

HISTORIAN/MEDIA RELATIONS

BULLETIN 1

HISTORIAN

What is the duty of the Historian? This member keeps a written report of the history of their Auxiliary or District and gives it to their President at the end of the year. Since the report could be as simple as listing their Auxiliary officers and those serving on higher level and their activities during the year, EVERY Auxiliary can do it, no matter how small or how large.

I strongly encourage you to select a member for this position. Think about how interesting it would be, several years from now, to read about and see what took place in your Auxiliary or District in the past. People change over time, but Veterans and their families remain the same.

MEDIA

We must continue to reach out to both members and non-members to tell the story of who we are, what we do, how we help Veterans and educate others about our nation's patriotic traditions. If we don't, fewer people will know about our organization and how we raise money for our Veterans and their families, how we fight for our Veterans rights on Capitol Hill and how we support young people with scholarships and other opportunities.

Media is a piece of the puzzle that creates a successful Auxiliary. It is important to have traditional media contacts in your community and continue reaching out through television, radio, newspapers, magazines, and door hangers. However, we must also reach out through digital media.

Brothers and sisters, I have a request to make of you! I need some people who would be willing to take pictures at our Department events (especially those attended by President Marjorie, such as Hospital visits, District Visitations, and others). I realize I ask this a lot. However, this year, National is asking us to put together a powerpoint presentation (with up to 50 photos). Unfortunately, I cannot be everywhere. If you would be willing to help out, please drop me an email and let me know. Please send me the photos as you take them, as I will be storing them on a special flashdrive during the year. Thank you, in advance!

I would like to thank Madam President, Marjorie (I THINK) for asking me to take on this chairmanship and her confidence in me. It is a learning experience and hopefully, we will all learn together.

I look forward to seeing you all at School of Instruction, where I will have much more information for you. If you have any questions, please do not hesitate to contact me.

By working together, we can "Soar to New Heights" while we are "Honoring Our Mission to Serve Veterans."

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