

MISS AMERICA LOCAL COMPETITION GUIDELINES

There she is.

Miss neurosurgeon, Miss social activist, Miss jet pilot, Miss artist, Miss investigative journalist, Miss expert coder, Miss CEO.

Miss Whatever She Wants to be.

And yes, she is beautiful.

Beautiful in the way she is smart, principled, and passionate.

Stunning in how she leads, commands a room, and makes an impact.

Striking in her authenticity, adaptability, fearlessness, genuine, and ability to take her power and use it to change the world.

Never guided by what she should but forever driven by what she could do. She has the confidence, the skills, and is empowered to make it happen.

There she is. Miss America.

No wonder she has a crown – she rules.

Terminology

You are CANDIDATES for the position of Miss Local rather than CONTESTANTS.

You are competing in a COMPETITION rather than a PAGEANT.

You are young WOMEN, not GIRLS.

The Miss America Organization and the Miss Iowa Scholarship Program have promoted use of the terms “competition” and “women” (rather than Pageant and Girls) for quite some time, but this newer terminology is now being more widely and publicly encouraged as well. Admittedly, the switch from contestant to “candidate” is a bit harder to get used to, but the intention is to clarify that by competing in this program, you are applying for a job and representative position – a service role in the community that the winner will fill for the year to come in addition to the opportunity to compete at the state and national level.

Important Facts About the Miss America Organization

- The Miss America Organization, a 501(c)(4), is one of the most recognizable household names in America working to empower young women through education and service. The Miss America Organization is comprised of 51 licensed state organizations, including all 50 states and the District of Columbia. Miss America candidates contribute thousands of community service hours annually and have raised over \$18 million for Children’s Miracle Network Hospitals and Miss America scholarships since 2007. The Miss America

Foundation, a 501(c)(3), provides academic, community service, and other scholarships to young women.

- It is governed by a national Board of Trustees, a President, CEO and staff.
- Miss America has always been a disruptor beginning in 1921 by businessmen in Atlantic City as a way of extending the summer season.
- Miss America 2021 will be the 100th year of the competition.
- Miss America is proud of its heritage and the enormous opportunity it provides for some of the most intelligent, outgoing, and accomplished women today.
- The Miss America Organization offers young women a path to further their personal and professional goals and instills a spirit of community service through a variety of unique national and community-based programs.
- The young women who compete in the Miss America system are intelligent, articulate, highly motivated, caring, talented, ambitious, and hard working. They are passionate about executing on their social impact initiatives and are major contributors to public service. They exemplify leadership skills, strength of character, and spirit – they touch lives.
- While one woman is chosen for the job of Miss America, 50 others go back to their states to continue a year of service. Previous Miss America and state titleholders have gone on to achieve amazing family, business, and community accomplishments, and they continue to embody what the Miss America Organization represents.
- Miss America is a paid, 365 day a year job. Once chosen, Miss America's outreach begins – traveling an estimated 20,000 miles a month. Miss America is focused on advancing and executing her social impact initiative and works with the Miss America Organization to develop metrics for accountability in her year of service.
- The woman who holds the job of Miss America must be willing to put others before herself, be someone who serves for others, works in a collaborative, team mindset, and sees the job as a launchpad for her future education and career.

The mission of the Miss America Organization:

Prepare *great* women for the world, *and* prepare the *world* for great women!

Titleholder Qualities and Attributes

- Well-spoken, with exceptional communications skills and grammar
- Intelligent
- Talented
- Enthusiastic
- Charismatic
- Energetic
- Approachable
- Innovative
- Competent
- Organized
- Flexible
- A team player
- Professional in her appearance, both casually and on the job
- Engaging with people of all ages and all backgrounds
- Wants to be a positive role model
- Can articulate her job
- Understands, believes in, and executes on her social impact initiative each day
- Builds partnerships
- Understands and uses social media strategically and tactically

Local Phases of Competition

1. Personal Interview with the Judges (25%)

Wardrobe: Candidate's Choice – Interview Attire (Select wardrobe that represents YOU – dress, skirt/top, pants, jumpsuit – whatever you feel most comfortable in as you interview for this job.)

There will be 5 judges on the Local judging panel. The Olympic Scoring System will be used, which means the high and low scores for each candidate in each phase of competition are dropped. One judge for the local competition must be a novice to the program, meaning he or she has never judged a local or state competition.

- Resume: Candidates will submit a one-page Resume, content and formatting are candidate's choice.
- Social Impact Initiative (SII) Statement: Candidates will submit a one-page SII Statement.
- Social Impact Initiative Statement must follow the formatting instructions provided in the candidate paperwork.

