

BACKGROUND PAPER

ON

2020 AIR FORCE AMBASSADOR PROGRAM

1. The Air Force Ambassador Program is enthusiastically endorsed by the 502d Air Base Wing Commander. The objective of this program is to enhance the Air Force image in the local area by spreading good news about life in the Air Force. The program improves community relations by putting Air Force professionalism on display. Its mission is to inform and educate the public about the value of the greatest Air Force the world has ever known – an Air Force that’s vital to the defense and security of the United States and its people. Each year, units from all services across Joint Base San Antonio select military ambassadors to represent their service component during the annual Fiesta San Antonio celebration as well as other events in nearby communities.
2. One Air Force male and one Air Force female ambassador are selected from nearly 420 activities/units. Because of their high visibility during community events, ambassadors must be articulate, self-confident, have an outgoing personality and be knowledgeable about the Air Force, San Antonio’s military installation’s missions and familiar with San Antonio’s rich multi-cultural diversity.
3. This high-profile position is an honor that requires one calendar year of dedication and support. Ambassadors participate in various community events/parades within a 50-mile radius of San Antonio, along with Army, Marine Corps, Navy, and Coast Guard Ambassadors. They speak to students at local schools, visit the Audie Murphy Veterans Hospital, as well as nursing homes and retirement facilities. It’s all part of an on-going effort to encourage continued support for the Air Force by giving the public something to believe in and someone to look up to.

4. The highlight of the ambassador program is participation in *Fiesta San Antonio*, traditionally an 11-day celebration held every April to honor the memory of the heroes of the Alamo and the Battle of San Jacinto, and to recognize and celebrate San Antonio's rich diverse cultures. *Fiesta San Antonio* is an internationally known, multi-cultural event that is one of the country's most unique festivals. Celebrated for more than a century, this extravaganza features more than 150 events, 75,000 volunteers and over 90 non-profit organizations. The top-notch ambassadors take part in nearly 50 events throughout the celebration. It is their outstanding support and participation that further enhances the spirit of Fiesta. Next year's Fiesta runs eleven days, from 16 – 26 April 2020.

5. Due to the numerous events that occur during the week and on weekends, it is important that commanders and chiefs provide their full support to selected ambassadors and give them the time they need to represent the Air Force. Schedules are provided in advance for planning purposes, but the fluidity of events requires flexibility. Nevertheless, participation offers lots of fun and the opportunity to meet people from all walks of life.

6. Once nominated, candidates appear before a five-member panel that reviews applications, conducts interviews and selects two representatives. Board members are comprised of senior NCOs (3+) and former Ambassadors (2) depending on availability.

The competition is keen, and participation in off-duty activities and self-improvement through education are key factors that give the candidates an edge in the selection process.

Selectees must be fully committed and dedicated to their responsibilities as Air Force Ambassadors.

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AMBASSADOR DUTIES

1. Must promote an outstanding image of the Air Force at community events in San Antonio, to include Fiesta, and other parades/activities in surrounding communities throughout the entire calendar year.
2. Must represent the Air Force community at various events during a one-year tenure.
 - a. Approximately 10 community parades in surrounding towns, speaking engagements at schools, nursing homes, retirement facilities, and the Audie Murphy Veteran's Hospital.
 - b. Ambassadors are showcased during the 11 days of Fiesta San Antonio and participate in approximately 50 or more Fiesta events.
3. Ambassadors are relieved from regular duties and assigned to the Public Affairs Office during Fiesta Week – 16-22 April 2020.
 - a. Only Fiesta-related duties are performed during this period.
 - b. An orientation and schedule will be provided in advance
4. Ambassadors must be able to fulfill the duties outlined on the attached schedule.
 - a. Unless a state of emergency occurs, candidates must give Fiesta duties top priority.
 - b. Nominees who are taking college courses should understand that in the event they are selected, they will have to make arrangements to make up classes, tests, etc.

**SAMPLE
AIR FORCE AMBASSADOR SCHEDULE**

The following schedule, which is subject to change, shows most of the events supported by our ambassadors in the past. We anticipate participation to be about the same for 2020; however, there may be other events that will require attendance by the ambassadors.

