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## SPRG FUTURE COMMUNICATORS FOUNDATION SCHOLARSHIP

School of Journalism and Communication  
at the Chinese University of Hong Kong (CUHK)

### 2023 CALL FOR SUBMISSIONS

#### Welcome to the SPRG FCF Scholarship!

In partnership with the Future Communicators Foundation (FCF), the Strategic Public Relations Group (SPRG) provides **one annual scholarship** at **\$2500 USD (HK\$20,000)** for **senior undergraduates** (3rd year and above) in the School of Journalism and Communication at the Chinese University of Hong Kong (CUHK). Scholarships are focused around a yearly theme addressing issues in sustainability, climate and social justice.

**2023 Theme.** What makes for a *sustainable city*, and how would you communicate one key idea promoting the “sustainable city” to the citizens of Hong Kong? *Dream big, but think practical: what kind of single-idea, easy-to-implement project could promote the sustainable city?* How could low-cost communication resources be used to communicate a key, innovative idea around the sustainable city?

**Eligibility.** Senior undergraduate students (third year and above) enrolled in the School of Journalism and Communications at The Chinese University of Hong Kong. *Groups* are eligible to submit with a maximum of three (3) members. Each team member is required to state, in brief, the nature of their contribution. The bursary remains the same amount for a group as for an individual.

**Scholarship Aims.** The aim of the SPRG 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 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 — without a marketing budget.



## HOW TO SUBMIT

- **Create a maximum 2-page brief, plus a maximum 10-slide deck** for a mock campaign that describes one key idea that promotes means of creating “the sustainable city”. Describe how this idea could be communicated using low-cost resources. *Document submission:* English, max. 2 pages, 8.5x11”, 12 point font, in Word .docX or PDF. Slide deck: PDF only, please.

- As we value public communication skills, **create a maximum 3-minute video** pitching your project. 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 sustainability initiative.

**Send completed applications**, with documents as PDF or Word .docX attachments, in an email to: [applications@futurecomms.org](mailto:applications@futurecomms.org). Incomplete submissions will not be accepted. Please do not email videos. Please ensure to include:

- Your Name, Email, University and Department in the body of the email.
- Address the email Subject as “SPRG FCF Scholarship Submission 2023.”

### Submission Deadline: November 1st, 2023

**Benefits.** The scholarship winner(s) will receive \$2500 USD, along with a one-hour mentor meeting with a senior executive of SPRG. All submitting students will be 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, 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 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 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://thepitrust.org>  
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