



U.S. AIR FORCE

Entertainer of the Year

#VocalUpload

Key Facts:

- This is the next program in line, in a series of three programs, to ultimately “crown” performer(s) as the AF Entertainer of the Year
- Opportunity for talented Airmen across AF to showcase their Vocal talent
- **KEY AUDIENCE: AF Active Duty, Guard, and Reserve members**

Key Messages:

Chance to compete for Prestigious award

- New program for Airmen to showcase best Vocal Talent in the Air Force
- Upload system available 1 July-15 Aug; Deadline for video upload is 15 Aug; Winners announced on 20 Aug
- Prize for first place in each category is \$1000; Best of Show receives \$500 plus professional recording

Implementation/Action

- Receive/distribute marketing materials to appropriate FSS facilities by 11 May
- Installation leadership encourage Airmen to participate
- Actively promote throughout FSS media, e.g. Websites, Facebook, Twitter, Instagram, etc.
- Complete after action survey on talent program

For Managers:

- #VocalUpload collateral materials available 11 may at:
<https://www.usafservices.com/Managers/Marketing/DownloadCentral.aspx>

Building and Sustaining Ready and Resilient Airmen and Families