

Brenda's Travels: Do's and Don'ts

2024-205 National Historian & Media Relations Ambassador Tela Harbold

Brenda Lost & Found, Branching Across America

Everyone can be a part of recording our National President's history this year as she is *Branching Across America: Extending Service to Our Veterans*. As Brenda visits each Department, she will be requesting that the Historian & Media Relations Chairman (if available) use her phone to take photos and short video clips of the places and events that have been planned for the visit.

These photos and videos will be used on an interactive map tracking Brenda's travel. This map can be viewed on the home page of the VFW Auxiliary National website at www.vfwauxiliary.org. There is also **#Brendalostandfound** where other photos will be uploaded of all Brenda's travel.

If you have the honor of being asked by the National President to take pictures and videos with her phone, please be mindful of the following:

- The lighting should be bright enough for a clear image but not so bright that you get a washed-out look.
- Don't take pictures and videos of people eating and/or having food in their mouth.
- Make sure no one has their eyes closed or their mouth open. If it is a matter of everyone having fun and being silly, then this can sometimes be acceptable.
- Make sure that there aren't any offensive words or gestures appearing in the image or video (signs, T-shirts, etc.).
- Try not to use zoom when taking pictures and videos. The zoom on smartphones is digital and not optical. Digital zoom creates a grainy image. Take the picture in a normal setting or frame and then it can be edited and cropped with much better results.
- Composition of the photo which refers to the position of elements inside the picture and how they interact with each other or the visual structure of the image.
- The angle used to take the photo. Different angles create different perspectives. If taking a photo from behind, try to include what the subject is looking at.
- Video clips that may go on the travel map need to be less than one minute.

Brenda will be sending photos, videos and blurbs from her phone about her visit to your Department and what you are doing with her immediately following the event and these will be added to the map, this way it is as close to real time as we can get it.

If you are the Department Historian & Media Relations Chairman, you will still be required to take your own photos and send me a report about her visit within two weeks of the event. This report can be in any format you choose. Some like to do PowerPoint; others like to do newsletter type reports. It's your report, do what you are most comfortable with.