

I am Tammy M. Sain, President of SC Foothills VFW Auxiliary 12207. I joined the Auxiliary under my daddy, T. K. Massey who served in Vietnam. I have always loved history and look forward to engaging each of you in promoting and preserving the excellent work of the VFW Auxiliary.

The **VFW Auxiliary Historian & Media Relations program** plays a key role in preserving the Auxiliary's legacy while sharing its impact with the public. This is a two-part program.

Historian responsibilities focus on documenting and safeguarding the Auxiliary's story. This includes collecting photographs, written records, event summaries, and personal accounts that reflect the organization's work supporting veterans, military members, and their families. These materials become part of a lasting historical record, ensuring that local and national achievements are remembered and accessible for future generations.

Media Relations responsibilities center on communication and outreach. Auxiliaries promote their activities through local newspapers, social media, newsletters, and community partnerships. By highlighting volunteer efforts, patriotic events, and veteran support programs, they help raise awareness, strengthen community ties, and enhance the organization's public image.

Together, the Historian & Media Relations program ensures that the Auxiliary not only honors its past but also actively shares its ongoing mission—building recognition, engagement, and support for those who have served.

Social media is the newspaper of today. Whichever platform you use the most, get the word out about the VFW Auxiliary. Use 1 or use all available platforms. And write me a report!!

Please and Thank You,

Tammy M Sain

864-529-7862

15871 Asheville Hwy

Campobello, SC 29322

Historian & Media Relations

2026 - 2027

1. Did your Auxiliary communicate with each of your members through text, email or a phone call:

Text _____ Email _____ Phone _____

2. Does your Auxiliary have a Facebook page with or without the Post?

with _____ Without _____

Name of Facebook Page _____

3. Did your Auxiliary hold a Historian & Media Relations "how to" training to educate members (how to sign into MALTA, navigate MALTA, Action Corps sign up, navigate Facebook and other social media)?

4. Did your Auxiliary create a digital record of your Auxiliary history since being establish & post it to a digital platform for future members to learn from?

5. Other Information - describe a post made on social media not covered by the above questions (be sure to include the platform used). This can be any post related to veterans and/or an activity or event the Auxiliary participated in.

Date of Report: _____

Auxiliary #: _____

District: _____

Group: _____

Chairperson: _____

Chairperson phone #: _____

Auxiliary President: _____

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HISTORIAN & MEDIA RELATIONS PROGRAM

Historian Duties - Media Relations

The Historian & Media Relations Chairmen is a memory keeper and collector of the five W's: the who-what-where-when-and-why of your VFW Auxiliary. These individuals compile and chronicle memories and events in written and digital formats, including photographs, memorabilia, print news, audio and/or video clips and social media posts. The Historian & Media Relations Chairman captures the narrative of the Program Year.

The Historian & Media Chairman is also the member who gets the word out about the VFW Auxiliary to our communities. They inform the public about activities, events and our valuable National Programs.

VFW Auxiliary and District Historian & Media Relations Chairmen

This member keeps a written report of the history of their VFW Auxiliary or District and submits this to their respective President at the end of the year. Supplemental material can include photographs and newspaper clippings that document special VFW Auxiliary events.

Department Historian & Media Relations Chairmen

This member keeps a comprehensive record of the Department President's activities, and should include travels, Official Visits and other official functions. Collect material in written form to capture your Department's history, in chronological order. As with the VFW Auxiliary Historian & Media Relations Chairman, this position also compiles photographs and newspaper and/or video clips of VFW Auxiliary news.

The Department Historian & Media Relations Chairman also documents and photographs the National President's visit and may reach out to local media outlets to organize interviews and news opportunities for the National President.

National Historian & Media Relations Ambassador

This National Ambassador documents the travels and activities of the National President. Department-level reports and photos are essential for this job.

What's newsworthy?

Consider these questions: Does it involve local people? Does it interest non-members? Is it timely? Does it help the community? Is it unique and new? If the answer is yes, this is a chance for you to pitch a story with an "angle" that will showcase your VFW Auxiliary's hard work and accomplishments. Let's show our communities, and our nation, everything we do to improve the lives of veterans, service members and their families.

Who Should you Contact About VFW Auxiliary News?

