



MARSHALL SCHOLARSHIP

**2021-2022
APPLICATION**



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PERSONAL DETAILS



CHOOSE YOUR SCHOLARSHIP

Year Choice:
I wish to apply
for a:

Two year Marshall Scholarship

ENDORISING INSTITUTION

PERSONAL DETAILS

First Name

John

Last Name

Smith

Birth Date

06-07

**Have you held
any other
citizenship?**

No

**Are you a dual
citizen?**

No

CONTACT ADDRESS

PERMANENT ADDRESS

EDUCATION



EDUCATION INFORMATION/TRANSCRIPT UPLOAD

State	Utah
Endorsing Institution	University of Utah
Degree	HBA (Honors Bachelor of Arts) and BA (x2)
Major	(1) History (2) International Studies (3) Political Science
Minor	(1) Campaign Management (2) Theatre
Cumulative GPA	3.99
Date of Graduation	30/04/2020

ADDITIONAL INSTITUTION(S)

Institution	University of Oviedo (Oviedo, Spain)
Degree	Study Abroad (Summer 2017)
Major	Intensive Spanish Language Program
Cumulative GPA	Course grades included on my University of Utah Transcript
Country	Spain

PROPOSED PROGRAMME OF STUDY



YEAR 1, FIRST CHOICE

Institution Name	London School of Economics and Political Science (LSE)
Title of Course	Politics and Communication
Type of Course	Taught
Length of Course	1 year
Degree Sought	MSc taught

YEAR 2, FIRST CHOICE

Institution Name	University of Oxford
Title of Course	Social Science of the Internet
Type of Course	Taught
Length of Course	1 year
Degree Sought	MSc taught

PROPOSED PROGRAMME OF STUDY



YEAR 1, SECOND CHOICE

Institution Name	Goldsmiths, University of London
Title of Course	Political Communication
Type of Course	Taught
Length of Course	1 year
Degree Sought	MA taught

YEAR 2, SECOND CHOICE

Institution Name	University of Edinburgh
Title of Course	Digital Sociology
Type of Course	Taught
Length of Course	1 year
Degree Sought	MSc taught

Have you submitted an independent application to any British University?

No

If you are applying for a creative or performing arts course, have you arranged or had an audition/interview for your chosen institution?

No

POST SCHOLARSHIP



POST SCHOLARSHIP PLAN

Following my two years of study, I will continue to strengthen my UK relationships as I complete a DPhil in Information, Communication and the Social Sciences from Oxford. I will then find a position that evaluates the influence of communication technology on policy and governance. I will work with an international entity such as the OECD, UN, or the Association for Progressive Communications where I can research and replicate the use of communication technology by member countries to produce good government policy outcomes.

I want to work across borders and my path as an international advocate starts in the United Kingdom. LSE and Oxford, in particular, have a deep commitment to global engagement, bringing in students and scholars from the US, UK, and beyond. Upon returning to the US, I will continue to collaborate with my UK peers as we jointly combat misinformation and anti-government sentiment and promote civic engagement.

STATEMENTS



PERSONAL STATEMENT

This should be a short statement in which candidates describe their intellectual development and other interests and pursuits.

I remember the day I lost my breath and it never came back. I was seven years old on a family trip to Lake Tahoe when my lung permanently collapsed from a severe case of pneumonia. On those long days of recovery, I kept in touch with friends and family using an old cell phone and computer, sometimes satisfying my curiosity by dismantling and reassembling them. Those devices gave me a voice and I felt a sense of awe at the power of being able to communicate with anyone at any time. In the years to come, communication and technology would continue to shape my life, study, and work.

A formative moment came in eighth grade, when I combined my interest in technology with history to create a documentary on the Japanese-American Internment of World War II. I interviewed my Boy Scout leader who was interned as a child and was shocked by his experience of injustice. Sharing my project and seeing other's reactions, I also recognized the social power of digital media and technology in promoting progress. Inspired by that power, I continued making documentaries throughout high school, interviewing leaders and activists like Dolores Huerta who put everything on the line. After my documentaries were chosen to screen during National History Day in Washington, D.C., my path was clear; I would dedicate my work and study to activism, government, and politics.

