

FINN PARTNERS FUTURE COMMUNICATORS FOUNDATION SCHOLARSHIP in Public Relations at Florida Agricultural and Mechanical University (FAMU)

2025 CALL FOR SUBMISSIONS

Welcome to the **FINN** FCF Scholarship!
PARTNERS

In partnership with the Future Communicators Foundation (FCF), FINN Partners provides **one annual scholarship** at **\$2500 USD** for **senior undergraduates** enrolled in Public Relations at Florida Agricultural and Mechanical University (FAMU). Scholarships are focused around a yearly theme addressing social responsibility to sustainability and climate.

2025 Theme: "PRSSA Protects Community: AI and Climate Disaster Preparedness"

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 Future Communicators Foundation (FCF) Scholarship is to encourage students to think creatively about communicating challenging ideas that motivate social responsibility to sustainability and climate. Aspiring communicators are tasked with designing an inventive communications campaign that not only raises awareness of these challenges but motivates people to act. We look to innovation with few resources and low-cost means that embrace unique approaches. We want students to consider how to communicate these important issues within their communities.

2025 Theme. The FINN Partners FCF Scholarship competition challenges Public Relations students to develop innovative campaigns emphasizing the need for climate science-backed AI to address the *epistemological challenges* and *environmental costs* of using "Artificial Intelligence" (AI) to prepare for, and respond to, climate-crisis disasters in Florida. It encourages students to explore innovative, low-cost strategies that raise awareness and promote sustainable use of AI in the face of climate crisis disasters.



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PRSSA Protects Community: Desired Outcomes & Objectives

1. *Create awareness of AI's challenges:* Educate the public about the epistemological challenges of consumer-grade AI (fabrications, hallucinations, false data) as it becomes used for climate crisis communications (in particular, Grok and ChatGPT).
2. *Advocate for climate science-based AI:* Emphasize how *good* AI relies upon peer-reviewed science, such as the NOAA (National Oceanic and Atmospheric Association).
3. *Raise awareness of how climate and environmental organizations leverage AI responsibly:* Advance the interests of environmental organizations using responsible AI for preparedness. Encourage residents to sign up for AI-powered weather alerts and use disaster-prep apps from climate science-backed organizations (such as NOAA).
4. *Motivate sustainable behaviors with energy-conscious technology use:* call to attention the environmental costs of AI, while promoting actions like reducing unnecessary cloud storage or supporting companies using renewable-powered data centers.

PRSSA Protects Communities. The FCF FINN Partners Scholarship directly supports the Public Relations Student Society of America (PRSSA) mission by championing diversity and advancing the professional development of future public relations leaders. PRSSA's goal is to nurture pre-professionals who are ethically responsible, committed to diversity, and dedicated to Public Relations excellence, which aligns with the core objectives of the FINN Partners FCF Scholarship.

AI Policy. AI is permissible for generative video and artwork. AI is prohibited for drafting ideas, concepts, and email. We value original thought and personable writing and want students to focus on authenticity and storytelling in their own voice.

- Participants are required to disclose the use of AI tools such as ChatGPT or equivalents. It is crucial to understand that while AI tools are suitable for specific tasks, they have severe limitations in crafting a full analysis of the situation and bringing unique perspectives which only reveal themselves to direct stakeholder connects. The use of AI should complement and not substitute your effort.
- If using AI assistance, *you must submit a transcript of your entire conversation with the AI tool.* This can be attached as an "AI Appendix" to the Campaign Brief. You will be evaluated based on the quality of the prompts and interaction with the AI tool, and proper citation and referencing guidelines being followed. *Be wary of false citations.*
- Participants who use AI without disclosure will forfeit their application.



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HOW TO SUBMIT

1. Campaign Brief (max. 2 pages)

- Create a communications campaign for "**PRSSA Protects Community: AI and Climate Disaster Preparedness.**" Emphasize the need for climate science-backed AI to address the *epistemological challenges* and *environmental costs* of using "Artificial Intelligence" (AI) to prepare for, and respond to, climate-crisis disasters in Florida (see Outcomes + Objectives above).

2. Slide deck (max. 10):

Create a visual presentation in PDF format to accompany your Brief.

3. Statement of Purpose (1 page):

Describe your journey and why you deserve the FINN Partners FCF Scholarship. Please feel free to self-identify as coming from a minority, Indigenous, or Low Socioeconomic Status (SES) background. Please include:

- Your full name; degree program; and contact information (email, phone).
- A brief bio (maximum 50 words).

4. Video Pitch (max. 2 minutes):

- Create a compelling "elevator pitch" for your Campaign Brief.
- Innovation is welcome in presentation, approach, and design that breaks down complex ideas into bite-sized chunks. Be personable!
- Upload your video to a streaming site or cloud service (e.g., YouTube, Dropbox, Google Drive) and provide the **public URL** in your application email.
- *Please do not send video through email, and please ensure the video is set for **public viewing and download**.*
- All videos will be archived by FCF and shared on our [Youtube Channel](#).

SUBMISSION INSTRUCTIONS

Your Submission Documents should contain:

- Max. 2-page Campaign Brief
- Max. 1-page Statement of Purpose
- Max. 2 minute Video (provide public Link/URL)
- Max. 10 slides in PDF format

Submissions must be written in English; documents must be in 8.5x11" format, 12 point font, in Word docX, RTF or PDF. Feel free to space lines at 1.5.



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*SEND documents via **email** containing:*

- Your full name; University; degree program; and contact information (email, phone);
- The URL / link to your Video;
- Attach all requested documents to the email in required format; and
- Address the email Subject as:

"2024 FINN Partners FCF Scholarship Submission – <Your Name>."

Send completed applications, with documents as PDF, RTF or Word DocX attachments, in an email to: applications@futurecomms.org.

Queries about the scholarship are also welcome at this email address.

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. By submitting you agree to these terms.

SUBMISSION DEADLINE: 24th OCTOBER 2025

Benefits:

- The scholarship winner will receive \$2500 USD, along with a one-hour (online) mentor meeting with a senior executive at 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 networking opportunities with our FCF cohorts of students, mentors, and partners around the globe.
- All submitting student videos will be exhibited and promoted on the [FCF Youtube channel](#), offering a chance for international recognition in the industry.



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 social responsibility to sustainability and climate. 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>

