

# Publicity Guide

*The tools you need to get the word out.*



### Proven Methods of Getting Publicity:

- Introducing yourself and the organization to members of the media.
- Getting news releases to the media on a regular basis.
- Calling the media when something unique or unexpected is happening.
- Being the contact person the media calls to get information related to the Ladies Auxiliary and its area of expertise.
- Maintaining contact by e-mail with various TV stations, newspapers and other publications.
- Attending related news conferences and events where there will be TV and newspaper coverage.
- Recognizing media who have published articles by giving them a Communications Award, available free from Ladies Auxiliary National Headquarters Communications & Publications Department.
- Being excited about all your events and programs.

### What Auxiliary Activities Are Newsworthy:

Our organization conducts so many activities that you may not know where to start. Making an event newsworthy is one key to whether or not it will be printed or aired.

News media are looking for several factors: involvement of local people, timeliness, interest to non-members, helpful to the community, uniqueness, or new concepts or ideas.

### Specific Events that Are Currently Newsworthy:

- Publicizing what your Auxiliary has done to help natural disaster victims.
- Meeting troops at the airport as they return from Afghanistan and Iraq and helping them complete their journeys home.
- Collecting supplies for troops who are deployed.
- Presenting *Operation Uplink™* cards to troops or families.
- Assisting families of deployed troops in other ways.
- Adopting a Unit through the VFW Military Assistance Program.

### Events Involving Community Members:

All of the previously mentioned, plus:

- **Members and Junior Girls** who are participating in a Buddy Poppy Drive or POW/MIA remembrance ceremony.
- **Award winners** such as the Outstanding Community Volunteer.
- **Flag presentations** to community groups.
- **VA patients** who have special birthday parties hosted by the Auxiliary.
- **The election of officers;** events chairmen appointed.
- **Make a Difference Day activities.**

### Whom Should I Contact?

At the **weekly newspaper**, ask for the editor; at the **daily paper**, ask for the city or metro editor, or the editor or columnist for the section or column where you want your article to run. (Special note: some newspapers want you to send only to one certain editor and then the information is channeled to the proper person... others want you to contact the editor **and** the appropriate columnists... find out your local newspaper's preference.)

At **radio stations**, ask for the News Director, if it is newsworthy; Program Director, for a talk show or the calendar.

At **TV stations**, talk to the News Director or Assignment Editor if you want the station to cover an event (see the Facts Sheet sample later in this booklet). For a TV talk show, speak to the Program Director or the Producer of the show.

The size of the radio or TV station dictates how many of the above-mentioned positions they have. If you don't know whom to contact, ask the person answering the phone. What about Public Service Directors? Many stations have not had that position since the stations were deregulated several years ago. If yours do have them, by all means, get to know them.

### **My Contacts...**

*Keep a handy list of local newspapers, radio stations and TV studios.*

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## How Do I Write A News Release?

Sample news releases are included on later pages of this booklet. Please note: These are just samples; if you want to use them, please localize them for your area. Type releases on an 8 1/2" x 11" sheet of paper, double-spaced or at least a space-and-a-half. Include your name, telephone, FAX, and e-mail.

Be as brief as possible, but if it is necessary to go to two pages, type (MORE) on the bottom of the first page and identify the release on top of Page 2.

Study the samples for pointers on accepted newspaper style: # indicates the end.

Note the use of quotes. If quoted material is spread over two paragraphs there are no quotes at the end of the first paragraph. The close quotes are used at the end of the quoted material.

On first reference, a company name is entirely spelled out, but if it is going to be repeated, it is abbreviated in parentheses: Veterans of Foreign Wars (VFW). Do not use VAVS or VOD; instead use the complete title to make it clear to the reader.

Look at your own newspaper for clues to its style. Does it say Mrs. Kelley or just Kelley upon second reference? Pay particular attention to this for men and women. For a man, it will always be just his last name; papers differ on the way a woman's name is handled.