In college, I used communication technology to advance my studies of history and political science. In addition to traditional written papers, I explored topics through tech-driven presentations like videos and podcasts. Not only did these projects spur my creativity, they communicated my in-depth research in a relatable, captivating way. I was so passionate about integrating technology with traditional study that I created a short film with the Department of History encouraging my classmates to create digital media projects of their own, hoping it could attract more students to these important programs.

Recognizing the power of my digital skill set, I sought to expand my impact by empowering others to tell their own stories. From 2016-2020, I taught "Humanities in Focus" at my university that connected younger, tech-savvy students with nontraditional students to create a documentary on social justice issues that impacted their lives. My students created documentaries on topics like indigenous rights, surviving sexual abuse, and the challenges undocumented individuals face. I view the filmmaking process as a communication tool for my activism. By teaching this class, I am proud to have amplified the voices of dozens of other current and future activists.

Off campus, I used communication and digital media in service of the fundamental mechanism of change in democratic societies—elections. While working with the Campaign Legal Center in Washington, D.C. in 2016, I recognized a gap in online voter education and resources. I returned home to work in digital communications for the ACLU of Utah to continue the online fight for voting rights. I harnessed the social power of the internet by creating hundreds of positive, informational ads that were seen more than one million times across the state. Since then, I have continued my work and laid the groundwork for future digital campaigns.

After the torrent of online misinformation during the 2016 and 2018 U.S. elections, I realized an international perspective would enhance my understanding of the virtues and dangers of online political communication. I spent a semester working in the British Parliament, leading the online constituent relations for Rupa Huq's Westminster office and familiarizing myself with the culture of the UK. Not only did I learn about digital communications outside the American bubble, I had the opportunity to use my technological skills to connect to a new community, hearing their concerns and fighting for their needs. Most importantly, my experience deepened my commitment to the positive social power of digital media.

Much has changed since I lost my breath nearly two decades ago. The world is more connected than ever and technology is inseparable from our politics. The pandemic resurfaced fears and trauma, from the striking inequalities in our political systems to my own childhood struggle for air. Nonetheless, I felt ready for this moment. I already relied on technology to advance my advocacy work, but it was now the primary we all communicated. I have felt the ever-expanding social power of communications technology and I am applying for the Marshall Scholarship to be at the forefront of making it a safe, effective, and powerful tool in global advocacy and governance.

PROPOSED ACADEMIC PROGRAMME



Candidates should describe their proposed academic programme, giving reasons for their choice of course and preferred university. Those hoping to read for a research degree should give an outline proposal of the research they wish to undertake and with whom they would like to work. Candidates must also include a brief outline of why they have chosen their second choice courses and institutions.

Communications technology has transformed the way I engage with activism, government, and politics. The role of technologies like the internet will inevitably continue to expand in these areas and I need further education to prepare for that reality. That is why I plan to pursue a MSc in Political Communications from the London School of Economics (LSE) and a MSc in Social Science of the Internet from the University of Oxford.

I will first complete a Politics and Communication MSc from LSE to better understand strategies, theories, and concepts of political communication. In my core courses, I will study how effective political communication can advance good governance in democracies. From there, I am particularly drawn to two option courses. In Technology and Justice, I look forward to researching with Dr. Seeta Peña Gangadharan on how 21st century communication technologies shape individual and collective self-government. This will complement Contemporary Issues in Media and Communications Policy where I will study tech-based communications policy from Dr. Damian Tambini and other lecturers working in the field.

LSE is the only place to pursue this degree as no other university offers an intersectional program that unites the study of communication with contemporary media and technology. I am excited about the location in central London where I will expand my network by engaging with local activists and non-profits and seize opportunities for US-UK collaboration.

In my second year, I will pursue a MSc in Social Science of the Internet at the University of Oxford to focus on one particular feature of political communication—the internet. This program is a natural continuation of my work at LSE as I will study the social processes of digital society and acquire the fundamental tools to evaluate the practical and ethical impact of the internet and future communications technologies. For my dissertation, I plan to conduct research on the comparative effects of the internet on elections in OECD countries. Specifically, I would explore how governments can use internet-based communications to improve civic engagement, confidence, and trust.

