

Historian & Media Relations Program

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It is an absolute honor to be asked to serve as our President Diana Russell-Milton's Historian & Median Relations Chairman for the 2023-2024 year. I thank Diana humbly for the privilege and the unwavering faith that you have in me to record your special year. Diana's theme is **"Stronger Together For Our Veterans"**, and her Color: Royal Purple, we will certainly have a year fit for royalty. The National President, Carla Martinez's theme **"Banding Together For Our Veterans"** Colors: Blue and White.

I am absolutely looking forward to working with all of the District Historians. The biggest part of our job is to record the history of our great Department and its auxiliary members in action. Remember that you are not only the scribe, but the photographer, videographer, and social media posters for your events throughout the next year, however, do not let this overwhelm you. You can rely on others for their pictures, videos and other record keeping of events. Please always ask anyone else and ask yourself (yes I talk to myself all of the time!) to carry a notebook so that they can write down where they were, what was taken, and who was there, (especially if names slip our minds). With the cooperative help of everyone working together, you can have a wonderful History Book for your President and Auxiliary.

As Historians, it is our jobs to both take in and give out the information of what our Auxiliary is doing and will be doing all year long. We use the 5 Ws to provide information when filling out reports. We need to know the "Who, What, When, Where and Why" of the people and the activities and events we cover. These give our auxiliaries and potential members, and other auxiliaries in the organization a look into what we, as the Department of California, have been up to all year long. Our stories our rich and traditions are deep, they need to be shared. It is often heard that people wish they had learned more about their own history before family members passed away, as with their story, goes their history. This could be said the same is true of our organization. Traditions and sadly, people, come and go from our organization, but we have the ability to tell their stories before it is too late and they are lost to time.

One of the great tips that our National Historian Ambassador is providing is the acronym of S.N.A.P.: Stop Now Ask Permission. 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. Be aware of what you are photographing, as people and places have reasons that they may not want the pictures public, so please ask for permission.

Some Photography tips: Photos should be clear and sharp, at least 1 MB (megabyte) in size and taken with attention to detail. Please avoid these following pitfalls:

- Closed eyes
- Mouth open or full of food
- Distracting objects in the frame or awkward placement of people or things (example: bunny ears, trees look like they are coming out of someone's head, etc.)
- Offensive language on articles of clothing

National Awards for Auxiliaries

1. Most outstanding video interview with a VFW Auxiliary LEGACY (longtime active) member.

- Citation to every Auxiliary that submits a 3-5 minutes video interview with a legacy Auxiliary member. Entry form required and available in MALTA member resources. Auxiliaries must send the entry form and video interview to their Department Historian and Media Relations Chairman by March 31, 2024 for judging.

The Department Historian & Media Relations Chairman must email National Headquarters by April 30, 2024 at info@vfwauxiliary.org a total combined list of every Auxiliary in their Department that completed and submitted an entry form and video interview. Citations will be mailed directly to participating Auxiliaries from National Headquarters

- Citation and \$25 to one Auxiliary in each of the four Conferences that submits most outstanding 3-5 minute video interview with a VFW Auxiliary legacy member.

The Department Historian & Media Relations Chairman must sign and send a copy of the completed Department-winning entry form with the winning video to the National Historian & Media Relations Ambassador by April 30, 2024 for judging.

Citations will be mailed directly to winning Auxiliaries from National Headquarters and money will be deposited into Auxiliary account after National Convention.

Awards for Departments and Department Chairmen

1. \$25 VFW Store gift certificate to one Department Historian & Media Relations Chairman in each of the 10 Program Divisions for the best use of media relations training. Winners will be announced and awards presented at the 2024 National Convention in Louisville, Kentucky.
2. Outstanding Performance Award in each of the 10 Program Goals listed in the National Guide. Winners will be announced and awards presented at the 2024 National Convention Louisville, KY.

Department Legacy Awards

A Legacy Award will be awarded to one Outstanding Auxiliary Chairman for best Performance in the Historian Program. ***(Have fun and enjoy documenting our History!)***