

2010 Miss America Job Description

- **The Face of the Miss America Organization** – The vast majority of Americans who have any contact with Miss America will have such contact through a photo in a magazine or newspaper or through her appearance on a national television program. 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, and demeanor. The youth of our nation must be able to find her as someone to whom they can relate; but, at the same time, she must present a professional image when called upon to meet with corporate sponsors, elected officials, and leaders in the For-Profit and Non-Profit communities. 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 that everyone recognizes, but finds hard to define. In order to accomplish these tasks she must be “Comfortable in her own skin”, confident, perceived as “real” and “natural”, and she must be true to whom she is as a person.

- **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 through the media). As the voice of Miss America, she must be able to promote and market the Miss America Organization directly when asked to do so and indirectly as part of her normal schedule. She must be able to verbalize the goals and the vision of the Miss America Organization. She must be able to motivate people from every age range and socio-economic background to action and they must walk away feeling that having heard Miss America speak made a difference for them at that moment in time. She 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; but, she must also be able to serve as a sincere and committed advocate for other causes deemed important by the Miss America Organization. Throughout her year, she will appear on behalf of, as well as promote, “Children’s Miracle Network.” CMN is a partner with the Miss America Organization and Miss America will make a tremendous impact on both organizations because of her commitment to this cause. Therefore, she must also be able to sincerely and confidently promote the values and mission of this worthwhile organization. In addition, The Miss America Organization is proud to announce it is embarking on a new mission to help preserve our planet. Specifically, The Miss America Organization is helping to promote a clean environment and to prove that Green is Gorgeous! [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 CMN or the Green Movement. However, common sense will tell you that the contestant must be aware of the potential partnerships and the role she will play as Miss America.] She will receive adequate training and background information necessary to do this portion of her job, if she is selected Miss America 2010. She must be willing to embrace these 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/appearances deemed necessary by the Miss America Organization.

- **The Talent of 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 a 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 per day, seven days per 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 will find that there are days with limited to no obligations and she will find days in which she is scheduled to work sixteen to eighteen hours. 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 the desires of the woman who wears the crown of Miss America. The reality is that 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 them all with respect, humor when necessary, 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 see meeting Miss America as a life changing moment. Miss America must fully understand her potential impact on the nation and must be able to push herself and the organization to live up to the responsibilities 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. 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. Her decisions on the way in which she approaches her role as Miss America will have profound effects on her impact on the Miss America Organization and the legacy she and the organization provide this nation.