I encourage you to end your releases with a statement explaining who we are, such as:

**The Ladies Auxiliary to the Veterans of Foreign Wars of the United States promotes patriotism, offers creative youth scholarships, protects veterans' entitlements, raises funds for cancer research, volunteers in local hospitals, and serves the community in many other ways.**



## How Much Time Should I Allow?

### **60 Days Prior to Coverage:**

- To secure public service time on TV or radio.
- To arrange interviews on TV or radio talk shows.
- To be on TV or newspaper community calendars.

### **30 Days Prior:**

Mail the first of two **news releases** about an event to newspapers, TV and radio.

### **14 Days Prior:**

Mail **second news release** to newspapers.

### **7-10 Days Prior:**

Mail **Fact Sheet** to Assignment Editors at TV and radio stations to encourage them to cover the event.

### **5-7 Days Prior:**

**Follow-up** calls to Assignment Editors at TV/radio and Editors at newspapers to see if someone will be covering the event. Only do this if it is really an important event, and if there is something that is particularly newsworthy about it. If you know of a photo or video opportunity, mention it.

When do my media contacts want information...

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## **What Is the National Facts Leaflet?**

This brochure gives the results from our National Programs and explains eligibility for the Ladies Auxiliary VFW and Junior Girls Units. It gives general information about our organization at a quick glance. It is very useful when visiting the media. As Publicity Chairman, you should always have a supply with you so that if someone wants to know more about the Auxiliary, you have this handy pamphlet to give to the person. Year-end results are available in July and the *Facts Leaflets* are printed in August, and are available from National Headquarters in quantities of 100.

## **What Is the Local Facts Sheet?**

This is a suggested list of local facts that you should develop and take with you when you visit the media. Type the following information on an 8 1/2" x 11" sheet of paper: Auxiliary President's name, address, telephone number; your name, address, telephone number, as well as e-mail address and FAX number, if you have them. List total membership, anything you are doing for the troops, amount raised for Cancer Aid & Research locally, other local program statistics, and the date of the next important event for your Auxiliary. Include the National President's name, theme, and the date of her official visit.

## What Is A FACT SHEET?

A Fact Sheet is particularly useful when trying to get TV and radio stations to cover a specific event, but you may also send it to a newspaper if you are hoping to have them cover it. The purpose is to give the facts and anything that might spark their interest.

### SAMPLE

## FACT SHEET

**WHAT:** **Independence Day Patriotic Rally & Parade** sponsored by the Veterans of Foreign Wars Deer Creek Post and Ladies Auxiliary #1234.

**WHO:** Sgt. Harry Black, who has just returned from Iraq, will be Grand Marshall of the parade. Keynote speaker at the rally will be Major George Smith.

**WHERE:** Deer Creek High School Auditorium, 123 Lombard, Deer Creek, Kan.

**WHEN:** Monday, July 4, 2009. 1 p.m.

**WHY:** To demonstrate pride in America and honor those from the surrounding area who are serving our country.

**ADDITIONAL INFORMATION:** Free 3 1/2" x 5" American Flags will be given to all who attend. Kindergarten children from four area schools will recite the Gettysburg Address. The mayor and other city officials will also dedicate the recently constructed Women's Memorial in honor of all those from this area who have made the ultimate sacrifice for America. Several area bands will perform.

**FOR MORE INFORMATION, CONTACT:** Julie Jones, Publicity Chairman, Deer Creek. Telephone 000-555-0000. FAX 000-555-0111. E-mail jjones@aux.com.

(Note: If you will be at a different telephone number for an event, such as Department Convention, be sure to give that number and the date you can be reached at that number.)

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## SAMPLE PRESS RELEASE

### **LADIES AUXILIARY VFW 2009-2010 OFFICERS**

Contact: Betty Jones  
Street Address: 238 Penny Lane  
City, State: Sun Beach, Florida 92345  
Telephone: 000-888-2222 FAX: 000-888-2224  
E-Mail: bjones@aux.com

### **FOR IMMEDIATE RELEASE:** June 15, 2009

Sara James, Sun Beach, Fla., was elected President of the Sun Beach Ladies Auxiliary to the Veterans of Foreign Wars of the United States (VFW) #345 at its recent meeting held at the VFW Post Home.

