



# SOCIAL MEDIA CIVIC ENGAGEMENT SCHOLARSHIP

**ACLU**  
Florida

# THE SCHOLARSHIP

## YOUR VOICE MATTERS. YOUR VOTE MATTERS. YOUR RIGHTS MATTER.

The ACLU of Florida (ACLU FL) is awarding four \$5,000 scholarships to high school and college students who use their creativity and platform to fight for reproductive freedom, democracy, and civil liberties.

This isn't just a scholarship—it's a chance to educate, and inspire. If you're ready to use your voice to protect Floridians' rights, this is for you.

### WHO CAN APPLY?

- Graduating Florida high school seniors
- Florida high school graduates currently enrolled in an accredited vocational school, community college, or university.
- All applicants must be U.S. Citizens.

This scholarship is designed to support the next generation of activists, storytellers, and change-makers who aren't afraid to stand up and speak out.

Full-time and part-time employees of the ACLU of Florida and their immediate family members are not eligible to apply.

### HOW TO APPLY

- Create a public video on TikTok and/or Instagram that responds to the prompt below and cites the ACLU of Florida's work in protecting reproductive freedom and democracy.
- Submit your video link and application form [here](#).

### HOW WINNERS ARE CHOSEN

- Reach matters—but the impact is everything.
- Videos will be judged on engagement, views, and ability to educate and inspire action.
- Creativity, clarity, and accuracy will set you apart.

**DEADLINE**

**SATURDAY,  
JULY 11, 2025**

**WINNERS ANNOUNCED**

**MONDAY,  
JULY 18, 2025**

### IMPORTANT NOTES

- Misinformation and inaccuracies will result in immediate disqualification.
- No endorsements of political candidates or elected officials.
- Please hold off on tagging us in your video posts for this application until we've had a chance to review it for eligibility. Once winners are announced, we'll proudly share the selected videos on our platforms.

# VIDEO PROMPT

On November 5, 2024, 57.2% of Floridians (over 6 million people) voted to end the state's extreme abortion ban—but because of a highly restrictive 60% threshold, the will of the people was ignored.

During the campaign, Florida politicians launched an unprecedented campaign against the constitutional amendment that would have stopped state interference with private medical decisions and protected access to abortion:

- They sent election police to petition signers' homes.
- They spread lies and ran state-funded misinformation ads.
- They tried to erase reproductive freedom from the ballot entirely.
- They added a member of the Heritage Foundation (authors of Project 2025) to a pivotal state committee responsible for ballot language.
- They spent tens of millions of taxpayer dollars to defeat Amendment 4.
- They threatened media outlets for running paid political ads supporting Amendment 4.

And now, politicians in Tallahassee have proposed legislation that would make it even harder for citizens to get initiatives on the ballot and limit access to this process to only the wealthiest by making it more difficult to use volunteers instead of paid petition gatherers, increasing restrictions on petition gathering, creating onerous deadlines, and adding costly hurdles that would make it even tougher for grassroots movements to succeed.

## **YOUR VIDEO SHOULD ANSWER ONE OR MORE OF THESE QUESTIONS:**

- Why is it critical to defend reproductive freedom in Florida?
- How can we reclaim our civil rights and liberties, and particularly reproductive freedom, in Florida?
- How do extreme policies—like book bans and abortion bans—undermine democracy?
- What does a free Florida look like to you?

**MAKE IT PERSONAL.**

**MAKE IT POWERFUL.**

**MAKE IT IMPOSSIBLE TO IGNORE.**

# GUIDANCE

## DO'S AND DON'T'S FOR YOUR VIDEO

### DO:

- ✓ Educate and Inform – Break down Florida's extreme abortion ban and explain how it endangers lives, restricts freedoms, and undermines democracy. Show the real-life consequences and why reproductive freedom is essential.
- ✓ Empower and Mobilize – Focus on the power people have to fight back. Highlight how Floridians can hold elected leaders accountable through civic engagement, voting, advocacy, and community organizing.
- ✓ Amplify Impacted Voices – Center the communities most affected by these harmful laws, including:
  - BIPOC communities, who are disproportionately harmed by abortion bans.
  - LGBTQ+ individuals, especially trans and nonbinary people who need access to reproductive care.
  - Disabled individuals, who already face medical discrimination.
  - Students and teachers, who are fighting against censorship and reproductive health misinformation.
  - Women, immigrants, and anyone who can become pregnant and deserve control over their own bodies.
- ✓ Expose the Bigger Picture – Connect the dots between abortion bans, book bans, censorship, voter suppression, and attacks on democracy. These policies are part of a larger effort to strip away fundamental rights and silence dissent.
- ✓ End on Action and Hope – Acknowledge the threats to our rights, but emphasize solutions. Show that change is possible when we organize, mobilize, and refuse to stay silent.

