**The JB Hancock Scholarship for Writing and New Media  
APPLICATION**

Name:

JMU email:

Student ID (on your JAC card):

Phone Number:

Anticipated graduation date: (circle one) Fall Spring Year:\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Will you be returning to JMU as an undergraduate student in the fall 2019 semester?

(Please note that in order to be considered for this award, you must be a returning student in the fall 2019 semester)

**Please answer the following question thoughtfully and thoroughly with regard to your submission. (750-1000 words)**

How does this submission address the spirit of the JB Hancock award: as demonstrating both the importance of and excellence in reaching out to audiences and communicating clearly and responsibly as well as factually and persuasively?  Address such elements as context, exigency and genre as well as the effectiveness and impact of the piece on its intended audience(s).