Learn the names of reporters who cover stories most similar to yours and tailor your own list of media contacts. Send information directly to these contacts rather than the editor. News staff who specialize in relevant areas, like society and calendar page editors, are more likely to be receptive to including VFW Auxiliary events. Feel free to send a reporter or editor a personal email and be sure to include your contact information.

Historian & Media Relations Resources

MALTA Member Resources is a great place to find valuable information including:

- The VFW Auxiliary Publicity Guide
- Local and National talking points
- Adult & youth photo releases
- Sample speeches
- Website and social media/Facebook information
- Emblem Branding Center information
- Sample press releases
- PowerPoint and letter templates
- Photography tips

HISTORIAN & MEDIA RELATIONS AMBASSADOR



TERESA STEVENSON

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The National Historian & Media Relations Ambassador enjoys a unique perspective on the members of this amazing organization, the Veterans of Foreign Wars Auxiliaries, as we document our work together. I am honored to assist you all for the 2026-2027 Program Year and help guide you with the knowledge and resources our organization has in preserving your Auxiliary's memories.

A Framework of History

The Historian & Media Relations Program keeps the Auxiliary's history alive. We have been taught throughout the years when recording Auxiliary history we must include the five W's: who, what, where, when and why. Answering these questions is crucial because they provide a structured framework to gather, organize and report information comprehensively and clearly. This will ensure all key details are covered, provide context and give an understandable narrative that goes beyond just the basic facts.

Your Auxiliary Historian, along with members, compiles and places in chronological order the memories and events of your year in several formats, including photographs, memorabilia, newspaper articles, videos and more. The Historian also assists with promoting events and projects that your Auxiliary is participating in to show your communities the unwavering support for veterans, service members, their families and your communities.

New Technology

For years, we have all been learning about modern technology. It has become our way of life. Today there are myriad ways to make social media content including reels, videos and digital slideshows to chronicle your Auxiliary's history for years to come. With all these technological advancements we can archive more events than ever before. This means you can become a detective and go back in time to learn about the origins of your Auxiliary.

Have you thought about past years' history? Do you know who your first Auxiliary President was, the second, the third and so forth? Since the VFW National Auxiliary launched MALTA, it records who your past Presidents and Officers were, starting less than 10 years ago. Use this platform. Do you know when/how your Auxiliary got started? How have past members shaped the culture in your Auxiliary? So many Auxiliaries throughout the states have decades of history. It is time to start thinking about preserving the past for all the future generation members. This will give them an understanding of why the Auxiliary has been in existence for so long.

Not long ago, I was shopping in a small town in the southeastern part of Oklahoma. While there I went into an antique store and to my surprise I came across plaques and memorabilia for sale that had a VFW Auxiliary listed on them. This same Auxiliary is still in existence. Why would they do this? Come to find out, this Auxiliary lost their Post home due to extensive repairs that needed to be made. They did not have enough funds to get the repairs done and had to relocate. When moving, these boxes of items were accidentally taken to this antique shop. Auxiliaries that have been in existence for many years may have gone through a comparable situation. Auxiliaries run out of room keeping all of the past years' history items or they have thrown them out or fires/natural disasters have destroyed keepsakes. Has this been an experience your Auxiliary has had? With the risk of past items being lost or destroyed it makes it clear the importance of preserving your Auxiliary's history.

digitally. Having access to this history is convenient and also a beneficial talking point when recruiting new members.

It is up to the members of the Auxiliaries to do the physical research, digitization, use proper storage and promote your history to the community. This will all be worth it in the long run. Preserving your Auxiliary history helps preserve the traditions and values within your Auxiliary.

Research

For the Auxiliaries that have been established prior to MALTA, it will take some investigation to find information. There are places to do research to gain this information. Here are several ways:

- Ask your Auxiliary members: interview them about when they joined the Auxiliary to obtain information to record about their years of membership.
- Connect with your Department, they may have archives and records.
- Your local newspaper: most have archived news articles from years ago.

Digital Platforms and Proper Storage

When an Auxiliary has been established for 20-plus years, displaying or storage becomes an issue. A digital platform such as a computer or tablet will condense materials and save space.