Jan: Ambassador Orientation Briefing

Feb: Miss Fiesta Scholarship Pageant
Military Ambassador Training
Audie Murphy Hospital National Salute to Hospitalized Veterans

Mar: Fiesta San Antonio Military Ambassadors Orientation Luncheon
Piñatas in the Barrio: Poster Unveiling
Military Ambassador Media Training
Queen of Soul Reception & Dinner
Mil-Civ Military Ambassador Reception
Miss Fiesta San Antonio Fashion Show & Dinner
ARNO CG Ambassador Reception
Jewels of the Court

Apr: Texas Cavaliers Reception
Military-Civilian Club Luncheon
AETC Commander's Fiesta Reception
Poteet Strawberry Festival Parade, Poteet TX

FIESTA WEEK (16-26 APRIL 2020) -- Fiesta Events -- see below

THU **Paseo Del Rio Association Lunch/Barge Ride**
Fiesta San Antonio Official Opening Ceremonies

FRI **JBSA Lackland Fiesta Parade**
Fiesta UTSA
El Rey Feo Reception
Taste of New Orleans

SAT St. Mary's University Fiesta Oyster Bake President's Reception
San Jacinto Victory Celebration
Investiture of King Antonio
Patriotic & Historical Ball
All American Canteen

SUN **FSH Fiesta 5K**
JBSA Fort Sam Houston Fiesta Ceremony
JBSA Fort Sam Houston Commander's Fiesta Reception

JBSA Fort Sam Houston Concert and Fireworks Display

MON Texas Cavaliers Ambassador Luncheon

Pilgrimage to the Alamo

King's Council Reception

Texas Cavaliers' River Parade

TUE **King Antonio School/City Office Visits**

Fiesta San Antonio Commission President's Reception

King's Party – NIOSA (Night in Old San Antonio)

WED Marine Corps Fiesta Reception

THU Palo Alto College Fiesta

VFW Post 76 – 11th Street River Festival

Battle of Flowers Band Festival

U.S. Navy Fiesta Reception

FRI **Battle of Flowers Parade**

Fiesta Flambeau Reception

Fiesta Gartenfest

SAT Réception del Consejo

Fiesta Flambeau Parade

SUN Miss Fiesta Brunch

Vietnam Veteran's Memorial Service

Reina De La Feria De Las Flores Reception

May: Paseo del Rio - America's Armed Forces River Parade

July: Seguin 4th of July Parade, Seguin, TX

Aug: Cowboy Homecoming Parade, Pleasanton, TX

Sep: Kendall County Fair Parade, Boerne, TX

Comal County Fair, New Braunfels, TX (this parade is on a Friday morning)

AF Birthday Celebration, City of San Antonio

Oct: Peanut Festival, Floresville, TX

Nov: Veteran's Day Parade, San Antonio

Fiesta Poster Unveiling

JBSA Air Show

AMBASSADOR NOMINATION CRITERIA

SIGNIFICANT DATES

- 4 Oct 2019, 1630 – Nominations due to 502 ABW/PAC
- 24 Oct 2019, 1400 – Ambassador Orientation for all applicants, Building 2750, Stanley Road, JBSA-Fort Sam Houston.
- 6 Nov 2019, 0900–1600 – Selection Board Interviews, 2080 Wilson Way, Fort Sam Houston, 502 ABW Training Conference Room - 1st Floor, Room 107

CRITERIA

- Use attached nomination formats
- Participation in the 2020 Ambassador Program is open to Air Force military personnel assigned to Joint Base San Antonio
- Candidates should not be on a control roster nor possess an unfavorable information file
- Personnel with assignment notifications or orders are not eligible
- Candidates must possess excellent communication skills, charismatic personality, self-confidence, demonstrate a high level of maturity and have a general knowledge of the Air Force missions throughout Joint Base San Antonio

NOMINATION SUBMISSIONS:

- Two nominations will be accepted from each AF organization throughout JBSA
- Each organization may electronically submit their nominees accompanied by a letter of recommendation signed by the individual's commander to the 502 ABW PA Office's organizational box (usaf.502.pao@mail.mil) by 4 Oct.

SELECTION

- Candidates (E-4 – E-7) appear before a five-member selection board
- Nominees will wear UOD for the orientation session on 24 Oct
- For selection board on 6 Nov, nominees will wear service dress uniform (Pants for female nominees)

OPR: 502 ABW/PAC

- PA will provide all necessary information/coordination throughout selection process
- Nomination packages/rating charts will be provided to the judges prior to the interviews and an interview schedule will be provided to the candidates
- POC is Ms. Kathleen Salazar, (210) 221-0546, kathleen.a.salazar4.civ@mail.mil

SELECTEES

- 502 ABW/CC will announce selectees and notify commanders/directors directly
- 502 ABW/CC will send congratulatory/non-selection letters to those nominated
- A public announcement will appear in the January 2020 JBSA Legacy

RUNNERS-UP

- In the event of an emergency or adverse action involving either ambassador, runners-ups will be delegated to succeed the original member(s)
- The selection board determines the runners-up by selecting the next highest scoring nominee

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MEMORANDUM OF UNDERSTANDING

I understand that if selected as an Air Force Ambassador, I will abide by the following rules set by the Military Coordinator, who is the senior officer within the San Antonio military community directly responsible for all Department of Defense activities concerning coordination, participation, and execution related to Fiesta.

