

HISTORIAN/MEDIA RELATIONS

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Department President's Theme "Simply the Best for Our Veterans"

Department President's Colors "Black and Gold"

National President's Theme "Serving America's Heroes"



Operation Aux-Archive

The Historian/Media Relations Program is dedicated to memory keeping and capturing the five Ws: the Who, What, Where, When, and Why of our Auxiliary.

During this Program year, the Chairman will chronicle our narrative of doing "Simply the Best for Our Veterans" through written formats, photographs, memorabilia and media – getting the word out to let our communities know exactly how we are "Serving America's Heroes."

The Mission: Tactical Recovery

This year, we are on a Tactical Recovery Mission. The primary objective is to recover and preserve your Auxiliary's stories and history before they disappear forever.

Creating a chronicle of your Auxiliary's history is a gift to its future members. Think of the excitement you felt when you found that box of old photos, pins, banners, or even vintage uniforms. Let's ensure future generations of the Auxiliary get that same rush.

Investigative Leads

- **The Origins:** When was your Auxiliary formed? Who were the first officers?
- **Clues:**
 - MALTA can assist with recent digital records, but to uncover information prior to 2017, you will need to put on your detective hat.
- **At-Risk Assets:** Long-serving members hold decades of history in their memories. They are our most valuable—and most at-risk—sources of information. Do not let their stories fade away - Record short video or audio clips of members answering: "Who did you join under?" and "What was the Post like when you first joined?"

Let us be "Simply the Best for Our Veterans" as we go for the Gold "Serving America's Heroes!"

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Methods for Preserving History

Digital files can corrupt and paper will fade. A multi-pronged defense strategy is required to ensure long-term preservation.

Digital Archiving

- **Cloud-Based Repositories:** Use a dedicated, shared drive (such as Google Drive, Dropbox, OneDrive, or SharePoint). Scan old photos, take photos of memorabilia and save on the shared drive.
- **Hardware Storage:** Utilize physical backups like flash drives and external hard drives. Label them well!
 - **Standardized Naming Conventions:** Ensure all files are saved in a searchable format so they remain accessible for decades from now.
Use a standard such as: YYYY-MM-DD Event Name Description
- **Digital Scrapbooking:** Use platforms like Canva or Adobe Express to create annual "Year in Review" PDFs that are easy to distribute digitally.

Community Engagement

- **Social Media Outreach:** Use your platforms to share current events, programs, and historical milestones.
- **"Flashback" Engagement:** Post old, unidentified photos on the Post's Facebook page. Ask the community to help identify the faces. This is an excellent way to connect with "lost" family members of local veterans.

Deploying the Historian and Media Relations Chairman

History is often lost because when *"everyone"* is responsible for it, *"no one"* actually is.

Appointing a dedicated Historian & Media Relations Chairman, changes that. They take full ownership so history can be preserved.

Core Responsibilities:

- **Preservation:** Secure and organize physical and digital photos, clippings, and memorabilia.
- **Media Relations:** Lead community outreach efforts to promote current Auxiliary activities and show how the Auxiliary does "Simply the Best for Our Veterans."
- **The Hand-Off:** To ensure operational continuity, all physical records, assets, and digital passwords must be securely transferred to the incoming Chairman during leadership transitions.

Launching **Operation Aux-Archive**, we aren't just preserving the past—we are actively building a bridge to the future... every photo, interview, memory, and story ensures that the legacy of our Auxiliary and the veterans we serve will never be forgotten. Let's "hit the ice" - lock down history!

NATIONAL HISTORIAN & MEDIA RELATIONS PROGRAM AWARDS

FOR AUXILIARIES

1. Citation and \$25 to one VFW Auxiliary in each of the 10 Program Divisions that creates the most unique digital record of their VFW Auxiliary history since being established and publishes it to a digital platform for future members of their VFW Auxiliary.

Entry form is required and available in MALTA Member Resources.

VFW Auxiliaries must send the required entry form to the VFW Auxiliary Department Historian & Media Relations Chairman by March 31, 2027 for judging.

Citations will be mailed directly to winning VFW Auxiliaries from the VFW Auxiliary National Headquarters and money will be deposited into the VFW Auxiliary account after the 2027 VFW Auxiliary National Convention.

DEPARTMENT HISTORIAN & MEDIA RELATIONS PROGRAM AWARDS

FOR AUXILIARIES

1. Citation to each Auxiliary who communicates at least four times during the program year to each of their members (via email, mailings, text or phone call)
Documentation required – please submit one copy of each communication to the Department Historian via email no later than April 1, 2027
2. Citation to the Auxiliary with the best use of social media platforms. (Facebook, Instagram, Post and/or Auxiliary website, etc.).
**Documentation required (screen shots of posts, website links, descriptions, etc.) must be received by the Department Historian via email no later than April 1, 2027.
3. A Citation to each Auxiliary that records an interview with a member holding 10+ years of continuous membership.
**Documentation required (audio or video of interview) must be received by the Department Historian via email no later than April 1, 2027.