“This year our emphasis will be on organizing a Junior Girls Unit,” said James, who has been an Auxiliary member for 25 years. “This program is for girls ages 5 through 16 who are daughters, granddaughters, sisters or other female relatives of veterans who have served overseas during a war.

“It provides the girls with an opportunity to earn a college scholarship, learn about patriotism, become involved in the community, and have fun together.

“In addition, of course, we will continue to volunteer at the local hospital, raise funds for cancer research, and provide Flags to community groups who need them,” she said.

Also elected were: Sue Doe, Senior Vice-President; Pam Roe, Junior Vice-President; June Top, Chaplain; Ann Lunn, Conductress; and Pat More, Guard.

The Ladies Auxiliary VFW promotes patriotism, offers creative youth scholarships, protects veterans’ entitlements, and serves the community in many other ways.

To learn more go to: [www.ladiesauxvfw.org](http://www.ladiesauxvfw.org).

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## SAMPLE PRESS RELESASE

### **LADIES AUXILIARY VFW HOSPITAL AND VAWS**

Contact: Betty Jones  
Street Address: 238 Penny Lane  
City, State: Sun Beach, Florida 92345  
Telephone: 000-888-2222 FAX: 000-888-2224  
E-Mail: [bjones@aux.com](mailto:bjones@aux.com)

### **FOR IMMEDIATE RELEASE:** October 15, 2009

Kim Jones of Tuna Beach, Hospital Chairman for Sun Beach Ladies Auxiliary to the Veterans of Foreign Wars of the United States #345 in Sun Beach, Fla., is seeking volunteers for the Beachtown VA Medical Center.

“Currently we have 35 volunteers in the Hospital and Veterans Affairs Voluntary Service program sponsored by the Ladies Auxiliary, but we need five additional helpers,” she indicated. “Our volunteers provide extra services that the medical staff do not have time to perform such as reading mail or books to the patients, writing letters for them, playing games or simply providing companionship.

“You don't have to be a member of the Auxiliary to participate,” she said. “In fact, we welcome anyone who wants to volunteer, from teenagers to senior citizens, because we know that everyone has a unique way of helping patients.”

If you are interested in volunteering for this program, call Kim Jones at 000-884-1222.

Nationwide more than 75,000 Auxiliary volunteers serve 1.8 million hours each year in VA Medical Centers, nursing homes and other hospitals.

The Ladies Auxiliary VFW also offers creative youth scholarships and helps active-duty personnel connect with loved ones at home by providing free long-distance calling cards.

To learn more about the Ladies Auxiliary VFW, go to: [www.ladiesauxvfw.org](http://www.ladiesauxvfw.org).

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## SAMPLE PRESS RELEASE

### **LADIES AUXILIARY VFW PATRIOTIC ART SCHOLARSHIPS**

Contact: Betty Jones  
Street Address: 238 Penny Lane  
City, State: Sun Beach, Florida 92345  
Telephone: 000-888-2222 FAX: 000-888-2224  
E-Mail: bjones@aux.com

#### **FOR IMMEDIATE RELEASE:** January 5, 2010

Students in grades 9-12 are urged to enter the 29th Annual Young American Creative Patriotic Art Contest sponsored by the Ladies Auxiliary to the Veterans of Foreign Wars (VFW) of the United States, according to Auxiliary #345 Chairman Sally Hanna of Sun Beach, Fla.

“It’s an opportunity to win prizes locally as well as on the state and national levels,” she said. “The first-place national winner receives a \$10,000 scholarship plus a trip to Orlando, Florida, where the winner’s art will be unveiled at the 2010 Ladies Auxiliary National Convention.

“In addition, the eight national winners will have their art published on the Auxiliary Web site and in the *Ladies Auxiliary VFW Magazine*, which goes to our members nationwide.”

Students wishing to participate should contact Sally Hanna at 000-888-3333.