When choosing a storage platform, consider factors such as storage capacity, accessibility, security features and integration with other tools. Each platform has unique advantages tailored to different user needs, ensuring there's likely an option that fits your requirements perfectly. It is always a smart idea to have more than one storage platform. Here are a few ideas:

- Storage platforms: iCloud, Google Drive, Dropbox, OneDrive
- Flash Drives
- External hard drives

Social Media

Social media plays a significant role in the younger generation today. Social media is used to communicate through feeds, profiles, groups and different forms of content such as photos, text and videos. By creating a Facebook account, Instagram, Snapchat, YouTube channel or TikTok you can share your Auxiliary experiences, stories, events and programs. It even helps you to retain and gain members.

If you are still learning about media platforms, continue learning, as they are adding different platforms every year. Ask your children and grandchildren how to start using these if you are not sure how to use them. This is the way of the world today to keep history for the future generations to come.

For more information see the Historian & Media Relations Program Awards on page 25.



UNWAVERING SUPPORT



FOR UNCOMMON HEROES®

Teresa Price

National Historian & Media Relations

Ambassador

2026-2027

Teresa Price of Eufaula, Oklahoma currently serves the Veterans of Foreign Wars of the United States (VFW) Auxiliary as the 2026-2027 National Historian & Media Relations Ambassador.



A Life Member of Henryetta Auxiliary 539 in Henryetta, Oklahoma, she joined on the eligibility of her father, Cash E. Chambless, who served in the U.S. Navy in Vietnam.

Teresa has held numerous positions for the organization including Auxiliary and District President as well as District Treasurer. She served in all Officer positions at the Department level ending with Department President in 2023-2024.

She is employed with KI BOIS SSVF (Supportive Services for Veteran Families). She received a master's degree in clinical rehabilitation and clinical mental health counseling from East Central University in Ada, Oklahoma. Teresa has a love for the outdoors including gardening, camping, fishing and more. She enjoys crocheting, especially for veterans at VA centers. She also loves working with youth to inspire patriotism in future leaders.

Teresa's family includes her husband, David Price, her one son, who served in the U.S. Navy for nearly eight years, and two grandchildren.



Historian & Media Relations

National Program Awards 2026-2027 Entry Form

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.

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

VFW Auxiliaries must send this completed entry form and the social media reel to the Department Historian & Media Relations Chairman by March 31, 2027 for judging.

VFW Auxiliary Name: _____

VFW Auxiliary No: _____ Department of: _____

Describe the digital record of your VFW Auxiliary history since being established and where it is published on a digital platform for future members of their VFW Auxiliary.

The Department Historian & Media Relations Chairman must sign and send a copy of the completed Department-winning entry form to the National Historian & Media Relations Ambassador Teresa Stevenson by April 30, 2027 for judging.

Department Historian & Media Relations Chairman: _____

Signature

Date: _____

Forms sent to VFW Auxiliary National Headquarters will not be processed or forwarded.

January

January 17th - Persian Gulf War began (1991)

January 27th - Signing of Vietnam Peace Accord

January 31st - Panama Campaign ended (1990)

February

February 1st - National Freedom Day

February 3rd - Four Chaplains Day

February 8th - Scouting America Founded (1910)

February 12th - President Abraham Lincoln Birthday

February 15th - Presidents Day

George Washington's Birthday Observed

February 19th - IWO JIMA Day

National VET girls Rise Day

US Coast Guard Reserve

March

March 1st - Asiatic Fleet Memorial Day

March 3rd - "Star-Spangled banner" made U.S. National Anthem

US Navy Reserve est 1915

March 4th - National Hug a GI Day

March 12th - Girl Scouts of USA Founded (1912)

March 13th - National K-9 Veterans Day

March 15th - US Merchant Marines (Also June 21)

March 19th - Iraq War Began (2003)

March 21st - Rosie the Riveter Day

March 24th - Kosovo Campaign Began (1999)

March 25th - Medal of Honor Day

March 29th - National Vietnam War Veterans Day

March 31st - Somalia Campaign Ended (1995)

April

April - Month of the Military Child

April 5th - National Gold Star Spouses Day

April 6th - Army Day

April 9th - National Former POW Recognition Day

April 11th - Persian Gulf War Official Cease Fire (1991)

