(Revised September 30, 2011)

Miss "State's" Outstanding Teen Organization - Instructions for Preparing Platform Statement

Please remember, this **ONE (1) page, single-spaced** document, combined with your Judges Resume and your State Pageant Contestant Contract will comprise your entire application for the responsibility of becoming Miss State's Outstanding Teen. The judges will receive exactly what is submitted. 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**.

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

(See sample Platform Statement.)

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 (:), hit 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 title of Miss "State's" Outstanding Teen 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 "State's" Outstanding Teen and the Miss America's Outstanding Teen Organizations may play in your plan.

5. Remember to include in the Platform Statement what **you** can to get the message out and get more of your friends and other teens interested in 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 "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 have made in regard to your issue.

8. 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.

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