

# Miss South Carolina

Scholarship Organization, Inc.

## Administration Forms

### Instructions for Typing the 2020 Local Contestant's Platform Statement

This is your opportunity to explain to the national judges what your chosen platform is and why it is important for the Miss South Carolina Scholarship Organization to embrace this platform. In addition, it should explain how your platform will further the Miss South Carolina Scholarship Organization "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 item that does not meet the criteria or submitted after the deadline will not be given to the judges. If your Platform Statement arrives on the day of the deadline and does not meet the criteria, there will not be time to return it to you; therefore, it will not be given to the judges. If she chooses, a contestant may explain the lack of judging materials during her interview.

It is important that these instructions are followed, even when using the provided preformatted page:

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.
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. (Not required for local pageant)
6. Double space down. Set your justification to "center". Then 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 South Carolina 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 South Carolina Organization may play in your plan.
8. 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 South Carolina Scholarship 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
9. At the bottom of the page, set the justification to the right. Type a line of 26 spaces. Below that line, type Signature/Date and after printing **sign and date the document**. If you forget to sign and date, we will need to return the document to you as it cannot be accepted without your signature. Thank you.

**It is important that you sign and date the document as shown in the attached sample prior to submitting**

**Name:**  
**Title:**

**(Type Platform Title)**

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Signature/Date

**Name:** Jane Smith

**Title:** Miss State

### **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 learning 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 lightening 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