I chose the University of Oxford because its multidisciplinary Oxford Internet Institute is unlike any department in the world with unique opportunities to engage, including with the Programme on Democracy and Technology (DemTech). I am eager to engage with DemTech on subjects like elections, tech platforms and governance, and state sponsored disinformation. I am also drawn to the format of this program, knowing that I thrive in hybrid environments of taught materials, research, and mentorship. Having witnessed the virtues and dangers of the internet in my own work, I look forward to research and discussion with Dr. Jonathan Bright on the intricacies and nuances of digital era government and politics.

For my second-choice program(s) I would first enroll in Political Communications (MA) at Goldsmiths University of London to study fundamental principles of political communication that I can apply to digital work. In my second year, I will study Digital Sociology (MSc) at the University of Edinburgh to better understand digital society and culture.

LEADERSHIP STATEMENT



Candidates should describe a situation in which they were working with a group of people and recognized and responded to a need for leadership. The objective is to help the committee understand the candidate's leadership conviction and drive, style and potential rather than provide a list of achievements

While living in Washington, D.C. in 2016, I watched a first-time candidate in my home legislative district lose to a 10-term incumbent by just three votes. Her name was Suzanne Harrison and her election was the closest in Utah. When I returned home, I couldn't stop thinking about how close Suzanne came to victory. I looked her up, found that I supported her platform, and waited to see if she would run again. As a mom and a medical doctor, I hoped she would bring expertise and a fresh perspective to the Utah Legislature. Finally, I decided to cold-call her. When she told me that she intended to run again, I asked to be involved.

Over the next two years, I worked alongside Suzanne and got to know her. By 2018, I had agreed to manage her campaign despite never having worked on a campaign before. I quickly learned new skills and built our team. I managed a staff of a dozen people, made videos and graphics, and improved our online presence. We won the 2018 election by more than 14%.

While leading this campaign, I prioritized effective communication with voters, volunteers, and staff. Unlike other campaigns in the state, I organized our campaign data completely digitally and emphasized online voter engagement. My decision to go digital greatly improved the campaign's efficiency and flexibility, allowing us to communicate with more voters. I recruited and trained technology-literate students to serve as the core of our team, assigning them tasks based on their interests. I provided additional training to those who wanted to learn more about campaign management, creating a responsive staff who were attentive to the needs of community volunteers and well-equipped to connect with voters. My communication-driven approach built one of the largest and most effective campaigns in the state and our staff members have since gone on to manage campaigns of their own.

Since then, Representative Harrison has remained a constant in my life. I worked for her during the 2020 legislative session and successfully managed her 2020 reelection campaign. During this election I faced new challenges. I adapted to an ongoing pandemic, expanded our team, and despite numerous Democratic losses across the state, I built a functional campaign and achieved another victory. My background in digital media was more valuable than ever as I wrote, filmed, and edited dozens of campaign ads to communicate with persuadable voters in our district. Using online tools, my ads were seen more than 750,000 times in our district. My approach to online and digital campaigning was so effective that I have since hosted campaign trainings for other candidates.

I am proud of my ability to reach voters where they are—the internet. Using digital tools, I managed an effective campaign and communicated with constituents in ways that yielded results. Ultimately, the success of our 2018 and 2020 campaigns reaffirmed my commitment to using information and communication technologies in activism, government, and politics. Without them, Suzanne may have never been elected.

AMBASSADORIAL POTENTIAL STATEMENT



Candidates should explain why they want to undertake their studies in the UK, and in what particular ways do they think that they will benefit personally and professionally from the experience? Candidates should discuss how work in their field of study (including their own research) can enhance the USA-UK relationship. They should further explain what they might do to contribute to improved relations in this area now and following the scholarship.

As I studied 20th century history in college, I was enthralled by our two nations' intertwined pasts. This period of significant social change in the US and the UK was also a time in which communications technology brought our two nations closer together as we united to address the most pressing global issues. Today, communication between our countries is easier than ever, but also more important than ever as we confront new challenges in digital society that are not confined to borders. Returning to the UK for graduate school will broaden the impact of my work, offer opportunities to comparatively study digital governance in our two countries, and provide me with a vital international perspective.