Logistics:

- The Resume and SII Statement will be provided to the judges.
- The candidates will stand at a podium for the interview.
- The interview will be 10 minutes of question/answer. Candidate has the option to do a 30 second closing, at her discretion.

The personal interview:

- Allows insight into the candidate's ability to fulfill the responsibilities outlined in the job description and contract.
- Provides the opportunity to learn as much as possible about the candidate's qualities and attributes to fulfill the titleholder position.
- Allows insight into the commitment to advance and execute on her social impact initiative and have a year of service - not celebrity.
- Allows insight into the commitment to continue her education.
- Allows insight into the ability to express and distinguish her beliefs and have a true knowledge of the world around her.
- Ability to get a sense of her accomplishments above and beyond the resume.

2. On-Stage Interview (15%)

Wardrobe: Candidate's Choice – Interviewing for the Job (Select wardrobe that represents YOU – dress, skirt/top, pants, jumpsuit – whatever you feel most comfortable in as you continue your interview process on the stage. You can wear what you wore in interview or something different, if you'd like.)

Note: On-Stage Interview is a continuation of the private interview. The judge who asks the FIRST question in your private interview will then, immediately upon conclusion of your interview, write the on-stage question that you will answer in this phase. No other person can write this question. It is intended to be an extension of your interview, although it could possibly address a new topic. The judge may ask the question live during the competition, or it may be read to the candidate by an emcee or host, referencing the judge who wrote the question.

Advancing the same criteria as the personal interview, the on-stage interview:

- Brings the interview to the stage in an interactive energetic way to showcase each candidate's intelligence, personality, charisma, and aptitude for the titleholder job.
- Allows audiences to truly get to know the candidate.
- Allows ability to see how these discussions take place in a public forum showcasing the greater ability to communicate, stage presence, commanding presence, and relatability.
- Allows ability to judge first impression reaction.
- Allows ability to determine if the candidate cannot simply answer the question asked, but build on a conversation from the personal interview.

- Allows the ability to see interactivity and discussion.
- Allows the ability to see if candidate can serve as a role model and is reflective of her generation.

3. Talent (40%)

Wardrobe: Candidate's Choice commensurate with talent selection

The talent competition:

- Allows insight into the candidate's preparatory and performance skills.
- Provides a look into the selection of talent presentation, as well as the performance.
- Considers interpretive ability and technical skill level including execution, technique synchronization, and control.
- Allows insight into stage presence and on-stage personality.
- Allows a look at the totality of the elements; Costume, Props, Music, Voice, Use of the Body, and Choreography.
- Shows how enjoyable and relatable the performance is.

4. Evening Wear/Social Impact Statement (20%)

Wardrobe: Candidate's Choice – Red Carpet Glamour

Note: In this phase of competition, the candidate will wear her choice of evening wear and provide her 10-15 second social impact initiative statement – her primary message, mantra, goal for her social impact initiative. This is a short statement, which could be tweetable or presented in one sentence. Consider your statement as answering the question – what is the ONE message you want everyone to hear from you tonight? It could be your social impact initiative/community service project “go to” statement. It may be your marketing push, your statistics statement, your call to action. Be brief, be creative, be memorable, but most importantly, be YOU!

The evening wear/social impact statement competition:

- Allows a look into a how the candidate exhibits her own personal style, attitude, personality, grace, presence, and confidence while making her own statement about her mission for the job.
- Allows a look into composure, confidence, the attention she captures on the stage, her command of the stage, presence, and how she appears in the spotlight.
- Allows ability to judge first impression reaction.
- Allows a look at posture and carriage.
- Allows a chance to hear the candidate's presentation of her social impact initiative for social media in a different setting.

Scoring:

All competitions are scored on a scale of 1 to 10 using whole numbers only. Each candidate's high and low scores are dropped from each phase of competition. The scores from these competitions determine the placement of the candidates.

After tallying the Final Scores, the candidates finish in the order of the points received which determines; the Winner, 1st Runner-Up, 2nd Runner-Up, etc.

Miss America Foundation Fundraising – Transition Year: (formerly fundraising for Children's Miracle Network Hospitals)

Each candidate is required to create a personal profile on *spotfund for her Miss America Foundation (MAF) fundraising: <http://spot.fund/MissAmerica2021>. Candidates must raise a minimum of \$100 per local in which the competes, up to a maximum of \$400 in a local competition season (season generally runs July to March). Local titleholders must raise \$250 prior to the State competition in June 2021. Donations to the Miss America Foundation are 100% tax deductible.

Please note the process for MAF fundraising will likely change prior to the next local competition season (2021-22).