



# Operation Talent Search

Youth & Family Talent Contest 16 Feb – 8 May 15

Issued: 28 Jan 2015

## Key Facts:

- Youth/Family Talent Program (formally UGT) 7 Categories to showcase youth and family talent at installation
- \$1,000 provided to installations holding Talent Show Competitions to help off-set costs
- AF Level Prizes: 1<sup>st</sup> Place - \$500, 2<sup>nd</sup> Place \$200 in each category... Best of Show \$500 plus a professional video shoot and a chance to compete for AF Entertainer of the Year
- **KEY AUDIENCE:** Youth/Family members of Active Duty, Guard, Reserve and Retirees

## Key Messages:

### Chance to compete – be named top talent in the Air Force

- Showcase Talent at installations for youth ages 6-8,9-12,13-15,16-18, Family, Parent and Youth
- Chance to compete among other Air Force Youth and Families in an AF-level competition to be the “Best of the Best”

## Implementation/Action

- Detailed Program guide with rules reviewed by Talent POC
- Receive/distribute marketing materials to appropriate FSS facilities...Execute Air Force Operation Talent Search promotion 16 Feb - 8 May 15 and actively promote throughout FSS media, e.g Websites, Facebook, Twitter, Instagram, etc.
- Conduct Installation level competition between 14 Mar – 8 May 15
- Forward installation winners/videos and completed forms to AFE NLT 15 May 15
- Complete after promotion survey and submit promotion reimbursement pkg NLT 9 May 15

- **For Managers:** Promotion Guide, Advertising & Publicity Kit and downloadable marketing collateral available 7 Feb 15 at: <https://www.usafservices.com/Managers/Marketing/DownloadCentral.aspx>