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TALIYAH MARSHALL'S "SUSTAIN THE SUNSHINE" WINS THE 2025-2026 FUTURE COMMUNICATORS FOUNDATION FINN PARTNERS SCHOLARSHIP

(19th February 2026, Florida, USA) — **FINN Partners** and the **Future Communicators Foundation** are proud to award **Taliyah Marshall** with the **FINN Partners Future Communicators Foundation Scholarship**. Thanks to the financial support of FINN Partners, the USD $2500 FCF Scholarship is awarded annually to a senior undergraduate in **Public Relations and Journalism** at **Florida Agricultural & Mechanical University** (FAMU). Scholarship winners receive a mentor meeting with Peter Finn, CEO and Founding Managing Partner of FINN Partners, and Helen Shelton, Global Chief Diversity Officer, along with competitive opportunities for future internships.

The FINN Partners FCF Scholarship is focused around a yearly theme addressing PR strategies for sustainability, with the 2025 theme focusing on "**Weathering AI: Preparing for Climate Events with Intelligence**." Students were tasked with designing an inventive communications campaign that promotes sustainable use of AI to help prepare for climate weather events in Florida.

Taliyah Marshall

"Congratulations to Taliyah Marshall, the 2025-2026 winner of the FINN Partners Future Communicators Foundation Scholarship," says **Helen Shelton, Global Chief Diversity Officer, FINN Partners**. "Taliyah joins our esteemed group of FCF Scholarship recipients who are dedicated to academic excellence and to making a difference in the world around sustainability and climate. Studying the issues and offering solid solutions is truly commendable. Welcome, Taliya!"

TALIYAH MARSHALL: SUSTAIN THE SUNSHINE

Taliyah Marshall won for her **Sustain the Sunshine** campaign, which aims "to educate Florida college students and young adults about the environmental impact of artificial intelligence," while "inspiring them to adopt more sustainable technological habits." By critically engaging with social media, *Sustain the Sunshine* distributes "short-form videos that explain AI's role in disaster prediction" while "showcasing AI's environmental impact, and sharing tips for responsible tech use." Marshall's campaign also includes on-the-ground "monthly e-waste recycling drives" and "educational workshops led by local sustainability and AI experts."

"I am honored to receive the 2025-2026 FINN Partners FCF Scholarship," says **Taliyah Marshall**. "My campaign, *Sustain the Sunshine*, focuses on how AI can improve hurricane preparedness while also considering its environmental impact. Through this campaign, I aim to teach people how to use technology responsibly, reduce digital waste, and make eco-friendly choices. The FINN Partners FCF Scholarship brings me closer to my goal of building a career in public relations grounded in ethics, sustainability, and community impact," she says.

"Taliyah's *Sustain the Sunshine* campaign reflects the kind of forward-thinking, community-minded storytelling we champion at FAMU's School of Journalism and Graphic Communication," says **Mira Lowe, Dean of the FAMU School of Journalism and Graphic Communication**. "Taliyah's work not only highlights the environmental costs of artificial intelligence but also empowers young people to make responsible, informed choices about the technology they use every day. We are proud to celebrate her commitment to helping Florida communities prepare for a more sustainable future," adds Mira Lowe.

"I believe Ms. Taliyah Marshall's win of the scholarship is well deserved. As part of her class project for my Integrated Marketing Communication class, Taliyah's work reflects hard work and enthusiasm in pursuing knowledge and skills for a future career in public relations," says **Dr. Hsuan Huang, Associate Professor** and **FAMU PRSSA Advisor**. "I am proud of her, and I hope her work will inspire passion and interest in public relations and its impact on environmental advocacy among students at FAMU's School of Journalism and Graphic Communication," adds Dr. Huang.

LINK
https://theprtrust.org/2026/02/19/taliyah-marshall-wins-the-2025-finn-partners-fcf-scholarship/

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Founded in 2011 on the core principles of innovation and collaborative partnership, FINN Partners has grown from about $24 million in fees to almost $200 million in fees during the past 10 years, becoming one of the fastest-growing independent public relations agencies in the world and recognized as a PRovoke Media 2022 Agency of the Year. The full-service marketing and communications company's record-setting pace results from organic growth and integrating new companies and new people into the FINN world through a common philosophy. With more than 1,400 professionals across 33 offices, FINN provides clients with global access and capabilities in the Americas, Europe, and Asia. In addition, FINN provides its clients with access to top-tier agencies worldwide through its membership in the global network PROI.

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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 and climate. The FCF is an initiative of The PR Trust, a Canadian-based, US registered 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.

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