

## HISTORIAN/MEDIA RELATIONS

### BULLETIN 2



Hopefully by now you have received your Historian packet. If, for some reason you haven't, please check with your District President.

Don't forget to send me the contact information for your Historian – unfortunately, so far, I have only received **ONE**. **The Historian is the heart of our organization!** This is a huge Program this year, and, since I can't fit all of our information in the bulletins, I will be sending it out from time to time.

The primary focus of the Historian this year is to create a record of what goes on in your Auxiliary and in this most unusual year. When members look at it 20, 30, 40 years from now, it can give them a little idea of what we went through during this COVID-19 time.

Please try to keep a record of some sort examples are:

- × Journal
- × 3-Ring Binder
- × Scrapbook (a way to do something for our Veterans)
- × Any other way you find suitable - **think outside the box!**
- × Written Report
- × Photo Album

As you are promoting what your Auxiliary is doing this year, it is very important that you take pictures of your activity or project. **Usually, at least one person at the activity carries a phone with a camera on it.** Have them take a photo or two of the activity.

Remember, you don't have to have a fancy camera to take a good picture!

I would like to make one suggestion for when you take a photo of your members. If possible, maybe ask them to lower their masks for a moment as the photo is taken, then replace it. (I have noticed that some masks completely cover the face and you cannot identify the person in the photo).

When you use the photo, don't forget the 5-W's.

**Don't forget to send me your photos!** Again, I have not received very many yet.

Thank you for the support you have shown me so far with Facebook. I have loved seeing some of your Posts.

In your packet, you will find two photo releases. These give the Auxiliary permission to use the photos or videos taken on social media anyway the Auxiliary deems for it to be used.

## **MEDIA RELATIONS**

Don't forget about Traditional and other Digital Media.

Now might be a good time to contact your local news media - maybe start creating your contact list.

Finally, also in your packet you will find the form for National Award #1. More details coming about this later.

I look forward to hearing from you soon.

Please remember, this year in the Historian Program, **COMMUNICATION IS A KEY THING.**

**While we are "Honoring Our Mission to Serve Veterans," we can "Soar to New Heights."**

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