

## **PLATFORM GUIDELINES AND A SAMPLE**

The Platform Statement is your opportunity to explain to the judges what your chosen platform is and why it is important for the Miss Union County Organization to embrace this platform. In addition, it should explain how your platform will further the Miss Union County Organization “brand” to the public.

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 Union County 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 Union County Organization may play in your plan. The entire form must fit on one page with 1" margins on all four sides using the Times New Roman font style.

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 Union County 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.

The Platform Statement—combined with your Judges’ Resume—comprises your entire application for this job. The judges will receive exactly what is submitted on these documents. Any items that do not meet the criteria or are submitted after the deadline will not be given to the judges

Once you have printed the document, you must sign and date this document. Your signature on the Platform Statement verifies that all information on both the Judges’ Resume and the Platform Statement is true and accurate. If it is proven that any information on these forms is not true, correct, and factual, you risk losing your local/state title.

Following is a sample of a properly formatted and complete Platform Statement.

## SAMPLE ONLY

**Name:** Jane Doe

**Title:** Miss ABC County

### **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 America, 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 Americans, 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 lighting rod to draw attention to this issue. This is where the Miss America Organization steps into the lead. What better role is there for Miss America 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 America was seen as a young woman who cut ribbons and appeared in parades. It is time for “Miss America” 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 Miss America, we can make a concrete difference now, which will change the direction and the future of our nation.

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Signature/Date

