

VETERANS OF FOREIGN WARS AUXILIARY
Historian/Media Relations
November 2018

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 format, photographs, memorabilia and print news/video clips.

Many members have expressed the need and desire to share the message of who the VFW Auxiliary is and what we do as an organization. There are some factors to consider when sharing your Auxiliary's story with local media.

- The newer a story is....the better. In today's world, stories grow old in the blink of an eye.
- People tend to care more about news in their hometown than news about far-away lands. Has your auxiliary sponsored a youth group activity that benefits veterans? Have you had any fundraisers that support our many programs? Share your stories with the public.
- Before sending a story to the media, read your story objectively. Will they care about your story?
- Is your story unique? When a dog bites a man, it's not news. However....if a man bites a dog, now that's news!
- The general idea is that people are interested in other people. That's part of what gives a story human interest.

Your story should have at least one or more of these qualities. Make it interesting.

Remember to send me any stories/pictures etc. of President Laurel Ann's travels, visits, etc. so I can put them in her digital photo frame. I will have a personal gift for the Auxiliary member who submits something to me. If more than one person gives me photos a drawing will take place at June convention.

Get the word out about what your Auxiliary does to help our veterans, their families and our communities.

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