

IAMCR Ambassador Strategic Plan

1. Identification

Name and Surname:	Dr Padmakumar K
Country/Region:	India
Affiliation:	Manipal Institute of Communication Manipal Academy of Higher Education Manipal Karnataka India
Position:	Associate Professor
Years that this Strategic Plan Covers:	3 Years
Have you been an IAMCR Ambassador before?	NO
Type of Ambassador that this Strategic Plan Covers:	IAMCR Faculty Ambassador

(*) delete what is not appropriate

2. Motivation

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

I wish to become an IAMCR Ambassador. I strongly believe that, Today, IAMCR is the most inclusive and diverse association for Media & Communication Researchers across the world. I have been an active IAMCR Member since a few years now. I have been a reviewer of IAMCR conference papers for my working groups for the last two years. I have had the opportunity to convene an IAMCR-Manipal No travel grants event in 2021.

I wish to actively promote the ideals of IAMCR in my country, especially interested in working towards increasing the IAMCR members in my region especially the Southern India. I understand that the number of IAMCR members in my region are quite less in comparison to the number of Media and Communication Institutes in the South of India. There are approximately 1500

odd institutions that includes Central Universities, State Universities, Private Universities and Colleges that teach Media and Communication in India. There are more than 5,000 teachers who teach and research about Media and Communication. I would like to present the compelling reasons as to why it is important for media and communication scholars from our region to join IAMCR. I have observed some hesitation from many scholars from our region to join such International associations as they still believe that it is highly Western-centric. I would like to work towards breaking that myth. I would like to represent IAMCR and specifically target and reach out to all these Institutions and promote IAMCR and the core values that it stands for, which I believe is diversity and inclusivity.

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.

I would like to plan out two events every year. Out of the two events, one would be a regional event and another one a National Event. These events would be the focal point. These events would be strategically organised in order to fulfil all the major tasks of the Ambassador.

Regional Events:

It would be divided into five regional zones. All the five states of South India would be included. Tamil Nadu, Kerala, Karnataka, Andhra Pradesh & Telangana. The best Communication Institution in each of these states would be identified and pitched in for collaborations. Expert Talks/ Workshops from eminent IAMCR Members would be organised in joint collaboration with the selected Institute. The themes would be related to emerging areas of Media and Communication Research. The Regional Event would be conducted in the month of September for the next three years. I propose to have one main Regional IAMCR event and some side events in all the five states of Southern India. I would like to have a group of research scholars in each of these selected Institutions to be voluntary representatives who will in turn promote all our activities.

I have a close association with several media houses in India like Radio City, Radio Mirchi, Deccan Herald, The Hindu, TV stations and some Press club

associations. I would like to rope them in as collaborators for the events for wider coverage. This in turn will lead to high brand visibility and salience for IAMCR in the southern region.

National Events:

Emerging scholars network in the area of Media and Communication across India would be formed. Eminent IAMCR members would be approached for conducting talks or workshops for the research scholars by writing in to specific IAMCR working groups. An opportunity would be given to all the young scholars across the nation for an interaction with the eminent IAMCR members. The National Event is proposed to be conducted in the Month of November every year. Through these events, active scholars can be identified and based on their interest, I could promote the ideals of IAMCR and also increase the IAMCR memberships.

I would like to organise these events online and hence it may require very less or no funding at all.

If the funds are required, then it would be pitched in as the responsibility of the host institution. The events are more or less proposed to be organised like a barter deal.

If the funds are available from IAMCR for such events then IAMCR may be approached.

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

The Two events that are planned to be organised every year (One Regional and one National event) will help me to increase brand visibility and salience for IAMCR. These events will help me give short presentations about IAMCR and its ideals. It would also help me in identifying active volunteers who would be contacted for getting in new members for the association.

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

These events that are proposed for the next three years would be organised by collaborating with the IAMCR Ambassadors of other countries. Constant interaction with the IAMCR Ambassadors of other countries would help me in identifying the best practices and that could also be implemented in my country as well. The experts or the resource persons for the events would be planned by reaching out to respective working groups of IAMCR. Every year, in the month of December after the year's event, a report of the events conducted by the Ambassador either in the form of a written document or an Audio Visual presentation would be sent to IAMCR.