



# Miss White Rock Lake

## Guidelines for the Platform Statement

The Platform Statement is your opportunity to explain to the judges what your chosen platform is and why it is important for the local community to embrace this platform. In addition, it should explain how your platform will further the local 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 the titleholder 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 local 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 local 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.*

Name: Jane Doe

### **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 Teen East Texas, 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 (NCCJ). 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 Teen East Texas, Miss Teen Texas, and Miss America’s Programs step into the lead. What better role is there for Miss Teen East Texas 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?

Miss Teen East Texas should not be seen just as a young woman who cuts ribbons and appears in parades. 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 area of our state 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’s programs, we can make a concrete difference now, which will change the direction and the future of our city, state, and nation.

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Signature and Date

## Instructions for Platform Statement Template

A template is included at the end of this document for you to use when completing your own Platform Statement. To use this template, simply click on each field and type the appropriate information.

Refer to the following chart of field names and descriptions for additional information and guidelines for each field.

Field Name	Description
Name	Your name as you wish the judges to know it
Platform issue	The title of your platform
Platform essay	The essay describing your platform.

Name:

\_\_\_\_\_  
Signature and Date

**The title of Miss Teen White Rock Lake requires commitment from the titleholder.**

Following are the duties and expectations of Miss Teen White Rock Lake. She is:

- Intelligent, articulate, highly motivated, caring, talented, ambitious, glamorous, mature, and dedicated to the job of being Miss Teen Local. She **takes this job seriously**.
- A **role model** and contributor to society.
- The epitome of good character, has strong leadership skills, and is able to take direction. She **values her character and reputation**.
- Of good moral character and has a **positive** “can do” attitude.
- Mature enough to **manage her time** between school, extracurricular activities, home, and pageant life.
- **Punctual and well groomed** at all times. She should not make any appearances wearing her crown unless approved prior to the event by her directors.
- **Honest and open** with her directors at all times. Communication is the key to becoming a success. If there is a problem, she should be able to discuss it with the directors to work toward a solution.
- **Willing to take direction**. She fully understands that the Miss White Rock Lake Scholarship Organization has **final** approval for **all** decisions concerning wardrobe, talent selection, headshots, and any other items related to competing at the state level.
- A mature young woman who is **taken seriously when she speaks**.
- Someone who **exhibits a charismatic personality and good speaking abilities**.

I have read and understand the duties of Miss Teen White Rock Lake. If chosen Miss Teen White Rock Lake 2011, I will uphold the duties to the best of my ability.

\_\_\_\_\_  
Signature of Contestant

\_\_\_\_\_  
Date