Other awards and scholarships offered by the Ladies Auxiliary are the Outstanding Young Volunteer of the Year Awards and the Junior Girls Scholarships.

The nearly 600,000 members of the Ladies Auxiliary VFW also offer four other contests and sponsor Girl Scouts, 4-H and other youth groups. In addition, the organization conducts more than 30,000 youth projects nationwide to help America's young people.

For more information, go to: [www.ladiesauxvfw.org](http://www.ladiesauxvfw.org).

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SAMPLE RADIO PUBLIC SERVICE ANNOUNCEMENT

Contact Name: Julie Jones  
Street Address: 322 Byerly Rd.  
City & State: Deer Creek, Kan. 66212  
Phone: 000-555-0000 FAX: 000-555-0111  
E-Mail: jj@aux.com

**FOR RELEASE: JUNE 15-JULY 4, 2010 (15 SECONDS)**

**LOCAL KINDERGARTENERS, SEVERAL AREA BANDS,  
AND THE MAYOR WILL HEADLINE A VERY SPECIAL  
INDEPENDENCE DAY PATRIOTIC RALLY & PARADE  
SPONSORED BY THE DEER CREEK VETERANS OF  
FOREIGN WARS POST AND AUXILIARY #1234. JOIN IN  
THE FUN AND RECEIVE A FREE FLAG AT THE HIGH  
SCHOOL AUDITORIUM ON JULY 4 AT 1 P.M. FOR MORE  
INFORMATION, CALL 000-555-0000.**

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**SAMPLE TV PUBLIC SERVICE ANNOUNCEMENT**

Contact Name: Julie Jones  
Street Address: 322 Byerly Rd.  
City & State: Deer Creek, Kan. 66212  
Phone: 000-555-0000 FAX: 000-555-0111  
E-Mail: jj@aux.com

**FOR RELEASE: JUNE 15-JULY 4, 2010 (10 SECONDS)**

**VIDEO:**

\*\*\*HEAD AND SHOULDERS

SHOT OF EVENT CHAIRMAN,

PHOTO OF CHILDREN PRACTICING,

AUXILIARY LOGO.

(Note: Permission needed for use of logo)

**AUDIO:**

JOIN IN THE FUN

THIS FOURTH OF

JULY AT A VERY

SPECIAL PATRIOTIC

RALLY AT 1 P.M. IN

THE HIGH SCHOOL

AUDITORIUM

FOLLOWED BY

A PARADE AT 2 P.M.

FREE FLAGS TO ALL

WHO ATTEND.

**\*\*\*Most TV stations would prefer to get their own promotional footage of the children rehearsing or whatever; however, occasionally stations will use photos. Check with your local station.**

## SAMPLE MEDIA INTERVIEW

### **WHO BELONGS TO THE LADIES AUXILIARY?**

(The complete list is on the back of the *Facts Leaflet*, but you may wish to shorten it as follows): Mothers, daughters, wives and some other female relatives of veterans who are eligible for a U.S. campaign ribbon or service medal for overseas service during a war or conflict.

### **ARE THOSE WHO ARE SERVING IN AFGHANISTAN OR IRAQ ELIGIBLE?**

Yes, they are... anyone who is in hostile fire or imminent danger is eligible for the VFW and that means their wives and other female relatives are eligible for the Ladies Auxiliary.

### **HOW MANY MEMBERS DO YOU HAVE?**

\_\_\_\_\_ in the state and \_\_\_\_\_ nationwide.

### **WHY SHOULD A PERSON JOIN THE LADIES AUXILIARY?**

Our common goal is supporting veterans and their families. Some join because of their desire to help others through our community service programs; in addition to helping others, there are many personal benefits to an individual who joins.

### **LET'S START BY DISCUSSING WHAT YOU DO FOR VETERANS AND THEIR FAMILIES.**

We've been collecting supplies for our troops for care packages to those stationed in Iraq, Afghanistan, Kuwait and Qatar. We also provide free long-distance telephone calling cards to active-duty personnel as well as veterans who are hospitalized. It gives them the opportunity to talk to their loved ones, so we call it *Operation Uplink™*.

