

## Instructions for Typing the 2019 State Candidate's Social Impact Statement

Your Social Impact Initiative (formerly the Platform) will be your initiative on which you will work, alongside the Miss Utah Organization, during your Year of Service. This submission allows you to explain to the state judges your subject matter choice, how you choose to advocate for it during your year and the metrics you see for success at the close of your Year of Service. In addition, it should explain how your advocacy will further the Miss America Organization mission.

It is important that these instructions are followed, even when using the preformatted page included. Any items incorrectly submitted that do not meet the criteria may be submitted to the judges without an opportunity to correct.

1. Open Word in 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.
6. Double space down. Set your justification to "center". Then type in **bold and underline** the title of your social impact statement.
7. Double space down. Write what you feel is critical for the judge's to know about your social impact statement 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 statement, your role in successfully dealing with this issue, and the role the Miss America 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 your social impact statement and the specific issues you wish to address
  - A plan on how you have or will create awareness of the issue
  - 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 advocacy issue will move the Miss America Organization mission 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.

**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 lightning 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