

# EXTREME

## AMBASSADOR MANUAL

**The Mars Society**



# URGENCY

Background graphic  
by James Burk

## Mars Society Founding Declarations

***We must go for the knowledge of Mars.*** Our robotic probes have revealed that Mars was once a warm and wet planet, suitable for hosting life's origin. But did it? A search for fossils on the Martian surface or microbes in groundwater below could provide the answer. If found, they would show that the origin of life is not unique to the Earth, and by implication, reveal a universe that is filled with life and probably intelligence as well. From the point of view learning our true place in the universe, this would be the most important scientific enlightenment since Copernicus.



Click on image to access  
Ambassador video

***We must go for the knowledge of Earth.*** As we begin the twenty-first century, we have evidence that we are changing the Earth's atmosphere and environment in significant ways. It has become a critical matter for us to better understand all aspects of our environment. In this project, comparative planetology is a very powerful tool, a fact already shown by the role Venusian atmospheric studies played in our discovery of the potential threat of global warming by greenhouse gases. Mars, the planet most like Earth, will have even more to teach us about our home world. The knowledge we gain could be key to our survival.

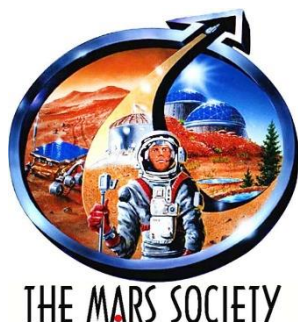
***We must go for the challenge.*** Civilizations, like people, thrive on challenge and decay without it. The time is past for human societies to use war as a driving stress for technological progress. As the world moves towards unity, we must join together, not in mutual passivity, but in common enterprise, facing outward to embrace a greater and nobler challenge than that which we previously posed to each other. Pioneering Mars will provide such a challenge. Furthermore, a cooperative international exploration of Mars would serve as an example of how the same joint action could work on Earth in other ventures.

***We must go for the youth.*** The spirit of youth demands adventure. A Humans-to-Mars program would challenge young people everywhere to develop their minds to participate in the pioneering of a new world. If a Mars program were to inspire just a single extra percent of today's youth to scientific educations, the net result would be tens of millions more scientists, engineers, inventors, medical researchers, and doctors. These people will make innovations that create new industries, find new medical cures, increase income, and benefit the world in innumerable ways to provide a return that will utterly dwarf the expenditures of the Mars program.

***We must go for the opportunity.*** The settling of the *Martian New World* is an opportunity for a noble experiment in which humanity has another chance to shed old baggage and begin the world anew; carrying forward as much of the best of our heritage as possible and leaving the worst behind. Such chances do not come often, and are not to be disdained lightly.

***We must go for our humanity.*** Human beings are more than merely another kind of animal; we are life's messenger. Alone of the creatures of the Earth, we have the ability to continue the work of creation by bringing life to Mars, and Mars to life. In doing so, we shall make a profound statement as to the precious worth of the human race and every member of it.

***We must go for the future.*** Mars is not just a scientific curiosity; it is a world with a surface area equal to all the continents of Earth combined, possessing all the elements that are needed to support not only life, but technological society. It is a New World, filled with history waiting to be made by a new and youthful branch of human civilization that is waiting to be born. We must go to Mars to make that potential a reality. We must go, not for us, but for a people who are yet to be. We must do it for the Martians.



# **The Mars Society Ambassador Manual with presentation guidelines**

**Written and compiled by James Melton, PhD  
Southern California Mars Society Chapter**

**Edited by James Burk, Nancy Kirchen  
Dana Melton and Michael Stoltz**



Many people are not aware of the phenomenal, real-world missions now underway to the Moon, Mars and other solar system destinations. How would you like to be the person who connects with the general public to lift their awareness and open doors to reveal the plans for a spacefaring civilization?

As strange as that may seem to those of you who have held these visions for so long, there is a world of eager listeners waiting to be enlightened. Many of these people do not even know that the greater part of our future lies in space. You can step forward and be an agent for change.

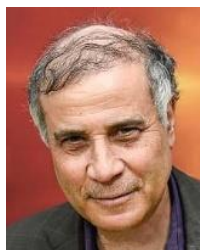
This manual provides an overview on how to deliver the facts, figures and timelines that will ignite a spark to entice people to be curious about their future.

If we are going to continue to grow as a civilization, there are certain elements that will allow success to evolve more easily. We can and must learn vicariously. It is a process that we have relied upon for years. Your experience is valuable. Sharing it is even more valuable. This is a philosophy by which we can all grow and benefit. As Francis Bacon said, *“Knowledge is power.”* It can pave the way for an existence of an entirely new experience for humanity.

