

# Media Relations



Hi everyone!! My Name is Patrice Lamb, and I am a Life Member of Post 9509 Auxiliary in Moncks Corner, South Carolina, and member of the Military Order of Cootie Auxiliary, Pup Tent 10, Summerville South Carolina. I joined under the eligibility of my oldest son who completed 3 tours in Iraq between 2005 and 2010 when he medically retired. As you can imagine, these were trying years for a mother. I actually became aware of the VFW through an unusual avenue, a quilting group. Yes, I am an avid quilter. I met this wonderful person, I'm sure you all know, Patricia Pruitt and as they say, the rest is history. Becoming familiar

with the VFW and VFW Auxiliary re-ignited my passion for veterans. I have held several offices at my local Auxiliary level including, secretary, Jr Vice, Sr Vice, and President, as well as Trustee.

I believe, like me, most do not have an accurate view of what the VFW and VFW Auxiliary are truly about, what our programs consist of, and what our mission is. I believe it is our duty to educate the general public on what we are all about, and what better way to do it than through our daily interactions and getting the word out thru media outlets. If we don't utilize every avenue that is available to us, our organization suffers. Many things have changed in our lifetime, and the media is no exception. We must learn to use the new outlets such as social media to familiarize the younger generations with what we do, as this seems to be their media choice. While utilizing the new media outlets, we must not forget about the tried-and-true ones we have used for years.

When trying to decide what is newsworthy, ask yourself:

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, that's your chance to pitch a story that will showcase your Auxiliary's hard work and accomplishments. Let's make sure our members, our community, and our Nation are aware of everything we do to improve the lives of our veterans, service members, and their families!

I look forward to working with you all on this program that is so crucial to our organization. Be sure to promote your auxiliary in your documentation.

Patrice Lamb  
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# Historian & Media Relations Report Form



264 Airport Dr.  
Monks Corner, SC 29461  
Phone Number: 843-754-8975

	YES	NO
1a. Did you send a printed or mailed monthly or quarterly newsletter/bulletin to your members?	_____	_____
1b. Did you send an electronic (PDF, Word document or via an email service provider such as Constant Contact, Mail Chimp, Vertical Response, etc.) monthly or quarterly newsletter/bulletin to your members?	_____	_____
2a. Do you have a joint Facebook page with the Post;	_____	_____
2b. Does your Auxiliary have their own Facebook page	_____	_____
3a. Do you have a joint website with the Post	_____	_____
3b. Does your Auxiliary have their own Auxiliary website	_____	_____
4a. Has your Auxiliary presented a Communications Award to local Media: Who did you present it to:	_____	_____
5a. How many members attended a media relations training hosted by their Department Historian & Media Relations Chairman:	# _____	
6a. Did your Auxiliary use media to promote the Auxiliary and its Programs?	_____	_____
6b. What media was used? (Check all that apply) TV: _____ Newspapers: _____ Radio: _____ Social Media: _____ Fliers: _____	_____	_____

Auxiliary # \_\_\_\_\_ District # \_\_\_\_\_ Group # \_\_\_\_\_

Hours: \_\_\_\_\_ Mileage: \_\_\_\_\_ Members # \_\_\_\_\_

Chairman Name: \_\_\_\_\_

Chairman email: \_\_\_\_\_

Chairman Phone Number: \_\_\_\_\_

President: \_\_\_\_\_