

MAO Cheat Sheet – Get to know the Miss America Organization!

Miss America Boilerplate

The Miss America Organization is one of the nation's leading achievement programs and the world's largest provider of scholarship assistance for young women. Last year, the Miss America Organization and its state and local organizations made available more than \$45 million in cash and scholarship assistance.

Miss America Organization General Information (Talking Points)

- The Miss America Organization is the world's largest provider of scholarship assistance for young women; over \$45 million in tuition scholarship assistance was made available this past year.
- This is the 91st year of Miss America. Miss America started in 1921 by businessmen in Atlantic City as a way of extending the summer season.
- Today's Miss America Organization is a not for profit organization dedicated to empowering young women to achieve their personal, professional and educational goals.
- Miss America is proud of its heritage and it is more relevant than ever as an enormous opportunity for some of the most intelligent, outgoing, multi-faceted and stylish women today.
- The Miss America Organization provides young women an opportunity to further their personal and professional goals and instill a spirit of community service through a variety of unique nationwide community based programs.
- The young women who compete in the Miss America system are intelligent, articulate, highly motivated, caring, talented, ambitious and hard working. They are passionate about their platform issues and are major contributors to public service. They exemplify leadership skills, strength of character and spirit...they touch lives.
- The dedicated young women who compete for the coveted Miss America title donate more than 500,000 hours each year to make Miss America one of the largest community service organizations in the country.
- Previous Miss America titleholders have gone on to accomplish great things in all aspects of their lives from business to family, to community, and they embody everything MAO represents.
- After Miss America is selected she embarks on a year-long national speaking tour. As a national spokesperson and advocate, Miss America travels the country addressing diverse audiences, increasing awareness and promoting her chosen platform.
- Each year, tens of thousands of Miss America volunteers give over 500,000 hours of service to more than over 12,000 community-service projects.

Miss America Job Description

The Face of the Miss America Organization – The vast majority of Americans will have contact with Miss America through a photograph in a magazine or newspaper, an appearance on a national television program or information shared in social media. When people see Miss America, she must generate a positive reaction for the organization. All of the constituencies she serves must look at her as a woman who “is” Miss America. She must represent the best of contemporary women between the ages of 17 – 24 in her look as well as in her dress, mannerisms, demeanor and her confidence. The youth of our nation must find her as someone with whom they can relate. At the same time, she must present a professional image at all times, especially when called upon to meet with corporate sponsors, elected officials, leaders in the For-Profit and Non-Profit communities, as well as children. Her charisma and dynamic personality must come through in every encounter she has as Miss America. She must be a woman who possesses that “it” factor, which is easily recognizable yet difficult to define.

The Voice of the Miss America Organization – The second largest group of Americans who will come in contact with Miss America are those who hear her speak, whether in person or in the media. As the voice of Miss America, she must be able to promote and market the Miss America Organization directly and indirectly as part of her normal schedule. In order to accomplish these tasks she must be “comfortable in her own skin”, confident and “genuine,” and she must be true to whom she is as a person. Those who meet her must feel comfortable around her due to the humility she shows and the sincerity in her words. She must be able to verbalize the goals and vision of the Miss America Organization. She must be able to motivate people of every age and socio-economic background to take action. After hearing Miss America speak, one should walk away with a feeling of hope, empowerment, and that Miss America has made a difference in their life. Miss America needs to be able to serve as a sincere, committed advocate for the issue she has chosen to address during her year as Miss America. She must also be able to serve as a sincere and committed advocate for other important causes supported by the Miss America Organization. Throughout her year, Miss America will appear as the National Goodwill Ambassador for Children's Miracle Network Hospitals, the national platform and fundraising partner of the Miss America Organization. Miss America will make a tremendous impact on both organizations because of her commitment to this cause. Therefore, she must be able to promote with sincerity and compassion the mission of this worthwhile organization, along with the triumphs of its miracle children, their parents, and the hospitals' doctors and staff. In addition, Miss America must understand that the opportunities provided her in relation to promoting her chosen platform and other

