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PARTNERS

FINN PARTNERS FUTURE COMMUNICATORS FOUNDATION SCHOLARSHIP

in Public Relations

at Florida Agricultural and Mechanical University (FAMU)

2023 CALL FOR SUBMISSIONS

PLEASE CIRCULATE WIDELY

Welcome to the FINN Partners FCF Scholarship!

In partnership with the Future Communicators Foundation (FCF), FINN Partners provides **one annual scholarship at \$2500 USD** for **senior undergraduates** (3rd year and above) enrolled in Public Relations at Florida Agricultural and Mechanical University (FAMU). Scholarships are focused around a yearly theme addressing issues in sustainability, climate science, and social justice. Students are required to make a mock brief addressing the yearly theme using limited and/or low-cost resources.

2023 Theme: "Communicating the Climate Crisis: Global Challenges, Local Solutions"

Eligibility. Senior undergraduate students (third year and above) enrolled in Public Relations at Florida Agricultural and Mechanical University. *Groups* are eligible to submit with a maximum of three (3) members. Each team member is required to state the nature of their contribution. The bursary remains the same amount for a group as for an individual.

Scholarship Aims. The aim of the FINN Partners Future Communicators Foundation (FCF) Scholarship is to encourage communications students to think creatively about challenging ideas, while also considering *how* to circulate these ideas using low-cost/limited means. We look to innovation with few resources that embrace unique approaches. We want students to consider how to communicate important issues within their community, using available resources.



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HOW TO SUBMIT

- **Create a 2-page brief** for a mock campaign that describes one or two key ideas that address the climate crisis in Florida. These can include (but are not limited to) Florida's exposure to weather events and coastline deterioration, as well as how the climate crisis most adversely affects those with the least socioeconomic advantages. Students are encouraged to consider the intersection of climate change and social justice (climate justice). What positive actions might be proposed for the public? Describe how these ideas would be communicated using low-cost/limited resources.

Document submission: English, max. 2 pages, 8.5x11", 12 point font, in Word .docX or PDF. Up to 10 slides (a *deck*) can be included, in PDF format (*recommended*).

- *As we value public communication skills, create a maximum 3-minute video.* Innovation is welcome in presentation, approach, and design that breaks down complex ideas into bite-sized chunks. Please upload to a streaming site or cloud service of your choosing (i.e. YouTube, Dropbox) and provide the URL in your application. All videos will be archived by FCF and shared online as part of our global student cohort and climate sustainability initiative.

- Send the documents via **email** containing the following: the full name(s) of applicant(s), stating enrollment year; contact information (email, phone) for all applicant(s); a short, maximum 50-word bio for all applicant(s).

Send completed applications, with documents as PDF, RTF or Word .docX attachments, in an email to: applications@futurecomms.org. Please ensure to include your Name, Email, University and Department in the body of the email. Please address the email Subject as "FINN FCF Scholarship Submission 2023." Incomplete submissions will not be accepted. Please do not email videos.

All submissions will be archived online with applicants receiving public name recognition and professional feedback on their entries. By submitting you agree to these terms.

SUBMISSION DEADLINE: APRIL 17th, 2023

Benefits. The scholarship winner(s) will receive \$2500 USD, along with a one-hour mentor meeting with a senior executive of FINN Partners. All submitting students are admitted to our FCF Global Student Cohort, and will receive access to the FCF Newsletter, providing information on scholarships, mentoring, internships and opportunities for students in Communications, PR, Journalism, and adjacent fields, with a focus on climate, sustainability, and social justice. Students will have opportunities to participate in further outreach around climate and social justice issues by networking with our FCF cohorts of students, mentors, and partners around the globe.



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About FINN Partners

FINN Partners is one of the fastest-growing global, independent marketing and communications agencies in the world, serving clients through a powerful combination of bold creativity, informed strategy, hands-on partnership and highly specialized expertise. Our values-driven culture champions integrity, collaboration, and innovation. More than an agency, we are a diverse collective of passionate individuals with a heart and conscience who help brands craft and share their stories in ways that drive business value and make a positive impact in the world. At FINN Partners, a commitment to diversity, equity and inclusion is a founding principle that has been inherent to our culture since launching in 2011. FINN's steady progress in increasing Agency diversity is a direct result of our award-winning *Actions Speak Louder* program. Originally launched in January 2016, the program pillars are recruitment and higher education; community engagement and volunteerism; inclusion and employee engagement; and thought leadership. The objective of *Actions Speak Louder* is to drive the fast lane past much of the diversity rhetoric espoused by organizations and show results *by taking action*. Learn more at: <https://www.finnpartners.com/>

About the FCF

The Future Communicators Foundation (FCF) provides aspiring young professionals with scholarships, learning opportunities, and outreach programs that foster communication skills around sustainability, climate science, and social justice. The FCF is an initiative of The PR Trust, a 501(c)(6) non-profit organisation that provides knowledge and networking opportunities, student scholarships and awards programs that elevate and empower aspiring professionals and young leaders in communications. Learn more at: <http://futurecomms.org> | <http://theprtrust.org>