April 13th - National Boringneers Day

April 14th - US Air Force Reserve est 1948

April 21st - National Yellow Bat Day

April 23rd - US Army Reserve

May

May - National Military Appreciation Month

May 1st - Loyalty Day

Law Day

Silver Star Service Banner Day

May 7th - Unconditional Surrender of all German Forces
Signed (1945)

National Day of Prayer

Military Spouse Appreciation Day

May 8th - V-E Day Declared (1945)

National Military Spouse Appreciation Day

May 9th - National Home Front Heroes Day

May 8-9th Time of Remembrance & Reconciliation

May 15th - Peace Officers Memorial Day

Women's Army Corps Founded (1942)

Armed Forces Day

May 13th - Children of Fallen Patriots Day

May 15th - National Defense Transportation Day

May 16th - Armed Forces Day

May 22nd - National Maritime Day

May 23rd - National Poppy Day

May 31st - Memorial Day

June

June 1st - Don't Give up the Ship Day

June 6th - D Day

June 12th - National Women Veterans Recognition Day

June 14th - US Army Founded (1775)

Flag Day

June 20th - American Eagle Day

June 22nd - Pledge of Allegiance Recognized by Congress
(1942)

GI Bill Signed into Law (1944)

June 23rd - Coast Guard Auxiliary est 1939

June 25th - Korean War Began (1950)

June 27th - National PTSD Awareness Day

June 30th - Post 9/11 GI Bill Signed into Law

July

July 2nd - US Army Air Corps est (1926)

Made in America Day

July 4th - Independence Day

July 14th - Bastille Day

July 25th - National Hire a Veteran Day

July 27th - Korean War Ended (1953)

National Korean War Armistice Day

July 28th - World War I began (1914)

Buffalo Soldiers Day

August

August 1st - Air Force Day

August 4th - US Coast Guard est 1790

August 7th - Purple Heart Medal est (1782)

Vietnam War began (1964)

National VFR Day

August 8th - National Spirit of '45 Day

August 10th - National Agent Orange Awareness Day

August 14th - National Navajo Code Talkers Day

Victory in Japan Day - Announced in US

August 16th - National Airborne Day

August 19th - National Aviation Day

August 26th - Women's Equality Day

August 29, 1916 - US Marine Forces Reserve est 1916

September

Sept 2nd - V-J Day: Japan Signed Formal Surrender (1945)

Sept 7th - Labor Day

Sept 10th - US Naval Sea Cadet Corps Incorporated (1962)

Sept 11th - Patriot Day

National Day of Service & Remembrance

Sept 13th - Uncle Sam Day

Sept 14th - "Star Spangled Banner" written by Francis Scott Key (1814)

VFW Auxiliary VFW Organized (1914)

Sept 17th - U.S. Constitution Approved (1787)

Constitution & Citizenship Day

Sept 18th - POW/MIA Recognition Day

U.S. Air Force est (1947)

Sept 27th - Gold Star Mother's Day

Sept 29th - VFW Day, VFW est 1899

October

Oct 7th - Afghanistan War Began (2001)

Global War on Terrorism & Desert Storm Veterans Day

October 12th - Columbus Day

October 13th - U.S. Navy est (1775)

October 24th - United Nations Day

Disarmament Week

October 25th - Granada Campaign Began (1983)

October 26th - National Day of the Deployed

October 27th - Navy Day

October 28th - Statue of Liberty Day (1886)

November

November 3rd - Election Day

November 10th - U.S. Marine Corps est (1775)

National Forget Me Not Day

November 11th - Signing of WWI Armistice (1918)

Veterans Day

November 21st - Grenada Campaign Ended (1983)

December

December 1st - US Civil Air Patrol est 1941

December 5th - Somalia Campaign Began (1992)

December 7th - National Pearl Harbor Remembrance Day

December 8th - U.S. declared War on Japan

December 11th - Germany & Italy declared war on U.S. (1941)

December 13th - National Guard Birthday

December 15th - Iraq War Ended (2011)

Bill of Rights Day

December 20th - Panama Campaign Began (1989)

U.S. Space Force est (2019)

December 31st - Official End of WWII

Kosovo Campaign Ended (2013)