

## **VPs Report: Pradip**

### **IAMCR Ambassador's Network**

One of the key initiatives launched by IAMCR in the 2015-16 period was the IAMCR Ambassadors Network. The objectives of this initiative are to strengthen IAMCR's presence globally through increasing IAMCR membership and to be involved in a variety of academic efforts and outreach activities that contribute to the expansion of IAMCR's footprint. For the moment this network consists of five members – Brian Pindayi ( Zambia), Luis Santos ( Portugal), Uma Shankar ( India), Ibrahim Saleh (Egypt) and Jude Genilo ( Philippines/Bangladesh). The network works closely with the IAMCR secretariat. Although it is a little too early to gauge the impact of this network, the EB is confident that an expanded network of IAMCR Ambassadors will be of immeasurable help to the association both in its attempts to expand its membership base and contribute to research inclusive of publication initiatives, regional conferences and networking.

Ever since its formation in late 2016, we have had a Skype meeting every other month ( the latest meeting was held on July 7) where updates are given and plans explained. Prior to the formation of this network, I along with the EB, was involved in writing up a rationale for this network – a paper that includes information on its objectives, the length of the appointment, the terms of reference, dos and donts. A number of calls for the recruitment of Ambassadors have been sent out online, and members of the EB have been involved in screening prospective candidates. Information on the objectives of this network, how to become an ambassador, individual plans, biogs. etc. are available at: <http://iamcr.org/ambassadors>

### **IAMCR Newsletter**

I have continued working with the IAMCR Newsletter. It appears on a quarterly basis and includes information on key IAMCR activities, the academic contributions of members, news from regional associations, and very importantly - news on and from IAMCR conferences. While we have tried, in the past, to distribute the newsletter in three languages – English, French & Spanish, getting translators on a voluntary basis has not been easy and while we are grateful for the French and Spanish translators, we really do need to explore other options for the issue of language and the Ambassadors can play a role in translations of key IAMCR material that are for public consumption. We have also experimented with special sections such as highlighting the contributions made by IAMCR stalwarts – although, membership feedback on this has not been lukewarm. Today, the status of the newsletter is less stand alone and its functions are more integrated with the IAMCR website that is constantly updated and that is the public face of the IAMCR. How to publicize IAMCR will remain an on-going concern for the foreseeable future.

### **Publications Committee**

I have been the EB's liaison with both the Publications Committee and the Task Force on Global Communication Policy. I, along with Nico and the PC was involved in formulating a publications policy for IAMCR across a variety of publication formats and initiatives including conference publications, book series, one-off publications, journals and e-journals. While IAMCR can justifiably be proud of its on-going publication initiatives, a lot more thinking needs to go in to the creation of 'quality' 'e-publications', to its planning of content, editorial policy and distribution. This is a conversation that requires the input of the PC along with S/WG heads and the EB.

In conclusion, I have enjoyed being one of the VPs of IAMCR and serving IAMCR and have hopefully contributed my bit towards making the IAMCR the most relevant, contemporary, international media research association. Thank you.