### **DON'T YOU HAVE A VERY ACTIVE PROGRAM IN THE VA MEDICAL CENTERS?**

We certainly do. Our Hospital & Veterans Affairs Voluntary Service program is a very important program. We have more than \_\_\_\_\_ volunteers throughout the state who help hospitalized veterans by reading mail or books to them, writing letters for them, providing companionship, or holding a holiday or birthday party for them. We also volunteer at nursing homes and other hospitals.

### **I UNDERSTAND THAT YOU SPONSOR SOME SCHOLARSHIPS?**

Yes, we do. The Young American Creative Patriotic Art Scholarships give high school students an opportunity to demonstrate their patriotic feelings through art. A contest is held annually on the local level, with the winning entry entered in the state contest, and the first-place state winners entered on the national level. There are eight scholarships awarded nationally, ranging from \$500 to \$10,000. The first-place winner also receives a trip to our National Convention and a plaque.

It's an exciting program for us as well as for the students. When people see the winning entries, no one can believe the remarkable talent displayed by these students in grades 9-12. We also recognize two outstanding Junior Girls by offering a \$10,000 and a \$5,000 national scholarship. The first-place winner receives a plaque and the convention trip as well.

### **DON'T YOU WORK WITH YOUNGER STUDENTS AS WELL?**

Yes, our mission is to connect with elementary students through schools and Scout troops to teach them about patriotism. We visit classrooms to present Flags and instructions on Flag etiquette, and to teach young people the Pledge of Allegiance. Our "Veterans in the Classroom" program introduces children to our military heroes who have taken part in serving the democratic ideals of this country. We also have a program to recognize the efforts of local teachers by nominating them for "Teacher of the Year" awards.

### **WHO ARE THE JUNIOR GIRLS?**

They are girls ages 5 through 16 who are daughters, granddaughters and sisters of those eligible for VFW membership. They assist the Ladies Auxiliary with Buddy Poppy campaigns, birthday parties at VA Medical Centers, presentations at children's hospitals, collecting donations for cancer research, serving dinners at the Post Home, and conducting Memorial and Veterans Day observances. We have \_\_\_\_\_ Junior Girls Units with \_\_\_\_\_ members in our state.

**LET'S TALK ABOUT ANOTHER VERY IMPORTANT FOCUS OF YOUR ORGANIZATION. YOU SUPPORT CANCER RESEARCH.**

Yes, we raised \_\_\_\_\_ dollars in our state for our cancer aid and research program last year and have raised \_\_\_\_\_ so far this year. In fact, nationwide, we have raised about \$3 million a year for the past 18 years. These funds help support research at (name of local cancer research hospital where funds have been donated.)

**WOW, YOU CERTAINLY SEEM TO CONDUCT A LOT OF PROGRAMS.**

As a matter of fact, we conduct 10 different community service and patriotic programs.

**MANY OF THE THINGS YOU'VE MENTIONED PROVIDE A SERVICE TO THE COMMUNITY... WHAT OTHER TYPES OF COMMUNITY SERVICE DOES YOUR ORGANIZATION PERFORM?**

We participate in projects like Make-A-Difference Day in which members across the country provide special services to their communities. It may be donating blankets to homeless or battered women's shelters or cleaning up an area of town or tending to the local veterans' memorial. We also serve meals to those in need on holidays.

**DON'T WE USUALLY SEE YOU MARCHING IN PARADES?**

Yes, we observe patriotic holidays such as Memorial Day, Fourth of July, and Veterans Day. We present American Flags to community groups, support efforts to account for all POW/MIAs, and every year we celebrate the dedication of the Statue of Liberty with a patriotic ceremony and a gift.

**ARE YOU THE ONES HANDING OUT THE RED POPPIES TO THE PUBLIC ON VETERANS DAY EVERY YEAR?**

We participate in Buddy Poppy campaigns to remind citizens of the blood shed by American service members. All donations received for the poppies go to the welfare of veterans or their dependents. These "Flowers of Remembrance" are made by disabled, hospitalized and aging veterans in VA Medical Centers and domiciliaries and in state veterans' homes.