opportunities deemed important, are only made possible through the success of the Miss America Organization as a whole. This success is accomplished in a large part through the generosity and support provided by the organization's corporate sponsors and partners. A large portion of Miss America's responsibilities will be to guarantee the success of the Miss America Organization by serving as a spokesperson for these national sponsors & partners. Miss America's success in this role provides the Miss America Organization the ability to grow and, in turn, allows Miss America contestants and organizations at the local and state level to continue to be relevant and heard in their communities. Her success in this role as a spokesperson/ambassador influences the future of our organization and contestants across the country. In regard to these aspects of the job description, the judges will focus more on the contestant's abilities and skills to serve in this capacity and not on the amount of knowledge the contestant has retained regarding CMNH or other Corporate Sponsors. However, the contestant must be aware of the partnerships and the role she will play as Miss America. Even though she will receive training and background information necessary to do this portion of her job, she must be ready and have the ability as soon as she assumes the role of Miss America. She must be willing and able to embrace these responsibilities as new-found opportunities to impact the lives of others. She must also fulfill all contractual obligations involving special events, speaking engagements, personal appearances, autograph sessions, Red Carpet/VIP Events, media interviews, and all other events and appearances deemed necessary by the Miss America Organization.

The Talent within the Miss America Organization – The talent phase of competition differentiates the Miss America Organization from other programs like it. It also assists in differentiating the contestant who should be Miss America from the other fifty-two. Miss America is expected to be talented. While the opportunity for her to perform her talent, whatever it may be, is rare; the reality is that even if she is called upon only once during her year as Miss America to perform her talent, it must be good. The moment Miss America performs her talent, the credibility of the Miss America Organization is put on the line. While she may not be the most talented contestant among the fifty-three, she must be talented.

Job Expectations - Miss America is "on-call" twenty-four hours a day, seven days a week, for the duration of her time as Miss America. She will not have a specific place to live and very little of her life will be her own. While there will be scheduled days off for rest, those days will not be scheduled with any particular regularity. Miss America may experience days with limited to no obligations, as well as many consecutive days in which she is scheduled to work sixteen to eighteen hours each day. Miss America must understand that her position as Miss America is for an entire year. While this intense schedule may seem exciting in the first few weeks, the reality is that she must approach her job with that same excitement for the duration of her year as this organization's national representative. The role of Miss America is only limited by the capabilities and desire of the woman who wears the crown of Miss America. There are many people throughout the nation and throughout the world who will never forget the day they met Miss America. The woman who wears the crown of Miss America must understand the role she plays in society. She will meet supporters and detractors and she must be able to treat everyone she meets with respect, compassion, humor when appropriate, and with the finesse of a trained diplomat. There are corporate realities to being Miss America, and she must be able to meet those corporate challenges in such a way that sponsors and potential sponsors see the Miss America Organization as worthy of their time, their attention, and their corporate dollars. There are those people, especially children, who consider meeting Miss America as a life changing moment.

Miss America must fully understand her impact on the nation and must be able to push herself and the organization to live up to the responsibilities and expectations of being such a person and such an organization of influence. Miss America, by the definition of her role in society, is a celebrity and as a result will be required to deal with the positive and negative effects of being such a celebrity. As a result, her personality must be one that is congenial when meeting fans, volunteers, sponsors and partners. Her personality IS the Miss America Organization and it becomes the definition of the entire organization to everyone who meets her, from the largest corporate sponsor to the contestants in a local pageant. Miss America's personality and attitude defines us every day and helps to create new paths for the future of the organization. Miss America must also embrace and be capable of staying connected with the millions of fans by engaging them through social media, as well as, other avenues. Since the Miss America Organization is a non-partisan organization, Miss America must understand the importance of relating to all Americans, even though she may have her own personal beliefs on a particular subject. She must also be teachable and willing to continually work with the National Office to increase the impact that the organization has on society as a whole. Miss America will work for a specified salary; however, no amount of money can be assigned for the amount of influence a woman her age can and will have on the people who see her, hear her, and are changed by her. The way in which she decides to approach her role as Miss America will have a profound and longstanding impact on the Miss America Organization and the legacy that she and the organization provide this nation.