| Department President’s Membership Theme | *“Every Member Matters”* |
| National President’s Theme | *“Hands that Serve, Hearts that Care”* |

Wondering what this program is about? Our Historian & Media Relations program is about telling your Auxiliary’s story to members of your communities. It’s about sharing your Auxiliary news, events and projects that help our veterans, their families and our communities via traditional **and** digital media outlets. It’s about keeping a record for our future members.

**HISTORIAN DUTIES • MEDIA RELATIONS**

Our Historian & Media Relations members are responsible for capturing the narrative of the Program year. They are our memory keepers and collectors of the 5W’s: the ***who-what-where-when-and-why*** of your Auxiliary. But these members aren’t just responsible for taking photos; there’s so much more that is involved with this Program, including compiling, chronicling, and sharing events and memories in both written and digital format through photographs, memorabilia, video clips and print news!

**MEDIA**

At the Auxiliary, District and Department levels, these members are the voices that get the word out about our Auxiliary to our communities! As our Auxiliary grows, we must continue to reach out to both members and non-members to tell the story of who we are, what we do, how we help our veterans and to educate others about our nation’s patriotic traditions. Without our storytellers, fewer people will know about our organization and how we raise money for our veterans and their families, how we fight for our veterans’ rights and how we support our young people with scholarships and various other opportunities!

Media is an essential piece that creates a successful Auxiliary. It’s imperative that we communicate with **both** our traditional media outlets as well as our digital media outlets. And while social media may seem scary or intimidating, don’t allow that to become an excuse. This is a wonderful way to involve another tech-savvy member of your Auxiliary, or a family member or student who can assist you in learning how to navigate and utilize these new forms of digital media. Be willing to learn new ways to preserve your Auxiliary’s memories!

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| **Traditional Media Outlets** | **Digital and Social Media Outlets** |
| * Television * Radio * Newspapers * Magazines * Newsletters * Fliers | * Email * Auxiliary websites * Facebook * Instagram * Twitter * YouTube * Snapchat * TikTok |

**HISTORICAL RECORDS at ALL LEVELS**

It’s very important to keep written reports and photos of our history at all levels of our organization. Consider how great it is to have the ability to look back at years gone by and see what took place in your Auxiliary, District or Department.

Nowadays, there are multiple ways to keep records and photos, such as a digital photobook/scrapbook, a traditional photobook/scrapbook, or a three-ring binder. And make sure to include any newsletters, fliers, or other mementos as well! Lastly, always be sure to keep the records in chronological order.

I would urge each Historian, at all levels, to write down what’s happening, take as many photos as you can and always include a description. Also, you can always check the VFW Auxiliary Resources website: [www.vfwauxiliary.org/resources](http://www.vfwauxiliary.org/resources) for more information.

**QUICK TIPS**

Remember, all photos should be clear and sharp, digital photos should be at least 1 MB (megabyte) in size, and all photos should be taken with attention to detail. Be sure to avoid the following:

* Subjects with closed eyes
* Subjects with open mouths or food in their mouths
* Awkward or distracting objects in the frame
* Offensive language on clothing

**Please note that the reporting year for this particular program is Department Convention 2022, when your President is installed, until Department Convention 2023, when the new President will take office. The deadline for all written or pictorial History Books will be April 5, 2023 for judging.**

**HISTORIAN/MEDIA RELATIONS AWARDS AND CITATIONS**

**DEPARTMENT AWARDS FOR AUXILIARIES AND DISTRICTS**

1. A Citation for the best written History Book on the Auxiliary Level.
2. A Citation for the best written History Book on the District Level.
3. A Citation for the best pictorial History Book on the Auxiliary Level.
4. A Citation for the best pictorial History Book on the District Level.
5. A Citation to the individual who submits the most material throughout the year that can be utilized in the Department President’s Pictorial Book. All materials are to be received within 3 weeks of the reported event.
6. A Citation to every Auxiliary that presents a Communication Award to local media.
7. A Citation to every Auxiliary/District who send a newsletter out to members either monthly or quarterly.

**ALL OBLIGATIONS INCLUDING AUDITS, BONDS, DELEGATE FEES, PLEDGES, SUPPLIES, ETC. TO NATIONAL, DEPARTMENT HEADQUARTERS AND DISTRICT MUST BE MET FOR YOUR AUXILIARY/DISTRICT PRESIDENT AND CHAIRMEN TO QUALIFY FOR AWARDS**

**NATIONAL AWARDS FOR AUXILIARIES**

* Most outstanding Historian & Media Relations report.
* Citation to every Auxiliary that submits a Historian & Media Relations report to their Department Historian & Media Relations Chairman by March 31, 2023. Criteria and entry form (required) are available at [www.vfwauxiliary.org/resources](http://www.vfwauxiliary.org/resources). Citations will be mailed directly to participating Auxiliaries from National Headquarters.
* Citation and $25 to one Auxiliary in each of the four Conferences with the most outstanding Historian & Media Rela­tions report. Winners will be announced, and awards presented at the 2023 National Convention in Phoenix, Arizona.