**DO YOU NEED HELP WITH ANY OF YOUR PROGRAMS?**

We can always use more hospital volunteers as well as individuals who are interested in helping with our youth programs. Also, we'd like to invite everyone to come to \_\_\_\_\_ (mention a local upcoming event.)

**IF SOMEONE IS INTERESTED IN JOINING, WHAT WOULD YOU TELL HER ARE THE BENEFITS OF BELONGING TO YOUR ORGANIZATION?**

I think there are many. First of all, of course, we get to thank those who have given us the opportunity to live in a free country. Secondly, as our (listeners or viewers) have already heard me describe, we have many programs, and you can participate in the one or ones that interest you the most. Thirdly, those who join have the opportunity to take advantage of the cancer insurance offered by the Ladies Auxiliary, which is important to many people. Finally, members can develop personal skills that could help them in the job market. For instance, a member could develop leadership skills by serving as a program chairman...or learn fundraising techniques by working on a community activity...or develop organizational, public speaking and managerial skills by serving as an officer.

**WHO COULD OUR (VIEWERS/LISTENERS) CONTACT IF THEY WISH TO BECOME MEMBERS OR WANT MORE INFORMATION ABOUT YOUR ORGANIZATION?**

They may contact \_\_\_\_\_ or visit our Web site at: [www.ladiesauxvfw.org](http://www.ladiesauxvfw.org).

(Name and Telephone Number)

## TIPS FROM PAST PUBLICITY CHAIRMEN

Be sure the media understand what you want. Just because you tell them about your event does not mean they are invited to attend. If you would like them to cover your event, ask them. When they do attend, be prepared.

*Your role when reporters, TV cameramen or newspaper photographers cover your event:*

**Be prepared for their arrival.** Have a reserved area close to where the main activities will take place. Make sure they will have a clear view for taking pictures and can hear. Tables are helpful for making notes and laying expensive camera equipment.

**Greet them** as soon as you are aware that they have arrived. Introduce yourself. Let them know where their reserved seating is located, the agenda for the event, and ask what you can do to help them. **If asked, assist in rounding up people** to be photographed. Always be polite but do it as quickly as possible since the person might need to leave early to cover another event.

**Obtain correct identification** of people and ask if there is any other information you can provide. Even if you do not have agendas to hand out to everyone, you should have one for each media person. **Present a written sheet of information**, giving names and titles of all who are scheduled to speak. Make sure the information is legible, typed if possible, and names spelled correctly.

**Introduce the media** to key people such as your Post Commander and President, guest speakers, etc. Introduce them the traditional way: "I'd like you to meet John Ray, our first-place Voice of Democracy winner and his parents, Sue and Gary. This is Larry Smith, editor of the *Boville Journal*." Don't be condescending but also don't assume that the media person knows what is going on, who people are, or why they are important to the organization. If your hospitality makes them feel welcome, it will be easier for you to get them back again. They realize you are a volunteer and will make it as easy as possible for you. Give them the facts they need; they will write your story for you. Don't bog them down with every little detail but do give them information they will need.

**Cherryl Elsheimer**

**Department of Oklahoma**

The face-to-face approach works best for me. By that I mean, going in person to the newspapers, radio and TV stations where I want my articles to appear or be heard. When you develop a personal connection with someone, you have a better chance of getting your articles published.

Another thing I do is to send thank-you's to the media. Every time one of my articles is published or is on the radio/TV, I send a thank-you card. Everyone likes to be thanked. And at the end of the year, I give all the media people that I have worked with a Certificate of Appreciation that I get from National Headquarters.

**Jacqueline Herbert**

**Department of New York**

I scheduled an appointment with the Community Editor of our local paper and we discussed the Ladies Auxiliary and our many programs. It was a successful meeting and now, if it's time for an event pertaining to veterans, if she hasn't heard from me, she will call me for information.

