



Miss “Local’s” Outstanding Teen Organization Instructions for Preparing the Platform Statement

Please remember, this **ONE (1) page, single-spaced** document combined with the Contestant’s Resume, will comprise your entire application for the responsibility of becoming Miss Local’s Outstanding Teen. 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.

Contestants: Discuss your *personal* platform. In addition, explain how you will further the Miss Local’s Outstanding Teen Program, the Miss State’s Outstanding Teen Program, and the Miss America’s Outstanding Teen Program “brand” to the public.

(See sample essay.)

1. 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.
2. With the justification set for left, type “**Name:**” in **bold**. Following the colon (:), press the space bar twice. Then, type your name as you wish the judges to know it. (If your name is Mary Deborah Smith and you want to be known as “Deborah Smith”, please type “Deborah Smith”).
3. Double space down. Set your justification to “center”. Then type in **Bold and underline** the title of your Platform.
4. 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 position of Miss Local to promote this platform. What you write will be what the judges know about your platform, your role in successfully dealing with this platform, and the role the Miss Local’s Outstanding Teen Organization, the Miss State’s Outstanding Teen Organization, or the Miss America’s Outstanding Teen Organization may play in your plan.
5. Remember to include in the Platform Statement what **you** can do to get the message out and get more of your friends and other teens interested in the Miss Local’s Outstanding Teen Program, the Miss State’s Outstanding Teen Program, and the Miss America’s Outstanding Teen Program.
6. **Remember to single space the text that you are typing.**
7. This essay may include some of the following items (this is not to be meant as an exhaustive list):
 - A clear definition of your 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 Local’s Outstanding Teen Program, the Miss State’s Outstanding Teen Program, and the Miss America’s Outstanding Teen Program forward
 - Your media plans
 - Your marketing strategy
 - How you propose to fund your ideas/plans
 - Any significant accomplishments you already have made in regard to your issue



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