



MISS LAUREL HIGHLANDS  
*Scholarship Pageant*

## **MISS - Platform Essay Instructions**

**\*\*Essays are viewed by the judges\*\***

Format As Follows:

Your essay ***must*** be typed  
(10, 11 or 12 point font, Arial or Times New Roman)  
on **ONE SHEET** of white paper.

Top Left Corner of Essay:

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TITLE OF PLATFORM – ALL CAPS

SUBMITTED BY: (Contestant's Name)

Actual Essay should be in block form, justified margins.

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\*\* What is the Platform? In 1989, the Miss America Organization founded the platform concept, which requires each contestant to choose an issue about which she cares deeply and that is of relevance to our country. Once chosen, Miss America and the state titleholders use their stature to address community service organizations, business and civic leaders, the media and others about their platform issues. Since 1989, Miss America titleholders have appeared at thousands of public speaking engagements and charitable events to generate awareness for a variety of causes, including homelessness, HIV/AIDS prevention, domestic violence, diabetes awareness, character education, literacy, etc.

### **Instructions for Typing the Platform Essay**

**Please remember. This is your opportunity to explain to the judges what your chosen platform is and why it is important for the Miss America Organization to embrace this platform. In addition, it should explain how your platform will further the Miss America Organization to the public.** This **ONE (1) page, single-spaced** document combined with the Contestant's Fact Sheet, will comprise your package to the judges. All judges will receive exactly what is submitted.

1. 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 America 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 America Organization may play in your plan.
2. Please remember, if you incorporate the local title name you are competing for in your essay, be sure to change it to read Miss Laurel Highlands for the Miss Laurel Highlands Pageant.
3. 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 America 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.