I also found our local cable TV station to be a great resource for notifying our local community about special events.

Attendance at our city council meetings has given me an opportunity to talk about our programs as well.

**Betty Clark**

**Department of California**

At the beginning of my time as Department Publicity Chairman I met with the editors of the two local newspapers and we agreed that I would e-mail articles to them. They like it because they don't have to retype the article and can easily make changes. I like it because no matter where I am, I can send an article every week.

I never send minutes to the papers; they want to know what we do and what we plan on doing in the future. I always try very hard to include the names of local people; we may love our National and Department Officers but our papers want to know who in the community is hanging out with these very important people.

Read the VFW and Auxiliary magazines, newspaper, e-mails or VA Medical Center newsletter that will give you information about veterans. If you use information from one of these sources, try making a copy of the article where

you got your information and send it with your press release. I have given our local paper my magazines as sources just so they can have the information right at hand.

When writing your article be sure to mention the upcoming events for veterans and/or information on our active-duty troops.

Once a month, I include our information on the Department Service Officer; we just don't realize how many of our veterans and their families need to talk to someone and they do not have a clue who to contact.

When the paper decides that you are well informed and the information you write about is what the public wants to read, they will print it; remember, they want to sell papers.

**Donna Williams**

**Department of Indiana**

## Use of Logo and Name

Your Department is authorized to use the Auxiliary logo **for publicity purposes only**. Please note that federal law protects our emblem and any other use requires written consent from the National President. Black-and-white glossy slicks of the logo will be included in the Official Visit Publicity packet, with the same restrictions.

Please also note that the ® **must be included**.

## Web Site

Web site: [www.ladiesauxvfw.org](http://www.ladiesauxvfw.org)

E-mail address: [info@ladiesauxvfw.org](mailto:info@ladiesauxvfw.org)

The Ladies Auxiliary VFW Web site has been very productive not only for our members but also for students and the general public who want access to information on items such as our awards and scholarships.

### **Use our site to...**

- Check daily membership statistics.
- Request cancer grant applications.
- Check dates of national meetings.
- Register by credit card or request information on the National Mid-Year Conference or National Convention.
- See photos after national events.
- Stay informed on the latest news of our organization.
- Get information from news releases on people and events. (For example, the news release on the student who won the Young American Creative Patriotic Art Contest).
- View sample Veterans Day, Memorial Day and Loyalty Day speeches.
- Print out brochures and membership applications.

Non-members can learn about who we are, get information about the Cancer Research Fellowships and scholarships we offer, and find out how to contact us if they want to join.

### **Link from our site to...**

- VFW Washington Office
- VFW National Home for Children
- VFW National Headquarters in Kansas City

All these activities can be done when it is convenient for the user, including late-evening or early-morning hours when no one is in the office.

You can e-mail us at your leisure, and we will respond as rapidly as possible during the next working day.

If you have any suggestions about the content or ideas for new services that could be provided through the Web

site, please contact the Communications & Publications Department at [info@ladiesauxvfw.org](mailto:info@ladiesauxvfw.org).

Web sites I find helpful...

*Keep a list of those Web sites you find helpful.*

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### **Tips for Getting Items Published in the Ladies Auxiliary VFW Magazine**

The editors of your *Ladies Auxiliary VFW Magazine* are always trying to develop interesting stories and are delighted to receive your news and photos.

Like other media, stories that are unique, new, or of special interest to Auxiliary members are going to take precedence over the more routine ones. **Do not send** election or installation reports; routine social events and anniversaries; Department or National Officers' visits to local or District meetings; or obituaries, except for a National Line Officer or Past National President.

Instead send information on your various activities for our national programs. Did you participate in Make A Difference Day? Or a StandDown? Do you have or know someone who has a son, daughter, grandson or granddaughter who was stationed overseas and has a special story about *Operation Uplink™*? Was there some particular event that your Auxiliary conducted that was very unusual and/or very successful? What are your Junior Girls Units doing?