My journey as a US-UK ambassador began in the British Parliament and at the Oxford Consortium for Human Rights where I discovered our citizens' shared commitment to using the power of communication to strengthen democracy and inspire progress. As I further my education, there is no clearer place to study than the United Kingdom. With the UK government's recent decision to empower The Office of Communication (Ofcom) with broader oversight of internet content, I can be at the forefront of researching and evaluating the most current regulatory decisions.

Both the US and the UK have felt the destructive impacts of communications technology used to disrupt our institutions. I believe this global problem requires global collaboration to keep pace with our rapidly evolving digital society. While the power of the internet has been abused by bad actors, I still believe in its capacity to improve civic participation and governance. We must be deliberate in using the positive social power of technology and I will share that vision in the UK by learning from peers, sharing my own insight, and engaging with social movements.

I will further connect our countries through devoted civic engagement and intellectual collaboration. On campus, I will participate in Model United Nations to engage with students who are committed to international cooperation and confronting new and critical issues in digital society. Off campus, I will build relationships and seek out opportunities to volunteer, campaign, and return to Parliament. I especially look forward to engaging with organizations like the Agora Think Tank that hosts community forums in both London and Oxford on how our governments can use communications technology to improve responsiveness, enhance public trust, and increase civic participation.

Upon completion of my degrees, I will continue to use the combined power of communication and technology to improve participation, democracy, and governance. Technology has provided us with the immense power to communicate and I believe our governments need guidance on how to harness that power—US and UK policymakers are too-often playing catch-up to address yesterday's biggest concerns. I will collaborate with my UK peers to develop communications best practices and policies that improve government responsiveness as we address the parallel issues in front of us. Wherever I am in the world, I am eager to serve as a US-UK ambassador for our digital age.

PUBLICATIONS

Title: Civil Rights and the Cold War: How Racism Undermined United States Leadership on Human Rights Author: John Smith

Published by: The University of Utah Digital Collection

Research Presentation: I presented my research at the University of Utah's 2020 Undergraduate Research Symposium

PERSONAL INFORMATION



Please list information about personal interests and non-academic activities including dates where relevant. In particular please include information on any leadership roles you have undertaken.

Filmmaking and photography have guided my life for over ten years. I have written and produced documentaries and short films, some of which have explored issues like gun violence, drug abuse, and racial discrimination while others have been light-hearted personal projects. Many of these films have received top honors at local and national festivals.

I have studied Spanish since age twelve. In the summer of 2017, I enrolled in an intensive Spanish language program in Spain and am currently enrolled in a noncredit advanced Spanish grammar course at the University of Utah. Maintaining my Spanish is important to me – not only has it allowed me to overcome language barriers while serving my community, my partner is from a Spanish-speaking family and it has become an aspect of my home life.

Each spring, I serve as a judge and mentor for middle and high school students competing in the National History Day Competition. I review dozens of documentary and website projects and co-lead workshops for those advancing to the national competition.

Since 2015, I have volunteered with my local Boy Scout troop. As a merit badge counselor, I teach the troop about government and citizenship, lead activities, and assist with fundraising events in the community and at camp.

As a member of the Salt Lake County Democratic Party, I served as chair of the Young Democrats Caucus (2018-2021) and currently serve on the central committee. I have prioritized directing youth to candidates and causes that need support.

During the pandemic, I became a founding member of the United Today Stronger Tomorrow (UTST) Utah Coalition, which helps local faith and civic leaders organize around the stimulus funds received from the American Rescue Plan. I lead the coalition's communications strategy, advocating for historic investments into Utah families, jobs, and environment.

In what unique ways has the COVID 19 pandemic affected you and your candidacy for the Marshall Scholarship?

Navigating the pandemic with a collapsed lung has made me uncomfortably vulnerable. My increased risk of getting sick (and not recovering) strained my mental health. Thankfully, because I had access to the technological tools I used pre-pandemic, I was able to stay connected to my community and continue my public service in safety. In fact, I was able to expand my service in new ways, such as leading the ACLU of Utah's online voting rights campaign and paving the way for 22 churches in the Episcopal Diocese of Utah to transition to online worship.

