



TUCKER/HALL AWARDS INAUGURAL FCF SCHOLARSHIP TO TIFFANY STEINKE

(23rd February 2026, Florida, USA) – **Tucker/Hall** and the **Future Communicators Foundation** (FCF) are pleased to announce **Tiffany Steinke** as the inaugural winner of the **Tucker/Hall Future Communicators Foundation Scholarship**. In partnership with the FCF, [Tucker/Hall](#) sponsors a yearly \$2500 USD scholarship for senior undergraduates enrolled in [Public Relations](#) at the [University of Florida](#). Along with the reward, FCF Scholarship winners receive a one-hour mentor meeting with a senior executive at Tucker/Hall.

The [Tucker/Hall FCF Scholarship](#) is focused around a yearly theme addressing PR strategies for sustainability and climate, with the 2025 theme focusing on “**Weathering AI: Preparing for Climate Events with Intelligence.**” Students were tasked with designing an inventive communications campaign that raises awareness and promotes sustainable use of AI to help prepare for climate weather events in Florida, while raising critical awareness around AI’s information challenges and environmental costs.

“The future of our industry will be guided by talented people like Tiffany,” says **Bill Carlson, President** of [Tucker/Hall](#). “We are proud to support Tiffany in her career journey.”



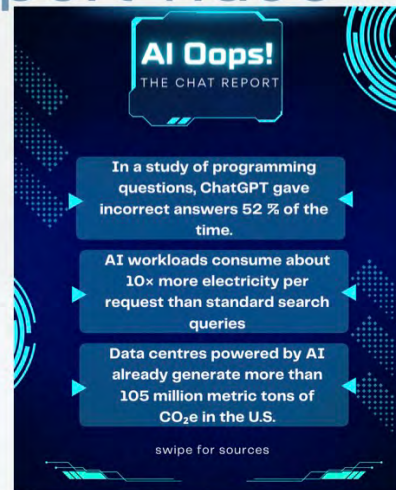
Tiffany Steinke



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AI Uncovered Infographic and Expert Video Series

Building on the Mini Mic series, "AI Uncovered" will feature short expert videos and infographics that break down key AI topics, like algorithm bias, misinformation, privacy, and responsible use. Each video will simplify complex ideas, while infographics highlight main takeaways in shareable formats. Teasers during the Mini Mic campaign will lead viewers to "AI Uncovered," helping students turn curiosity into awareness and smarter AI use.



This is an example of a piece of content I created that could serve as an infographic.

Tiffany Steinke won for her campaign, **Weathering AI**, which "aims to educate, motivate, and mobilize a generation to think critically about the role of AI in climate preparedness." The four-part campaign focuses on student engagement on and off campus and encourages "energy-conscious digital habits that protect both people and the planet." A mini-mic social media series entitled "My AI Horror Story" offers students the opportunity to share examples of AI gone wrong. "AI Uncovered" provides an infographic and expert video series that overviews "algorithmic bias, misinformation, and privacy" along with environmental cost. Developing AI literacy is addressed with "Future-Proof," a series of hands-on workshops that teach students "how to use AI responsibly when preparing for Florida's weather events," including "verifying forecasts, using trusted tools like the NOAA's weather apps, and creating personalized storm plans to share with their families."

"Receiving the **Tucker/Hall Future Communicators Foundation Scholarship** inspires me to continue growing in my professional journey," says **Tiffany Steinke**. "As I prepare for my future in the communications field, the FCF Scholarship reminds me of the power thoughtful storytelling has in shaping a more sustainable and compassionate world. I'm deeply grateful for the encouragement and resources that Tucker/Hall has provided."



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"We are so proud of the work Tiffany produced for the FCF Scholarship," says **Dr. Myiah Hutchens, Chair of the Department of Public Relations at the University of Florida**. "Tiffany has strong, actionable tactics based on a clear core message. Sustainability is an important issue for all Floridians, so the FCF's continued focus on sustainability creates a great opportunity for students to flex their PR muscles to address these critical issues. We are so thankful for Tucker/Hall selecting the University of Florida as their education partner. The mentorship and support they provide is priceless!"

"The Tucker/Hall FCF Scholarship brings me one step closer to advancing my sustainability-focused campaign, which aims to educate and empower communities to make more environmentally responsible choices," says **Tiffany Steinke**. "Tucker/Hall's support allows me to continue building communication strategies that not only inform but also inspire positive change."

"Sustainability is one of the most pressing topics in today's society," added **Allard W. van Veen, Founder of the Future Communicators Foundation**. "I firmly believe that PR professionals can play a more prominent role in promoting sustainability. We hope that the Tucker/Hall FCF scholarship will help to develop students' social conscience and encourage them to make an impact, in terms of promoting a fair and sustainable world."

Measuring Success Impact & Improvement

- **Knowledge Growth:** Use short pre- and post-workshop surveys to measure increases in understanding of AI's limitations and responsible use.
- **Behavioral Change:** Track how many participants create and share personalized "Weather-Ready Action Plans" or adopt NOAA and other trusted tools.
- **Continuous Improvement:** Analyze feedback and performance data to refine campaign strategies and sustain engagement throughout each phase.





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

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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. Learn more at: <http://futurecomms.org> | <http://theprtrust.org>

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