

HISTORIAN / MEDIA REALATIONS

REPORTING CHECKLIST



2018-2019

**Sandra
Johnson-Leu**

919-553-0019

919-906-7592 (c)

ctrysun@embarqmail.com



- Does your Auxiliary have a Facebook Page?
 - Is it joint with Post?
 - Is it your own Auxiliary Page?
- Does your Auxiliary have a monthly, bi-monthly or quarterly newsletter that is sent out to members?
- What format do you use (word document, email etc.)?
 - Printed
 - Mailed
 - Electronic
- Has your Auxiliary used the VFW Auxiliary Publicity guide (available on the National website)?
- Had your Auxiliary used one of the fillable press/media releases available from vfwauxiliary.org/resources? (to advertise an event such as a Membership drive, Family Freedom Festival, National Scholarships, etc.)
- Have any of your members attended a media relations training session hosted by the Department Historian/Media Relations Chairman?
 - How many? _____
- Did your Auxiliary use or present a Communications award (available on the website) to local media?

DESCRIPTION BOX

BE VERY DESCRIPTIVE (include information like)

of Hours _____ # of Members participating _____

What you did to promote this program

Report Description Example:

Auxiliary PR Chairman created a flyer to promote our Veterans Day Ceremony which was shared on the Auxiliary Facebook Page. 7 members shared the flyer on their personal pages. The President used a Fillable press release for radio station W123 and it was advertised for a month. Shortly after this event Auxiliary President and PR Chairman presented W123 Radio Station with a Communications award.

CHECK OFF: complete items and then enter them in the Department Reporting System.

REPORTING WEBSITE: <http://vfwauxnc.org>