Ultimately, the pandemic reaffirmed my commitment to using digital media, the internet, and technology to keep people connected. I have long been committed to relocating to the UK for my postgraduate education, and my pandemic experiences have solidified my confidence in this path. Technology is changing the way we govern, and I want to be ready.

Please list previous foreign travel, if any. (Please include exact dates and details of any study abroad in the UK)

- Visit to UK and France (March 2017)
- Study Abroad at University of Oviedo, Spain (May-July 2017)
- Oxford, UK for Oxford Consortium on Human Rights (March 9-17, 2018)
- London, UK for full-time internship in British Parliament. Worked in Westminster for Rupa Huq, MP. (May 17-August 5, 2019)

Please list languages, in which you have proficiency

Spanish

OTHER AWARDS



Please list college or university grants, prizes, medals etc won, including those which would provide funds during the tenure of the Marshall Scholarship now being applied for.

- Herb it Forward Public Service Scholarship Recipient (2015)
- University of Utah Dean's List (2015-2020)
- Todd Taylor Public Local Internship Scholarship (2016)
- Phi Eta Sigma National Honor Society Inductee (2016)
- John and Anne Hinckley Citizenship and Public Service Scholarship (2017)
- Sigma Alpha Pi Honor Society (National Society of Leadership and Success) (2017)
- Oxford Human Rights Consortium Scholarship Recipient (2018)
- ACLU of Utah National Membership Conference Scholarship (2018)
- Truman Scholar Finalist and Runner-up (2019);
- Honors College Bradley Study Abroad Scholarship (2019);
- Harvard National Campaign Conference Scholarship (2019);
- Ivory Experience Scholar at the Kem C. Gardner Policy Institute (2019)

List applications made, or intended to be made, for other Scholarships tenable in Britain.

Fulbright

EMPLOYMENT



Organization Name	ACLU of Utah
Location	Salt Lake City, UT
Title/Position	Digital Communications Consultant
Description	<p>I work to improve the ACLU of Utah's online communications presence through staff training, digital media creation, and audience engagement. During the pandemic, my role increased as I adapted our office's work to advance civil rights and liberties. I organized the transition to online newsletters and I led the ACLU of Utah's online voting rights project, using the internet to educate and inform hundreds of thousands of voters. I also consult on technology/privacy policy issues.</p>
Start Date	09/2018

Organization Name	Episcopal Diocese of Utah
Location	Salt Lake City, UT
Title/Position	Digital Communications Assistant & Government Relations
Description	<p>I started my work in 2018 as livestream contractor for special events. This included work for the national church to organize and operate the livestream for their triennial convention, watched by over one million people. In 2020, I was hired as fully benefitted staff to lead digital communications efforts and to organize 22 churches' transition to online worship. I also serve as the the Diocese's liaison to the United Today Stronger Tomorrow political organizing coalition.</p>
Start Date	05/2018



Organization Name	Suzanne Harrison for House
Location	Draper, UT
Title/Position	Campaign Manager
Description	<p>As a first-time campaign manager in 2018, I led the campaign with the largest staff and budget of any legislative candidate in Utah. I successfully flipped a seat to my party. I stayed on the campaign's payroll to manage communications until we ramped-up the 2020 campaign. In 2020 I managed an expanded team and used digital media to communicate with voters during the pandemic. Using the power of the internet, Representative Harrison was decisively re-elected.</p>
Start Date	07/2018

Organization Name	Hinckley Institute of Politics
Location	Salt Lake City, UT
Title/Position	Student Staff
Description	<p>I peer-advised and mentored students on how to get civically engaged on local, national, and global scales. I supported the communications and outreach efforts of our office by planning and hosting public forums on a variety of political and governmental subjects. I managed all technical and audio/visual needs to ensure that the forums were available for the online community. I also led presentations on civic engagement for elementary, middle, and high school students.</p>
Start/End Date	05/2018 - 01/2020



Organization Name	Utah House of Representatives (Office of Legislative Research and General Counsel)
Location	Salt Lake City, UT
Title/Position	Paid Intern (Full Time)
Description	I served as the sole legislative staffer to two members of the Utah House of Representatives (Harrison and Stoddard). I managed their schedules, drafted talking points for committee and floor speeches, and served as liaison with the House Minority Caucus. I managed all communications, including email correspondence and social media. I brought my digital media skillset to the the capitol to highlight their work through photography and film, fostering an informed and engaged electorate.
Start/End Date	01/2020 - 03/2020

