



Communication and Ambassadors

Speaker Script · "Up, Down, and Out."

PRESENTER Joshua Gibbons and Jay Jones

SLIDES 13

THE HAMPTON UNIVERSITY MARCHING FORCE · PRE-DRILL CAMP 2026

Presenter notes for every slide, in order. Bracketed cues are stage directions; quoted lines are suggested wording — say them in your own voice.

01 Communication and Ambassadors

SLIDE 1 — TITLE: Communication and Ambassadors

PRESENTERS: Joshua Gibbons and Jay Jones. Split it — one of you takes the chain of command, the other takes the ambassador half.

OPEN: "Almost everything a leader does is communication. Up, down, and out."

02 Icebreaker

SLIDE 2 — ICEBREAKER: The Express, Ernie Davis Meets Floyd Little (2:59)

SET UP: "Ernie Davis was the first Black player to win the Heisman. A young Floyd Little meets him and says he wants to be the best Negro running back. Listen to how Ernie corrects him."

Play it.

AFTER: "No label. Just the best there is." Then the fact that lands it: "Floyd Little went to Syracuse and wore Ernie's number. One conversation. That's an ambassador."

03 The Premise

SLIDE 3 — THE PREMISE (statement slide)

Read it.

"A time change, a correction, a parent in the parking lot, a video posted at one in the morning — every one of those is the band talking."

Takeaway: "You are always speaking for the Force."

04 The Chain of Command

SLIDE 4 — THE CHAIN OF COMMAND

JAY: this is your material — take it.

Walk the ladder from the bottom: Line Leaders, Section Leaders, Captains, Drum Majors, Coaches and Coordinators, Assistant Directors of University Bands, Director of University Bands.

OUTSIDE THE CHAIN: the Student Director (if assigned) and the Graduate Assistant are liaisons to the Director — not rungs.

MAKE IT PERSONAL: "Find your rung. Now name the person directly above you and directly below you. That's your lane."

05 Communicating Up

SLIDE 5 — COMMUNICATING UP

"Go to your next level first. Skipping rungs makes the person you skipped look uninformed and slows the answer down."

"Bring facts, not rumor — who, what, when, and what you already tried. Report it straight even when it makes you look bad."

THE EXCEPTION, say it clearly: "Hazing and safety go straight to the director. No matter the chain."

Source line covers the discipline ladder — first-degree verbal, second verbal and written, then write-ups.

06 Communicating Down

SLIDE 6 — COMMUNICATING DOWN

"Your line only knows what you tell them."

COMPLETE AND FAST: time, place, uniform, what to bring. "A detail you forget becomes a member in the wrong place in the wrong clothes."

THE STEP PEOPLE SKIP: "Posting it is not the same as knowing they got it. Get eyes, get a reply, take a count."

AND: "Don't editorialize. Deliver the message as given; take your disagreement back UP the chain, not down it."

07 Teach Them How to Communicate

SLIDE 7 — TEACH THEM HOW TO COMMUNICATE

JAY'S LINE — use it as written: "Rather than telling members to stop talking, teach them how and when to talk."

"That's the difference between managing a section and developing one."

"Teaching communication is teaching discipline. A section that knows the protocol polices itself."

08 Core Communication Skills

SLIDE 8 — CORE COMMUNICATION SKILLS

Listen First, Be Clear, Mind the Tone, Pick the Moment.

BEST ONE: "Text has no tone. So give it one on purpose."

AND: "Public praise, private correction."

POINT FORWARD: the source line sends them to Difficult Conversations for the hard ones — don't re-teach that here.

09 You Are an Ambassador

SLIDE 9 — YOU ARE AN AMBASSADOR

Second presenter takes over here if you're splitting.

"In the airport, the hotel, the restaurant, the stands — people don't see a student. They see Hampton."

CHEAP AND MEMORABLE: "Say good morning, hold the door, thank the staff and the bus driver. Costs nothing and it's remembered."

TIE BACK TO THE CLIP: "You are the pitch — the way Ernie Davis was for Floyd Little."

10 Social Media Is the Public Record

SLIDE 10 — SOCIAL MEDIA IS THE PUBLIC RECORD

Be direct; this is the one with real consequences.

"Anything you post in Force gear, at a Force event, or about a Force member is the program speaking — whether you meant it that way or not."

HARD RULE: "Never air band business online. Conflicts and complaints go up the chain, never on a timeline."

"Assume a future employer, an admissions officer, and a recruit's mother all see it. Post like that's true, because it is."

THEN THE UPSIDE: used right, it's a recruiting tool.

11 The Core of This Program

SLIDE 11 — THE CORE OF THIS PROGRAM

JAY: spirit, unity, discipline, attitude — your framework. Take it.

Map each onto communication. The one to lean on: "Unity — leaders do not contradict each other in front of the band."

12 The Communication Playbook

SLIDE 12 — THE COMMUNICATION PLAYBOOK

Know the Chain, Move It Up, Move It Down, Represent Out.

Photograph slide.

13 Speak Like the Whole Band Is Behind You.

SLIDE 13 — CLOSE: Speak Like the Whole Band Is Behind You.

"Because it is."

End on: "Somebody is deciding what they think of The Marching Force based entirely on you. Give them a reason to want in."