

## Historian & Media Relations Program

**Juliet Kennedy**

5663 North Gledhill Avenue

Olivehurst, CA 95961

(916) 601-9631

Email: [Juliet.kennedy@sbcglobal.net](mailto:Juliet.kennedy@sbcglobal.net)

It is an absolute honor to be asked to serve as our President Sharonda Lewis' Historian & Median Relations Chairman for the 2024-2025 year. I thank Sharonda humbly for the privilege and faith that you have in me to record your special year.

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 to carry a notebook so that they can write down 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 has, is and will be doing all year long. We use the "5 Ws" to provide information when doing our 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 at 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 to be true of our organization, as well. 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 we have, is to 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 that look like they are coming out of someone's head, etc. )
- Offensive language on articles of clothing

Above all else, HAVE FUN!!

## **National Awards for Auxiliaries**

- Most outstanding promotion of the VFW Auxiliary Programs to the community through social media sources.
  - Citation and \$25 to one VFW Auxiliary in each of the 10 Program Divisions with the most outstanding promotion of the VFW Auxiliary Programs to the community through social media sources

Entry form required and available in MALTA Member Resources. VFW Auxiliaries must send the required entry form to their Department Historian and Media Relations Chairman by March 31, 2025, for judging. The Department Historian and Media Relations Chairman must sign and send a copy of the completed Department winning entry form to the National Historian and Media Relations Ambassador by April 30, 2025, for judging.

Citations will be mailed directly to the winning VFW Auxiliaries from National Headquarters and money will be deposited into the winning VFW Auxiliary account after the 2025 VFW Auxiliary 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 training/education on the use of social media sources to promote VFW Auxiliary Programs.
2. Outstanding Performance Award and Second-Place Outstanding Performance Award will be awarded in each of the 10 Program Divisions based on the criteria in National Guide listed on page 5 and for the promotion of the Program goals listed at the top of Page 28.

Winners will be announced, and awards presented at the 2025 VFW Auxiliary National Convention in Columbus, Ohio.

## **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!)***

**These are the questions you should try to answer when you make your reports about your Auxiliary's Historian & Media Relations projects online. Include sufficient details in your description to help your Department Chairman recognize your accomplishments. Select the appropriate "Activity" when completing your report.**

## VFW Auxiliary National Year-End Report Worksheet Historian & Media Relations 2024-2025

This form is for statistical purposes only.

The Department Chairman must submit this report form to their Department President by May 1.  
This report to be processed in MALTA by the Department President by May 10.

Department: \_\_\_\_\_ Number of participating Auxiliaries: \_\_\_\_\_

1. Number of Auxiliaries that communicated quarterly with each of their members via email, printed mail, text or phone call. \_\_\_\_\_
2. Number of Auxiliaries that have a Facebook page with or without the VFW Post. \_\_\_\_\_
3. Number of Auxiliaries that have a website with or without the VFW Post. \_\_\_\_\_