

## THE FUTURE COMMUNICATORS FOUNDATION (FCF) WELCOMES BILL CARLSON OF TUCKER/HALL TO THE BOARD OF TRUSTEES

(Canada, 24th April 2024) — The Future Communicators Foundation (FCF) is pleased to welcome **Bill Carlson** to [The PR Trust](#) Board of Trustees. Bill Carlson is president of [Tucker/Hall](#), one of Florida's leading public relations and public affairs firms. He has served as Global Chairman of PROI Worldwide from 2007–2009, and he currently serves on the boards of the Salvador Dali Museum, the Florida Chamber of Commerce, Florida Taxwatch, and the Tampa Arts Alliance.

“I am incredibly excited to join The PR Trust on the Future Communicators Foundation Scholarship,” said **Bill Carlson, President of Tucker/Hall**. “Our firm believes that the FCF’s mission of supporting students and young professionals entering the industry, while addressing sustainability and social responsibility in public relations, is an important one.”

As part of Tucker/Hall’s commitment to the Future Communicators Foundation, the firm will sponsor **one annual academic scholarship at US\$ 2500 over 4 years**. Full details will be announced in coming months.



Since its founding in 1990, [Tucker|Hall](#) has become one of the leading independent public relations and public affairs firms in Florida. Today, Tucker|Hall continues to build one of Florida’s strongest and most diverse consulting practices offering the deep experience of seasoned counselors. Tucker|Hall is dedicated to producing measurable, positive change for their clients and communities through innovative communications.

“Having known Bill for nearly two decades, including during our respective tenures as Global Chair of Public Relations Organisation International (“PROI”), the largest network of independent public relations firms in the world, I can fully appreciate what he will bring to The PR Trust and The Future Communicators Foundation, which is a tremendous depth of industry knowledge and experience that will enable us to go from strength to strength,” said **Richard Tsang, Chairman of the Board of Trustees for The PR Trust**, the non-profit organisation that administers The Future Communicators Foundation.

"In 2014 Bill Carlson was an early supporter when I announced my dream to form an organization to provide financial support, mentorship and opportunities for internships for future communicators while they were studying to enter the profession. This led to the formation of The Future Communicators Foundation and The PR Trust. I am excited to have Bill join us as a Trustee and I look forward to working with him as we further expand FCF's globally," said **Allard W. van Veen**, Founder of The PR Trust and The Future Communicators Foundation (FCF).

The Future Communicators Foundation provides scholarships, learning opportunities, and outreach programs that foster communication skills around sustainability, climate science, and social justice, with a focus on developing countries and underserved communities. The FCF recently awarded the [ICON Agency FCF Scholarship at RMIT Melbourne](#), the [Adfactors PR FCF Scholarship at ScoRE, India](#), the [SPRG FCF Scholarship at the Chinese University of Hong Kong \(CUHK\)](#), the [FINN Partners FCF Scholarship at Florida A&M University \(FAMU\)](#), the [FCF Climate Scholarship at Wisconsin International University College \(Ghana\)](#), and [two Canadian national scholarships](#) around climate, sustainability, and communications. The FCF's education outreach around sustainability and social responsibility benefits local agencies who are in need of top-tier talent attuned to today's challenges.

### 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 climate, society, and sustainability. 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>

LINK: <https://theprtrust.org/2024/04/24/bill-carlson-joins-trustees/>

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### FCF Contact

tobias c. van Veen  
Managing Director  
[tobias@futurecomms.org](mailto:tobias@futurecomms.org)