- 1. I certify that I am an employee of the U.S. Air Force stationed/working at JBSA-Lackland, JBSA-Randolph or JBSA-Fort Sam Houston.**
- 2. I am 21 years of age, or will be by 1 February 2020.**
- 3. I understand my participation as an Ambassador is strictly voluntary and that I will receive no overtime, compensatory time or pay for my participation.**
- 4. I will attend meetings to discuss my duties as an Ambassador, Fiesta activities and attire, as called by the Public Affairs Advisor.**
- 5. I will be available during the entire 11-day period of Fiesta activities. I also understand that I will work directly for the Public Affairs Office during this 11-day period.**
- 6. I will participate in community parades and other activities (to include March/April Pre-Fiesta events) as required throughout the year. I understand that many of these events fall on weekends, holidays or evenings. Ambassadors agree to attend all features of an event and will not “skip” said features unless PA is advised in advance.**
- 7. I will notify my PA Advisor immediately if a sudden illness or other circumstances prevent me from attending a designated function. I agree that if I miss a scheduled event and have not discussed the circumstances with the PA Advisor, I will relinquish my title as Ambassador.**
- 8. I will conduct myself professionally during all events, portraying a positive image AT ALL TIMES.**
- 9. I will fully cooperate with persons staging the various events in which I will participate. I further understand that my failure to comply with any of the terms of this Memorandum of Understanding may result in my disqualification and withdrawal from the program at the discretion of the Public Affairs Officer.**

- 10. I understand that Ambassadors are on official military duty as a military ceremonial unit during attendance at any Fiesta events until they return to the central meeting facility. All rules and regulations with regard to official duties apply during these events.**
- 11. I understand that Ambassadors have no authority to establish or change participation procedures, including wear of uniform and sash, itinerary, conduct and training. The Military Coordinators Committee is the sole authority in establishing guidance and procedures. I understand that the role of an Ambassador is to represent the Air Force at events determined by the PA Advisor.**
- 12. I understand Ambassadors will not consume alcohol during Fiesta events, and Ambassadors will agree to a zero tolerance policy regarding the “no alcohol” policy. Violation of this rule will result in the Ambassador being removed immediately from the Ambassador Program. Regardless of the function, Ambassadors will politely decline alcoholic beverages if offered. NOTE: Assuming alcohol after duty hours that result in trouble will also be grounds for dismissal from the Ambassador Program.**
- 13. I understand Ambassadors will be provided transportation to and from all Official Fiesta Events. Ambassadors will arrive and depart each event with their Ambassador partner. While attending official functions, Ambassadors will mingle with guests at the events.**
- 14. I understand consolidated government transportation is provided. PA will make travel arrangements for the Ambassadors to official events only.**
- 15. I understand Ambassadors are responsible for their own transportation to and from a designated central meeting facility.**
- 16. I understand there may be a billeting room provided for Ambassadors to use for uniform changes during Fiesta. It may be necessary to use the USO or a hotel where a reception is being held as well.**
- 17. I understand Ambassadors will always wear appropriate military attire and their ambassador sash during Fiesta events. There are no events where civilian attire is authorized. Ambassadors are responsible for their Fiesta attire. Ambassadors will require a mess dress uniform for some Fiesta activities.**
- 18. I understand Ambassadors will not make public appearances representing the Air Force or accept invitations without approval from the PA officer, nor will Ambassadors enter into any agreement for pictures or publicity related to their participation in the Air Force Ambassador Program.**

- 19. If selected, continuation of title of Ambassador will be at the sole discretion of the Public Affairs Chief of Community Relations, who in all matters associated with the Ambassador Program and the keeping of my pledge and obligations, will have final authority and may terminate my status as Ambassador. Moreover, I waive all right to processes of appeal, grievance-arbitration, discrimination complaint, and all rights to litigation in a court of law.**
- 20. I understand any information I present on my biographical data sheet must be correct and subject to verification. Any incorrect information may disqualify me from the Ambassador Program. I further authorize the selection panel to conduct a cursory background inquiry as deemed appropriate.**

(Signature of Applicant)

(Date)

(Signature of Immediate Supervisor)

(Date)

(Organization/Office Symbol/Duty Phone)