### DON'T:

- ✗ Endorse or Promote Political Candidates – This fight is bigger than any one election. Focus on policies, laws, and activism—not politicians.
- ✗ Name Specific Elected Officials – Keep the focus on the systemic threats to reproductive rights and democracy, rather than individual politicians.
- ✗ Spread Misinformation or Fearmongering – Videos must be fact-based, accurate, and empowering. Avoid exaggerations, conspiracy theories, or fear tactics—the truth is already powerful enough.
- ✗ Make It Only About the Problem – We need solutions, not just outrage. Show what people can do right now to fight back.

**YOUR VOICE MATTERS. YOUR STORY MATTERS. YOUR ACTIVISM MATTERS.  
USE THIS OPPORTUNITY TO EDUCATE, INSPIRE, AND TAKE ACTION!**

# GUIDANCE

## ABOUT THE ACLU OF FLORIDA

The ACLU of Florida is on the frontlines of the fight for civil liberties, democracy, and justice. As the state affiliate of the nation's leading civil rights organization, we are relentlessly committed to defending the fundamental freedoms enshrined in the U.S. Constitution and the Bill of Rights.

Through bold litigation, strategic advocacy, and transformative public education, we challenge unconstitutional laws, hold the line against government overreach, and protect the rights of all Floridians—no matter who they are.

This moment is bigger than politics. The ACLU of Florida is nonpartisan—we don't endorse candidates. But make no mistake: our civil liberties and democracy itself are at stake. When political leaders attack our voting rights, reproductive freedom, free speech, and equality, we must take action. Because freedom isn't granted—it's won. We believe in a Florida where every voice is heard, every vote counts, and every person is free to live without discrimination, oppression, or government interference.

The Social Media Civic Engagement Scholarship is rooted in this commitment. We do not discriminate on the basis of race, color, religion, creed, gender, gender identity, age, national origin, disability, marital status, sexual orientation, military status, or any other protected characteristic.

We fight for everyone—because civil rights belong to all of us.

## QUESTIONS

For application clarifications, you may reach out to [media@aclufl.org](mailto:media@aclufl.org).

# RESOURCES

## THE STATE'S UNPRECEDENTED CAMPAIGN AGAINST AMENDMENT 4

To help inform your creative process, we created a timeline of the actions taken by the state over the course of the 2024 election season to oppose reproductive freedom:

- In July 2024, the state called a [second convening of the Financial Impact Estimating Conference](#) to bring in an out-of-state actor from the Heritage Foundation to rewrite Amendment 4's financial impact statement. Financial impact statements are statements that accompany amendments on the ballot and can look like they are part of the amendment itself. The FEIC is meant to produce a neutral objective overview of how a measure will impact state funds, but politicization of the process, [threatens the integrity of every future ballot measure](#). Nonetheless, the Florida Supreme Court [refused to take action to stop](#) the state from publishing on the ballot the misleading, speculative, and unconstitutional language of the second FIEC, even though it disregards the admonitions of [a circuit court ruling](#) finding an earlier version of the state's financial impact statement to be misleading and inaccurate.
- In September 2024, the state [deployed its election police force](#) to the homes of people who signed petitions for Amendment 4 to question them. Petitions for Amendment 4 were collected and submitted for state verification over a year ago. [On April 1](#), the Amendment 4 campaign exceeded the statutory threshold of verified petitions by more than 100,000 petitions and the Florida Supreme Court ruled that Amendment 4 met the legal requirements to be placed on the November ballot. The deployment of election police to the homes of Floridians appeared to many, including individuals who were targeted, to be voter intimidation.
- Within days of election police being deployed, Florida's Agency for Health Care Administration (AHCA) [launched](#) a misinformation campaign against Amendment 4. The ACHA used taxpayer dollars to launch television, and radio advertisements containing inflammatory, false, and misleading statements that misrepresent Amendment 4, which denied the experiences of those harmed by the extreme ban, while seeking to influence the outcome of the election. The state agency was [sued](#), but the state court did not consider the merits of the case and [dismissed](#) the suit, saying no one had standing to appear in court and challenge these issues.
- During the first week of October 2024, the Florida Department of Health sent cease-and-desist letters to multiple broadcast stations that aired an ad supporting Amendment 4. The groups backing Amendment 4 sued the state on October 16 and [secured a temporary restraining order](#) by a federal court on October 17. The Honorable Chief United States District [Judge Mark E. Walker](#) stated in his opinion, "To keep it simple for the state of Florida: It's the First Amendment, stupid," as he shut down the state's attempt to censor Floridians' political speech.
- On October 11, 2024, the Florida Secretary of State's office published a lengthy but factually baffling report targeting the petition initiative for Amendment 4. The [state's suspiciously timed report](#) makes nonsensical claims about a few hundred petitions, which would have had no effect on the campaign meeting the statutory requirements and turning in over 1 million petitions. Importantly, the state had an opportunity to file objections to petitions before April but did not object to the inconsequential petitions even though it now claims it had knowledge of alleged fraud months before that deadline.



