THE MISS AMERICA ORGANIZATION
ADMINISTRATION FORMS

Instructions for Typing the Local/State or National Contestant's Platform Statement

Please remember. This is your opportunity to explain to the judges what your chosen platform is and why it is important for the Miss America Organization to embrace this platform. In addition, it should explain how your platform will further the Miss America Organization "brand" to the public. This **ONE (1) page, single-spaced** document combined with the Contestant's Resume, will comprise your entire application for this job. The judges will receive exactly what is submitted. Any items submitted that do not fit the established criteria will be returned for correction only once. Any items that do not meet the criteria or are submitted after the deadline will not be given to the judges. If your Platform Statement arrives on the day of the deadline, but does not meet the criteria, there will not be time to return it to you; therefore, it will not be given to the judges. The contestant may explain the lack of judging materials during her interview, if she so chooses.

1. Go to the word processing program of your computer.

2. Start a "new" document.

3. Set margins for 1" on all four sides. The font style may not be any smaller than "10" and no larger than "12" point type using the Times New Roman font style.

4. With the justification set for left, type **"Name:" in bold**. Following the colon (:), hit the space bar twice. Then, type your name.

5. Then, move to the next line and type **"Title:" in bold**. Following the colon (:), hit the space bar twice. Then, type in the local title you seek in this application.

6. Double space down. Set your justification to "center". Then type in **bold and underline** the title of your Platform.

7. Double space down. Write what you feel is critical for the judge's to know about your platform and why it is necessary for you to have the job of Miss America to promote this issue. What you write will be what the judges know about your platform, your role in successfully dealing with this issue, and the role the Miss America Organization may play in your plan.

8. This essay **may** include some of the following items (this is not to be meant as an exhaustive list):
   - A clear definition of the platform and the specific issues you wish to address
   - A plan on how you have or will create awareness of the platform
   - The way in which you have or will change attitudes regarding the issue
   - The way in which you have or will change behaviors related to this issue
   - The way in which your platform issue will move the Miss America Organization forward
   - Your media plans
   - Your marketing strategy
   - How you propose to fund your ideas/plans
   - Any significant accomplishments you have made in regard to your issue

9. At the bottom of the page, you **MUST** set the justification to the right. Type a line of 26 spaces. Below that line, you must type Signature/Date and after printing **sign and date the document**.

Once you have printed the document, it is important that you SIGN and DATE the document as shown in the attached SAMPLE