

# Historian & Media Relations

## Promotion

There is a popular saying, “In order to know where we’re going, you need to know where we’ve been.”

Things change all the time, and I find it interesting to look at scrapbooks, or pictures on the wall to see how things have changed through years. If we don’t have someone taking pictures or writing down what has taken place, how can we show our children how things use to be? Change could be how the VFW Auxiliary looked 10, 20, 30, 40, 50 or 75 years ago compared to now. That is why it’s so important to document the history of your Department through both written and photographic methods.

### Telling your story

#### Traditional Media

- \* Newspapers
- \* Television
- \* Radio
- \* Magazines
- \* Door Hangers
- \* Flyers

#### Digital Media

- \* Emails
- \* Website
- \* Social Media
  - \* Facebook
  - \* YouTube
  - \* Twitter
  - \* Snapchat
  - \* TikTok

#### Traditional Memory Keeping

- \* Scrapbooks
- \* Journals

As you can see there are many different types of ways to communicate with people. These will help you keep track of things that are happening in your Department. Even though you might not have heard of all these, they are still ways others might communicate with one another. I completely understand if you do not know how each one works. To be honest - I don’t use several of these methods, but my kids do!

A picture is worth a thousand words...make sure your photos is newsworthy when submitting them to local media, sharing them on social media or putting them in a scrapbook. You don’t want to embarrass anyone at any time. If it is newsworthy, you will capture the person’s attention. If it’s not, then the person will move on to a photo or story that does.

### Newsworthy

- Ask yourself:
  - Does it help the Community?
  - Does it involve local people?
  - Does it interest non-members?
  - Is it timely?
  - Is it unique and new?

If you answered YES to two or more of the questions listed above you should showcase your Auxiliaries hard work and accomplishments.

### **Photography Tips**

- Photos should be clear and sharp (in focus, not blurry)
- AVOID:
  - Closed eyes
  - Mouth open or full of food
  - Distracting objects in the frame or awkward placement of people or things
  - Offensive language on articles of clothing

These are tips to help you not to embarrass anyone who is in the picture.