# RESOURCES

- On October 16, 2024, anti-abortion opponents filed [11th-hour lawsuits](#) against the campaign and 21 counties across the state seeking to strike Amendment 4 from the ballot or nullify election results based on the state's questionable October 11 report and render null and void the votes of Floridians who have already voted or will cast a vote on Amendment 4.
- On November 5, 2024, the majority (57 percent) of Floridians voted for Amendment 4 to end the state's abortion ban, but the total fell short of the extraordinary 60% threshold required to amend the Florida Constitution.
- On January 7, 2025, it was [reported](#) that The Florida Pregnancy Care Network, a tax-funded nonprofit, spent 5 million dollars in ads during election season. The nonprofit — which was created to distribute public money through [a network of largely evangelical pregnancy centers](#) that try to stop pregnant women from seeking abortions — is funded with nearly \$30 million a year in state taxes.

## RESPONSES TO FALSE CLAIMS AND MISINFORMATION BY THE STATE

- Falsehood: Amendment 4 was “vague and deceptive.”
  - Amendment 4 was clear and simple. It would have protected abortion through viability as was the case for decades under Roe v. Wade. The Florida Supreme Court, upon reviewing the ballot language, held “the ballot title and summary fairly inform voters, in clear and unambiguous language, of the chief purpose of the amendment and they are not misleading.”
- Falsehood: Amendment 4 would have taken away parental consent.
  - Amendment 4 would not have repealed or voided parental consent laws. Someone who wants to end that requirement would have had to challenge it in the courts—the same courts that just reversed 40 years of precedent to find that the Florida Constitution no longer protects abortion. Additionally, the amendment language explicitly protects the parental notification provision already in Florida's constitution.
- Falsehood: Amendment 4 would have allowed “late-term abortions” through the ninth month of pregnancy.
  - This falsehood by anti-abortion extremists is intended to stoke fear, shame and hate. Fewer than 1% of abortions happen after 24 weeks, and, when they do, it is because something has gone terribly wrong with the pregnancy or the pregnant person's health and life is endangered by the pregnancy. [There is no such thing as a “late-term” elective abortion.](#)
- Falsehood: The current ban does not place women's lives at risk and women who have died or have almost died have faced these deadly risks because of the negligence of doctors.
  - Research has shown that [abortion bans kill women](#). A [report](#) by Physicians for Human Rights details how Florida's abortion ban “harms the health and safety of Florida patients while obstructing clinicians from providing basic reproductive and maternal medical care.”

# RESOURCES

- Falsehood: Amendment 4 would have removed physicians from the decision-making process and invalidated regulations, allowing anyone to perform an abortion.
  - Under Florida law, only licensed doctors are allowed to perform abortions. Nothing in Amendment 4 changes that.
- Misleading: Amendment 4 didn't define viability
  - Roe v. Wade, which protected individuals' right to abortion through viability, was the law of the land from Jan. 1973 until Jun. 2022, when 6 members of the current Supreme Court overturned it. Viability is a well-understood medical concept that governed abortion care for nearly 50 years. Additionally, it is defined in Florida Statutes.
- Falsehood: Florida's abortion ban has meaningful exceptions for rape, incest, and health of the mother that protect women
  - Florida's ban has no exceptions for rape and incest after 15 weeks of gestation (which is at most 11 weeks after the rape survivor misses her period). Prior to these 11 weeks, she is forced to provide written documentary proof of her rape in order to access the care she needs. The majority of rape victims do not report their assaults and no one should be forced to relive their trauma in order to be free from carrying and giving birth to their attacker's child. [Since the fall of Roe v. Wade, across the nation, over 64,000 pregnant people in states with abortion bans have been forced to carry and give birth to their rapist's child.](#)
  - Florida's abortion ban contains an overly narrow and unworkable exception for a woman's health only if "necessary to save the pregnant woman's life or avert a serious risk of substantial and irreversible physical impairment of a major bodily function." This requires doctors to delay necessary and critical medical care until the patient is on the brink of death, as we saw with [Anya Cook](#).
- Misleading: There is no criminal liability for pregnant women or their loved ones who support them in receiving abortion care under Florida's current ban.
  - The [six-week ban punishes](#) "any person who willfully performs, or actively participates in, a termination of pregnancy" in violation of the law as a third-degree felony with up to five years in prison, up to a US \$5,000 fine, loss of medical licenses, or all the above. Unlike many other states, Florida's ban does not clearly exempt pregnant people themselves from criminal prosecution. While politicians may be messaging a more measured stance before the election, the current statute could be interpreted by the Florida courts to allow broader enforcement. Project 2025 by the Heritage Foundation, one of the authors of the state's fiscal impact statement, lays out [a clear plan for obliterating reproductive rights](#) and ending all abortions.