Organization Name	University of Utah Department of History
Location	Salt Lake City, UT
Title/Position	Short Film Contractor
Description	I was hired by the Utah Department of History to work with a professor of science and technology history to create a series of short videos about the relevance of a history undergraduate degree in the 21st century. I interviewed a dozen former history students who now work in STEM fields. In these videos I discussed the value of a history degree and explored ways that current students could integrate technology in their studies.
Start/End Date	06/2016 - 09/2016

UNPAID EMPLOYMENT



Organization Name	Humanities in Focus
Location	Salt Lake City, UT
Title/Position	Faculty
Description	<p>I taught a filmmaking class that united University of Utah students with nontraditional students to create documentary films social justice issues that impacted them. I am proud that my students used technology to communicate their stories. Our films screened around the country, including at the White House (2016) and Sundance (2017). The pandemic and subsequent death of our founder led the University to cut the program. I recently restarted this program independent of the University.</p>
Start/End Date	08/2016 - 05/2020

Organization Name	Office of Rupa Huq, MP
Location	Palace of Westminster, London, UK
Title/Position	Parliamentary Intern
Description	<p>I used my political communication skills in the House of Commons to draft policy position papers, communicate with constituents, and improve the office's online presence. I researched immigration, housing policy, and the UK's withdrawal from the EU and adapted my writing to suit Rupa's position and voice. I managed the constituent services inbox and worked directly with Rupa to improve her online presence, teaching her how to capture and share videos of speeches and events.</p>
Start/End Date	05/2019 - 08/2019



Organization Name	Action Utah
Location	Salt Lake City, UT
Title/Position	Media and Communications Intern
Description	<p>During the 2019 Utah legislative session, worked with Action Utah to increase civic participation using online engagement tools. I created lobbying training videos and drafted online action alerts on the most pressing legislative issues. I also devised and created the "Lifts with Legislators" video series. Each week, we coordinated with two legislators--one Republican and one Democrat--to carpool to and from the Capitol. I filmed the journey as they discussed that week's biggest legislative news.</p>
Start/End Date	01/2019 - 05/2019

Organization Name	ACLU of Utah
Location	Salt Lake City, UT
Title/Position	Communications Intern
Description	<p>As an intern at the ACLU of Utah, I led the project to organize and digitize the ACLU of Utah's most important records and documents from its 60-year history. I redesigned our print newsletter in accordance to modern ACLU design standards. I worked with the Community Outreach Fellow to organize events served as the lead on multiple projects including a Continuing Legal Education (CLE) event at the Topaz Japanese American Internment Camp in Delta, Utah.</p>
Start/End Date	08/2017 - 05/2018



Organization Name	The Campaign Legal Center (CLC)
Location	Washington, D.C.
Title/Position	Communications Intern
Description	<p>In the Fall of 2016, I moved to Washington, D.C. to work with the Campaign Legal Center. I managed media and communications efforts in our office as we promoted voting rights and combatted online misinformation surrounding the 2016 presidential election. I worked directly with the communications director develop a digital media strategy and assisted with the onboarding of CLC's first full-time digital strategist. I edited blogs and video interviews that highlighted minority voting rights challenges.</p>
Start/End Date	08/2016 - 12/2016

Organization Name	Utah Divison of State History
Location	Salt Lake City, UT
Title/Position	Utah History Day Website Intern
Description	<p>The Utah History Day program exists to promote history education for primary and secondary school students. As a former student and long-time supporter, I contacted the program director and proposed to create a new website that could be used to increase student engagement. I was given an office space and worked to create a new website according to state website standards. I also served (and still serve) as a mentor to students creating historical documentaries.</p>
Start/End Date	01/2016 - 05/2016

DECLARATION



Region	Los Angeles
I have read the endorser requirements and instructions	True
Signature	John Smith

REGISTER RECOMMENDERS

Do you agree to waive your right of access to these letters (confidential references)	Yes
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