

IAMCR Ambassador Strategic Plan

1. Identification

Name and Surname:	Brian Pindayi
Country/Region:	Zambia
Affiliation:	Rusangu University
Position:	Lecturer
Years that this Strategic Plan Covers:	2022 to 2025
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 managed to build a network of academics, and I wish to do more in terms of research collaborations. For example, I wish to continue research projects focusing on WhatsApp, health messages and misinformation that I began through research networks established from the IAMCR 2021 meetings. It is exciting to remain part of the organisation that has seen substantial growth in Africa in terms of visibility and representation. As a growing academic and an early career researcher, I have come to appreciate how the collegial atmosphere of the IAMCR is conducive for academic growth, and I am keen on recruiting more academics and early career scholars to enhance the potential of the organisation. At an institutional level, the links that exist between my university and the IAMCR are better off carried on than discontinued. I recently came across some intriguing ways of growing the membership of the IAMCR in my locality, and I am keen to implement the innovative insights. Having completed my PhD, I am now focusing on increasing my research output. I am hopeful that operating under the umbrella of the IAMCR will enable me to convene more effective panel discussions and seminars.

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.

- In September 2022, I wish to organise a virtual conference of academics from South Africa, Zambia and Zimbabwe on the theme of social media and misinformation. The conference will be a follow up of the research collaboration that we are currently undertaking with faculty members and PhD students from the University of Cape Town, University of Zambia and Rusangu University. The virtual conference will be funded from a research grant of USD 5,000 that I secured from Rusangu University.
- In September 2023, I intend to host a virtual conference of academics from Namibia, Malawi, South Africa, Zambia and Zimbabwe on the theme of reimagining civic engagement on digital platforms. The conference will be a follow up of the research collaboration on ethics and civic engagement on Meta and Twitter, which I will be carrying out in 2022 with funding that I have applied from the SSRC USD 10,000. The virtual conference will be funded in part by the grant from the SSRC and a departmental budget from Rusangu University of USD 3,000 which will be used to further the universities research output and engagement.
- In September 2024, I plan to host a conference with the possible theme of the media, politics, identity formation and human rights in Africa. The conference will be reviewing developments from the 2023 and 2024 elections in the region and will be funded jointly by the University of Zambia and Rusangu University.

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 have been encouraging universities such as UCT and the University of the Free State to pay

membership fees for their PhD students. This has borne fruit at UCT, where more students will be having their membership fees paid in 2022. I intend to carry on similar campaigns in 2023 and 2024.

- I will utilise my social media pages on Twitter, Facebook and WhatsApp to promote membership by issuing messages at regular intervals to promote membership.
- I will also continue to promote IAMCR at regional conferences such as SACOMM and ZAPRA in 2022, 2023 and 2024.
- I will be launching a television talk show series called “values” on the 15th of January 2022. If permitted to do so, we will use the IAMCR logo at the end of the programme when guest media academics come to comment on issues discussed on the show.

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

- I will issue quarterly reports to the executive as an update of progress starting from March 2022.
- There are several WhatsApp groups of academics in Africa, which I am part of, where IAMCR is constantly promoted. I will continue to promote the organisation on those groups and encourage the formation of similar groupings on other platforms such as Twitter.
- I will participate in meetings for IAMCR ambassadors whenever called upon to do so.
- I will continue to promote awards at local university levels bearing the name of friends of the IAMCR.