

IAMCR Ambassador Strategic Plan Template

1. Identification

Name and Surname:	SADIA ZAMIR
Country/Region:	Prague, Czech Republic
Affiliation:	Charles University
Position:	PhD student
Years that this Strategic Plan Covers*:	2022-2025
Have you been an IAMCR Ambassador before?	No
Type of Ambassador that this Strategic Plan Covers:	IAMCR PhD ambassador

(*) Please specify the actual years (e.g. 2022-2024)

(**) Delete what is not appropriate

2. Motivation

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

I am interested in becoming an IAMCR ambassador because of the organization's goals. IAMCR is committed to research and development in the field of media and communication; it offers a forum for researchers to present their work, foster critical thinking, or impart research-related knowledge. One thing that I find the most appealing in IAMCR is that it places a strong emphasis on the participation of emerging academics across the globe, specifically, academics from the developing world. On the basis of my participation in IAMCR 2022, I would also like to point out that IAMCR is not afraid to try new things and is quick at adopting new working models that are more convenient in the post-covid world. IAMCR 2022's innovative format for participation is commendable. IAMCR is a promising organization and it is expanding itself in various ways, e.g. by organizing conferences, managing publications, and offering prizes and discounts. But, I can see that there is still considerable room for development in the media and communication study field. Making people excellent media and communication researchers need more collaborations and connections.

Therefore, I want to address this void by being an IAMCR ambassador. Academics who desire to make significant contributions to the field need a recognized platform and legitimacy, which IAMCR offers to its members. The ability to legitimately represent the association in your area is an added benefit. As soon as you are appointed as an ambassador, you have the authority to carry out your mandate. While academics from all around the world support IAMCR on a voluntary basis, being a Ph.D. scholar in the field, I feel it is also my moral obligation to contribute to this endeavor and help the organization reach more worthy, people.

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.

Following tentative schedule of activities will be followed in the given three years period. ICSJ, Charles University will be contacted for the venue and the technical assistance as the events will be done on a volunteer basis, therefore funding support will not be a concern.

Time frame	Type of activities	Themes
March- May 2023	Round table talk (hybrid)	Media's impact on the democratic struggles of a country
March - May 2024	Paper presentation and discussion (Phd students' paper presentations related to media studies)	Emerging trends in media studies
March -May 2025	Workshop	Culturally diverse viewpoints in media studies

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

I plan to create a LinkedIn group for IAMCR, in order to reach out to a wider professional community in the field of Media and communication. Besides, in order to keep people updated about the organization's engagements, members can use this platform to post current activities and announcements for upcoming events.

I would like to establish connections with the faculty members and the students of communication and media studies departments at other institutions, in addition to inviting people from my social network, in order to spread the word about IAMCR, and persuade them to join.

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

In order to Communicate the existence of IAMCR to the outside world, and promote its activities, the most convenient way is to dilate social networks and connect with relevant people, i.e. scholars, researchers, and academics, by means of the list serve email and other potential social media networks e.g. Twitter handle, Instagram, etc. to about the organization's activities and events. I will try to keep them informed of the organization's aims and updates and encourage them to take part in IAMCR activities.

For the steady advancement in the progress of the IAMCR, active communication with IAMCR members and ambassadors is also essential. I am pleased to be collaborating with IAMCR members and ambassadors throughout this period and would like to arrange meetings/networking events with them for exchanging thoughts and experiences on various events/topics and to survey the progress of IAMCR, as necessary, at least once every year. Furthermore, I prefer regularly respond to email updates.

In order to connect IAMCR to pertinent regional/national media and communication associations, I will strive to emphasize shared goals and objectives, highlight common themes and convince them to work towards cooperative endeavors.

After every scheduled event mentioned above, I will prepare a report on the event's working, most probably in the form of short video clips, covering the event's highlights, to let the organization (EB, IC, C/TF/C, S/WG, ...) know how my work for IAMCR is coming along. In addition, a participants' feedback survey will be carried out to determine how successful the event was and to incorporate participants' input to ameliorate the standard further.