

## Instructions for Typing the Platform Issue 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 California & Miss America Organizations to embrace this platform. In addition, it should explain how your platform will further the Miss California & America Organizations “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, which 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. Type “FORM 106” right justified. Hit the space bar. Type “PLATFORM STATEMENT”, centered. Hit space bar twice.
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 Your state title.
6. Double space down. Set your justification to “center”. They 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 (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.

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. Once you have printed the document, you must sign and date this document.

## PLATFORM STATEMENT

**Name:** Jane Doe  
**Title:** Miss Local

**Celebrating Cultural Diversity and Inclusiveness**

It is imperative that this nation face and embrace its cultural diversity. While many people have talked about this issue, I believe that most of them have only paid lip service to the true necessity of what needs to be addressed related to this issue. There is a false truth in merely accepting and tolerating cultural diversity. I intend to prove that in order to accept and understand people of other cultures; one must be willing to step out of a personal cultural comfort zone and identify the origin of their prejudice. I will specifically focus on three areas: Children, Communities, and Businesses.

The title of Miss California, combined with the national media already looking at the surface of this issue, will allow me to create the national awareness that must exist. Currently, the term “Cultural Diversity” is well known in the halls of institutions of higher learner and, perhaps, even in the public school classroom because of the need for some to be politically correct. But, in order for us to make a true change in attitudes and behaviors of Californians, we must move beyond talk and into action and policy changes.

My plan is to motivate the media and to partner with the National Conference for Community and Justice. This organization has chapters in every major city in the nation and, in many cases, those chapters have community leaders involved who can, with encouragement and challenging, bring this issue out of hiding and into the public light in each of those communities.

Obviously the media and the NCCJ already exist. However, what is lacking is a lightning rod to draw attention to this issue. This is where the Miss California Organization steps into the lead. What better role is there for Miss California than to be an agent of change in organizing our nation to accept our differences and to create an environment that values each person on individual characteristics rather than on stereotypes or assumptions?

For years, Miss California was seen as a young woman who cut ribbons and appeared in parades. It is time for “Miss California” to step out of the convertible and *lead the parade*. Our country’s ethnic make-up is changing rapidly and our citizen’s fear of terrorism can explode already existing, but deeply hidden prejudices. I want to be the leader that this nation needs.

This nation needs this issue addressed now and through the already existing NCCJ and its local and state organizations combined with the power of the Miss America Organization, we can make a concrete difference now, which will change the direction and the future of our nation.

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Signature/Date