

ADFACTORS FUTURE COMMUNICATORS FOUNDATION SCHOLARSHIP

at the School of Communications and Reputation (SCoRe), India

2023 CALL FOR SUBMISSIONS

PLEASE CIRCULATE WIDELY

Welcome to the AdFactors FCF Scholarship!

In partnership with the Future Communicators Foundation (FCF), Adfactors PR provides **two annual scholarship at \$2500 USD each** for **senior undergraduates** enrolled at the School of Communications and Reputation, India. 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: "Sustainability Communication — Addressing the Challenges"

Eligibility. Postgraduate students enrolled at the School of Communications and Reputation (SCoRe). Each student is required to create and submit an individual Marketing Communication campaign strategy based upon their own research and understanding.

Scholarship Aims. The aim of the Future Communicators Foundation (FCF) Scholarship is to think creatively about sustainability as an environmental issue of major concern, as well as how to circulate these ideas using low-cost and limited means. We look to innovation with few resources that embrace unique approaches. We want students to consider how to communicate these important issues within their communities.

HOW TO SUBMIT

- 1. Create a 2-page brief** for a mock campaign emphasising communication strategy that addresses the Waste management issue in India. Previous generations have left youth with a legacy of environmental devastation and youth can be the changemakers. The aim is to make students understand environmental sustainability skills and how they can



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make a change by creating awareness through an effective communication campaign about efficient waste management with a view to create a healthy and sustainable environment.

2. **Create a 1-page Statement of Purpose (SOP)**, that describes your journey and why you deserve the Adfactors FCF Scholarship.
3. **Create a 2 Minute Video:** *As we value public communication skills, create a maximum 2 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.

SUBMISSION INSTRUCTIONS

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*).

*Send the documents via **email** containing:*

- Your full name; enrollment year; and contact information (email, phone);
- A short, maximum 50-word bio;
- The URL / link to your Video;
- Attach all requested documents; and
- Address the email Subject as:

"2023 AdFactors FCF Scholarship Submission – <your Name>."

Send completed applications, with documents as PDF, RTF or Word .docX attachments, in an email to: applications@futurecomms.org and tamanna.singh@scoreindia.org.

Please ensure to include all requested materials and information above. 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: SEPTEMBER 8th, 2023



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Benefits:

- The scholarship winner(s) will receive \$2500 USD each, along with a one-hour mentor meeting with a senior executive at AdFactors PR.
- 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.

ABOUT ADFACTORS PR

A multi-specialist, full-service firm, we serve over 500 retained clients across 40 cities in India. The clients include some of the largest corporations, conglomerates, financial institutions and governments, as well as a host of bright, young start-ups and unicorns. We have a track record of successfully delivering on complex and challenging PR briefs – often characterised by high stakes, urgency and a sense of uncertainty about the potential outcomes. Learn more at: <https://www.adfactorspr.com>

ABOUT THE FUTURE COMMUNICATORS FOUNDATION

The Future Communicators Foundation (FCF) provides aspiring young professionals with scholarships, learning opportunities, and outreach programs that foster communication skills around sustainability, climate 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>