

Historian & Media Relations

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The member responsible for Historian & Media Relations duties is memory keeper and collector of the five Ws: 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, audio and/or video clips and social media posts. The Historian & Media Relations member captures the narrative of the Program Year. At the Auxiliaries, District and Department levels, these members are the people who get the word out about the Auxiliary to our communities. They inform the public about our valuable National Programs.

Auxiliary and District Historian & Media Relations

This member keeps a written report 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.

Department Historian & Media Relations

This member keeps a comprehensive record of the Department President's activities, and should include travels, Official Visits and other official functions. Collect material in written form to capture your Department's history, in chronological order. As with the Auxiliary Historian & Media Relations Chairman, this position also compiles photographs and newspapers and/or video clips of Auxiliary news.

Who should you contact about Auxiliary News?

Learn the names of reporters who cover stories most similar to yours and tailor your own list of media contacts. Send information directly to these contacts rather than the editor-news staff who specializes 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.

Who's Newsworthy?

Consider these questions: Does it involve local people? Does it interest non-members? Is it timely? Does it help the community? Is it unique and new? If the answer is yes, this is a chance for you to pitch a story with an "angle" that will showcase your Auxiliary's hard work and accomplishments. Let's show our communities, and our nations, everything we do to improve the lives of veterans, service members and their families.

Photography tips

Photo 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 placements of people or things (e.g., trees popping out of someone's head, bunny ears, etc.)
- Offensive language on articles of clothing

National

AWARDS FOR AUXILIARIES:

1. Most outstanding promotion of 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 & Media Relations Chairman by March 31,2025 for judging.

Citations will be mailed directly to the winning Auxiliaries from National Headquarters and money will be deposited into the winning VFW Auxiliary account after the 2025 VFW Auxiliary National Convention.

Department

AUXILIARY AWARD:

1. Citation to the Auxiliary that uses **Facebook** to promote the best Auxiliary program (documents are required).
2. Citation to the Auxiliary that uses **YouTube** to promote the best Auxiliary program (documents are required).
3. Citation to the Auxiliary that uses **Instagram** to promote the best Auxiliary program (documents are required).
4. Citation to the Auxiliary that uses **Pinterest** to promote the best Auxiliary program (documents are required).

District

1. Citation to the District Chairman with the best promotion of using at least 3 of the District social media outlets which include Facebook, YouTube, Instagram, and Pinterest. (documents are required).

District Historian & Media Relations Chairmen

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