

IAMCR Ambassador Strategic Plan

1. Identification

Name and Surname:	Anna Gladkova
Country/Region:	Russia
Affiliation:	Faculty of Journalism Lomonosov Moscow State University
Position:	Leading Researcher Deputy Dean for International Affairs
Years that this Strategic Plan Covers*:	2024-2027
Have you been an IAMCR Ambassador before?	Yes
Type of Ambassador that this Strategic Plan Covers:	IAMCR Faculty Ambassador

2. Motivation

Please briefly explain why you wish to become (or continue to be) an IAMCR Ambassador.

I have been closely affiliated with IAMCR since 2015, first as secretary of the Digital Divide Working Group (DID) and starting from 2016 as vice-chair and currently as co-chair. I have also been proud to be an IAMCR Ambassador in Russia and a member of the IAMCR International Council. In the last few years, I have been actively working on increasing IAMCR's general presence and DID's presence in Russia, Eastern Europe and in the global academic community, organizing events co-sponsored by IAMCR and co-organized by DID (Moscow Readings conference, 'Journalism' conference, a series of online topical seminars with leading scholars in 2021-2023, and other events). I have organized a number of DID special panels at academic conferences in Russia (Moscow, St. Petersburg) and abroad, and I am proud to be leading the DID network on Facebook, where we have just reached a number of 1,300 followers.

For me, having an opportunity to collaborate with IAMCR colleagues and

organize projects together has always been a true honor and pleasure. I believe that my experience in international collaboration and research, as well as my connection with Russian and international colleagues through DID and other networks, can make me a good candidate for the position of IAMCR Ambassador in Russia.

3. Activity plan

These are the eight ambassador tasks:

1. Communicating the existence of IAMCR to the outside world, and promoting its activities
2. Communicating with IAMCR members
3. Organising at least one regional/national IAMCR event per year
4. Actively contributing to IAMCR membership increase and retention
5. Connecting IAMCR to relevant regional/national associations
6. Collaborating with other ambassadors where possible
7. Reporting relevant information to IAMCR entities (EB, IC, C/TF/C, S/WG, ...)
8. Planning and reporting ambassador activities

Please describe the regional/national IAMCR events that you plan to organise on a yearly basis (Task 3), for the duration of your appointment as IAMCR ambassador. Mention the timeframe, possible themes and how the events will be financed.

Continue inviting IAMCR members to deliver online guest lectures for journalism students in the 'Current Issues of Mass Media' MA course at the Faculty of Journalism, Lomonosov Moscow State University and other lecture courses. In this way, graduate students and young scholars learn about ongoing research projects and familiarize themselves with IAMCR and its activities, including the IAMCR annual conference, IAMCR webinars, PhD webinars, etc.

Continue organizing monthly topical seminars centered around media and communication research worldwide, inviting more IAMCR members to present there. We have been running this series of topical seminars at the Faculty of Journalism, Lomonosov Moscow State University, for the last few years and have been receiving lots of positive feedback from colleagues worldwide.

In 2022-2023 we have been running WiP meetings (Work-in-Progress) meetings organized by DID, aimed primarily at young scholars willing to receive constructive feedback from colleagues, and we have been planning to resume this series of meetings in 2024.

Continue (when current context allows) organising special IAMCR panels at the Moscow Readings conference and reach out to other national conferences and seminars too: the annual conference 'Journalism in ... year', the annual NAMMI conference, conferences in St. Petersburg and in smaller cities of Russia (Kazan, Chelyabinsk, Yakutsk and others). I have good professional connections with scholars there and am sure this idea will be very welcome.

Please describe how you seek to contribute to IAMCR membership increase and retention (Task 4), for the duration of your appointment as IAMCR ambassador.

Encourage scholars to join IAMCR and actively participate in its activities, including the annual conference and other projects. These special activities include the organization of special meetings/seminars for IAMCR members and experts with Russian students to share experiences and advice on their thesis projects or give guest talks.

Continue and develop communication with IAMCR members through the Digital Divide Working Group Facebook community, by inviting more scholars from Russia. We have reached 1,300 followers there, and we are planning to increase it by at least 1,500 by 2025.

Please describe how you will realize the remaining 6 Ambassador Tasks (1-2 & 5-8).

Make IAMCR known to Russian academia, early career scholars and students as a leading association in the media and communication field, using both local professional networks and conferences/seminars organized in Russia. These include the annual Moscow Readings conference and 'Journalism in... year' at the Faculty of Journalism, Lomonosov Moscow State University, two of the biggest international conferences on media in Russia, organized in October and February each year.