

HISTORIAN/MEDIA RELATIONS PROGRAM



Bernadette "Bernie" Adams

309 Whitetail Drive
San Marcos, Texas 78666
512-757-1677 (cell)
bernie.adams38@gmail.com

The member responsible for Historian & Media Relations duties is a memory keeper and collector of the five W's: the who-what-where-when-and-why of your Auxiliary. These individuals compile and chronicle memories and events in written and digital formats, including photographs, memorabilia, print news and social media posts. The Historian & Media Relations member captures the narrative of the Program year. At the Auxiliary and District levels, these members are the people who get the word out about their Auxiliary to our communities.

Media relations is more than just, "pitching a story". So, what is Media Relations? Media relations is a form of public relations. The goal of media relations is to educate the media (newspapers, radio, television, and other forms of journalism) to report on the VFW Auxiliary accomplishments. Our goal as historians/media relations is to record the events of the VFW Auxiliary to preserve the memory and work of the organization.

Auxiliary and District Historian & Media Relations

This member keeps a written report of the history of their Auxiliary or District and submits this to their respective President at the end of the year. Supplemental material can include photographs and newspaper clippings that document special Auxiliary events.

I encourage each Historian at all levels to write down what is happening in your Auxiliary and Department, to take photos and put them in a book with descriptions that include the five W's. It is so important to document names and dates either on the back of or under the photo. When you do, you're helping our future members know who the Auxiliary members were and what they did at a specific time in our organization's history.

Who should you contact about Auxiliary news?

It's a good idea to read and watch the media in your local area. Subscribe to newspapers and watch newscasts. Learn the names of reporters who cover stories most like yours and tailor your own list of media contacts. Send information directly to these contacts rather than the editor—news staff who specialize in relevant areas, like society and calendar page editors, are more likely to be receptive to including Auxiliary events. Feel free to send a reporter or editor a personal email and be sure to include your contact information. Take your local newspaper a Christmas lunch that include homemade sandwich tray (with the ketchup, mustard, mayo), chips, and a tray of homemade Christmas cookies. They will love it.

Photography tips

Photos should be clear and sharp, at least 1 MB (megabyte) in size and taken with attention to detail. Avoid the following photo faux pas:

- Closed eyes
- Mouths open or full of food
- Distracting objects in the frame or awkward placement of people or things (e.g., trees popping out of someone's head, bunny ears, etc.)
- Offensive language on articles of clothing

I would like any pictures you have of Department President Susie during the year, her installation, Homecoming, Mid-Winter, etc. I have not completed all the History of the posts in Texas, so I will be wanting a short paragraph from those Auxiliaries. on how the post received their name, along with a picture of the VFW Post Home. This will be the last year I will be compiling this information. I have a lot of empty posts that do not have information so if you are one then please get it to me so that I will have your post history. I will be making final ones for Susie year and will put a master copy at Department of Texas Auxiliary.

*******STATEWIDE PROJECT:** This year I would like a report on the First President of your Auxiliary. Where and when was she born, and when did she become President. The veteran that she joined under was content to let her shine. He was her hero and the wind beneath her wings.

To be considered for the award you must specify if the report is for the post or the district. Any reports not clearly marked will automatically be assigned to the post submitting them. Photo must be clear and sharp. Only 30 pictures are required. Remember only Historians/Media Relations are eligible for this award.

Awards

1. Plaque to the **Post Auxiliary Historian** submitting the Best Report and the Best Overall selection of pictorial data on the Department President's Official Visit within specified time.
2. Plaque to the **District Historian** submitting the Best Report and the Best Overall selection of pictorial data on the Department President's Official Visit within specified time.
3. Plaque to the most **Outstanding Media Relations/ Historian** submitting the most public relations media for either the District or Post Auxiliary.