

*“Do it for those who can’t”*

The Auxiliary Historian and Media Relations chairman will work to capture the story and find ways to record the auxiliary’s history regularly; share the upcoming opportunities with auxiliary members and the community; and train members how to assist with these actions.

### **Capture Auxiliary History**

We have to be able to capture our organization story at the auxiliary, district, and department level on a continuous basis in order to share the Auxiliary’s history long term. How do we continue doing this in an endlessly changing world? Do we maintain paper and printed pictures or look at electronic record options that can be sustained over time. This a discussion your auxiliary members should have to determine what works best. Remember to include the key factors of who, what, when, where, why, how, and any photo releases that might be needed. You can:

- Create a scrapbook of events that have taken place.
- Create an annual Auxiliary report which highlights the work for the year.
- Document special events and opportunities that occur with photos and short write ups.
- Post to social media and / or websites

*DEPARTMENT PRESIDENT TRAVELS:* If you have pictures and information from Department President Rose’s travels, official visits, and other official functions feel free to email me 2-3 pictures, the date, event / activity title, and a short write up on the adventure. Your assistance will help to build her keepsake to commemorate her year.

### **Share our Story**

We have to continue to find creative ways to showcase the work we do to support veterans, their families, and the community.

- Get to know your local newspaper, radio, and television reporters.
- Share information at community functions and meetings you might attend.
- Share on your auxiliary’s social media.
- Request to post information on:
  - Post’s website or social media
  - Dept of WA Auxiliary social media
  - Local social media pages with large followings which align with event effort and mission.
  - WDVA events ([www.dva.wa.gov/calendar](http://www.dva.wa.gov/calendar) to submit your event to the calendar)

Sometimes just asking can help reach a larger network.

## **MALTA and Trainings**

National offers a variety of resources on MALTA (<https://malta.vfwauxiliary.org>) to assist with media resources, basics of social media, emblem branding, and much more. Online Auxiliary Academy (<https://vfwauxiliary.org/online-auxiliary-academy/>) has training webinars available to members to participate in at your own pace.

*Training Opportunities* - During the year, I will be providing training sessions to assist auxiliary members with finding things on MALTA, social media supports, Legacy videos, and more. Training sessions will be held via zoom and can be requested to be held in person. Watch for the training dates, and how to request training in your area.

## **Legacy Auxiliary Member Video – NEW Call to Action**

Each auxiliary has active legacy members involved in the regular activities of the organization. National is asking that we start capturing the stories of our own legacy auxiliary members with video interviews. There will be a **National citation** for every auxiliary who submits a 3–5-minute video interview with a legacy Auxiliary member. You will complete an entry form to send along with your video(s) to me (Dept Chairman) by March 31, 2024. Multiple videos can be sent.

Sending videos can be challenging based on the size of the file. Here are some options to consider when sending large video files:

- Google Drive (max 10 GB file size)
- Drop Box
- YouTube

I will plan to share more on these areas when training is conducted.

## **Save the Date – National Presidents Visit**

The National Presidents visit is projected to take place 27-29 March 2024. This will be a Puget Sound based route during her stay. More details to come soon.

Please feel free to reach out if you have any questions.

Thank you!

Robbin Seeberger

VFW Auxiliary Department of WA - Historian and Media Relations Chairman 2023-2024

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