*“Only those who risk going too far can possibly find out how far they can go.”*

–T. S. Eliot

## ***A Message from Dr. Robert Zubrin, Founder & President of The Mars Society***



*Today, technology has arrived at a level where we have the means to fully explore our solar system. We also have the resources, the ability, and the tools needed to make our vision of settling the planet Mars a reality—an achievement never before realized. Our challenge now is to convey this information with the global community on a grand scale.*

*Our Ambassador program is designed for this purpose. We have a limited window of time to accomplish this, as Elon Musk of SpaceX so powerfully said, “With Extreme Urgency.” Become a Mars Society Ambassador and meet the challenge to inform and inspire the world.*

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**THE MARS SOCIETY AMBASSADOR  
PROFESSIONAL CONDUCT, PROCEDURES, POLICIES AND CRITERIA**

Those intending to hold the title of a Mars Society Ambassador agree to:

1. Abide by The Mars Society Bylaws, Code of Ethics, Professional Conduct, Policy and such other policies or procedures as may be adopted by the Board of Directors.
2. Commit to a one-year, January to January, renewable Ambassador title.
3. Attend a minimum of one Mars Society Convention or agree to attend the next scheduled convention either personally or virtually.
4. Active member in good standing of the Mars Society.
5. Submit a minimum of one “track-session” proposal (Abstract) for the next scheduled Mars Society Convention.
6. Arrange and present a minimum of three, 30 minute, in-person or virtual presentations on Mars topics per year, with validation. Live personal presentations are preferred, however a Zoom or other virtual presentations would be acceptable.
  - Prior to presentation, submit a program overview, including handouts, PowerPoint file, video and/or audio, if applicable, to be reviewed and approved by the Education Department of the Mars Society.
  - The mission and Humans to Mars vision of the Mars Society must be incorporated into the presentation: <https://www.marssociety.org/about/>  
**About:** The Mars Society, established in 1998, is a worldwide space-advocacy non-profit organization driven by management, volunteers and chapters dedicated to promoting the human exploration and settlement of the planet Mars.
  - Other options for community-based exposure are always encouraged and subject to approval.
7. Study the *Ambassador Manual* which provides valuable support in delivering information to an audience including a speaker’s Professional Conduct, Speaking Ethics, Audience Warm-up, Humor, Handling Questions, Beginnings and Endings and Presentation Review.
8. Review video provided, *Why Mars? Why Now?* with PowerPoint graphics as a format for your personal presentation use and adaptation.
9. Provide an audience review after each talk to the Mars Society educational committee. A Presentation Review form is located on the last page of the Ambassador’s Manual. (Any talk that is worth giving is worth reviewing.)
10. Accept the Ambassadorship as a volunteer position unless otherwise arranged.

11. Sign agreement of acknowledgment to accept all of the procedures, policies and criteria outlined by The Mars Society.
12. Meet the minimum age requirement of 21 years.
13. Have a sincere interest in the Mars Society's goals, missions and achievements.
14. Have a desire to share knowledge on space exploration and settlement.
15. Demonstrate an ability to circulate information and engage audiences.
16. Have the initiative, creativity and passion to involve the local community in The Mars Society's Humans to Mars focus and space exploration efforts.
17. Expand the geographic regions for global representation of the Society.
18. Initiates contacts with local institutions for participation and support.
19. Keep current with the Ambassador Program emails, social media & web postings.
20. Inspire community youth to engage in STEM and STEAM education and careers. *STEM, (Science, Technology, Engineering and Math). STEAM, the same as STEM, but adding the Arts of all media and forms, i.e. the Art of communication),*
21. Submit a completed presentation proposal as defined in item 6.
22. Report on events conducted in a timely manner.
23. Adhesive Logo Patch to be worn during Mars Society presentations.
24. Follow the guidelines in the Ambassador Manual some of which include: No political or religious dialogue is permitted. Answer questions when able, if not able, offer to research an answer. Must not enter into harsh interactions with the audience.
25. Maintain a Mars Positive (+) attitude.

By becoming a Mars Society Ambassador, you will find new and exciting ways to share your knowledge with others in the community. You will also elevate the level of awareness of the general public in areas that will benefit our future on Earth and beyond.

*"The settlement of Mars is one of the greatest  
human endeavors possible in our time."*

*—Dr. Robert Zubrin  
Founder and President of The Mars Society*