Unlike other media, the magazine doesn't look for timeliness except as necessary for the Official Visit requirements. Because the magazine has to be written up to two months in advance of the publication date, there is an unfortunate delay between the receipt of information and its publication, so don't expect to see your article published for **at least 6-8 months or more after you have submitted it.**

Even knowing the delay between receipt of information and the publication date, you may wonder **why it takes so long to see items printed in the magazine.** There are 5,800 Auxiliaries doing good in their communities every day. If even half of them reported on their activities, it would take at least 25 years to publish one day's worth of Auxiliary events. So with limited space and time constraints, you can see the editors' challenge.

**Basic Article Requirements:** *Spell names correctly* and include titles of persons named in the article or photo. *Please identify members by their first and last names, i.e., Mary Doe, not Mrs. John Doe.* Include *Auxiliary's number, city and state.* All copy should be typed if at all possible. Include your *daytime telephone* so editors can reach you for any clarification.

**Basic Photo Requirements:** *Color glossies are preferred. Place photos between cardboard when mailing. On a*

separate sheet of paper, *identify each person from left to right. Do not type or write on front or back of photo.* Do not include more than five persons in the photo. Send self-addressed stamped envelope if you wish to receive the photo back. Please do not e-mail photos or send a digital photo. Currently these do not produce well enough to use; however, that will probably change soon.

**Send material as soon as possible after event occurs to: *Ladies Auxiliary VFW Magazine*, 406 W. 34th St., 10th Floor, Kansas City, Missouri 64111.**

## **The National President's Official Visit**

See page 41 of the National Program Book regarding publicity materials sent to the Department for the Official Visit.

The Department Historian is the person responsible for compiling and sending photos, press clippings, and a detailed report of the National President's Visit to the *Ladies Auxiliary VFW Magazine* within 15 days following the event. She may need help getting the press clippings as soon as possible.

## **Handling Official Visit Publicity**

The typical Official Visit involves the arrival of the National President on the first day, the visit is held during the next full day, and she departs on the third day (depending on transportation schedules).

Be sure to get all the information that you need as early as possible. You will need the details from the Visit Chairman, including a list of committee chairmen, dignitaries attending, and the tentative schedule of events. The National Secretary-Treasurer's office will send the Department President the National President's arrival time, name of airline, flight number, and departure time as soon as that information is available.

Your Department may plan an airport reception, although this may be more difficult to arrange due to heightened airport security. Work out the details with the Airport Director and Manager. Assure them that the welcoming group will not interfere with normal airport operations or personnel, and then be sure that they don't. Your Department will want the cooperation of the same two individuals next year when the National President visits.

Scout the airport facility in advance; check out a place where she can meet with any media who attend. Locate the best place for members to park as well as the gate where she will arrive and then determine where the appointed person can pick up the National President's luggage. If others on the committee are unfamiliar with the airport, make a map of the key areas for them.

On arrival day, ask the airline agent to arrange for the National President to be the last person to leave the plane. When other passengers have cleared the gate, send the designated greeter in to meet the President. Meanwhile, assemble the rest of your group.

After greeting her, ask her for her luggage claim checks and give them to the person designated to pick up her luggage and take it to the hotel. Meanwhile, your group completes the welcome and you supervise the picture-taking and interviews.

A police escort can usually be arranged for the National President's Official Car unless it's a large metropolitan city. Contact the Traffic Bureau Inspector or Police Public Information Officer and ask for a motorcycle escort. Suggested Official Car Identification on a waterproof sign on each side of the car is as follows:

JAN TITTLE  
NATIONAL PRESIDENT  
LADIES AUXILIARY VFW

**Provide the National President with a written list of facts about your Department and a little local color to help her communicate with the Department and the media.**

Send the publicity out according to the timetable listed earlier in this information and remember to include facts such as:

National President's name, state, and theme  
Facts about airport reception  
Times and places of tours  
Details about reception, banquet, or other events

The best way to ensure that you will get good photos is to hire a professional photographer or perhaps a newspaper photographer who moonlights.

Then relax and enjoy the event!