

IAMCR Ambassador Strategic Plan Template

1. Identification

Name and Surname:	Uma Shankar Pandey
Country/Region:	India
Affiliation:	Surendranath College for Women, University of Calcutta
Position:	Associate Professor
Years that this Strategic Plan Covers*:	2021-2024
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.

The last six years as an IAMCR Ambassador in India, has provided me with a huge opportunity to contribute to the field of Media and Communication Research in this part of the world. Apart from promoting the IAMCR mandate and its activities, being an IAMCR ambassador has provided me with a platform to help contribute academically to the field. The IAMCR now has a strong visibility among the academic community in India. At the same time, I have been able to generate and coordinate free and open resources for scholars and researchers.

I think with another term as an IAMCR ambassador, I will be able to not only sustain this effort but also make it more meaningful and relevant. For example, I hope to connect the senior IAMCR scholars in different parts of the world to the scholarly community here through conversations on my YouTube channel (<https://YouTube.com/DrUSP>). At present there are about 800 subscribers and above 16,000 views on this channel. I have uploaded 56 videos so far. I plan to upload regular recorded interviews with IAMCR experts on important topics on this channel for the benefit of our scholars and researchers. Also in 2022, India will be completing 75 years of Independence from colonial rule. I plan to coordinate a six-month long online event spread over 75 days beginning October this year. The event titled Global Communication Education Conclave will be supported academically by IAMCR with absolutely no cost to IAMCR. It will help us with access and visibility to the scholarly community here.

3. Activity plan

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.

We have recently formed the Global Media Education Council (<https://gmec.online>). We plan to organise 75-webinars from October 21, 2021 to April 2022 under the theme *Global Communication Education Conclave*. I have recently been nominated as a Vice President of GMEC. I propose to have IAMCR as the academic collaborator for the event. There will be no cost to IAMCR and the event will be financed through support from local collaborators. I also propose to organize at least one IAMCR national conclave/conference and one regional conference at a physical venue in Kolkata and other cities over the three-year period beginning 2022. Finance will be arranged through local sponsors. Apart from this I propose to organise synchronous and asynchronous online events using my YouTube channel and website (<https://profusp.com>).

I also plan to organise mentorship events where senior IAMCR members can provide necessary support to emerging scholars, especially regarding research and publishing opportunities.

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 engaging with faculty members, researchers and professionals through a number of WhatsApp groups, the official Face Book page (<https://facebook.com/iamcr.india>), through my YouTube channel, personal website and over email. A WhatsApp number is also available through my website where colleagues and researchers interact with me. I have also uploaded a searchable Faculty Database on my website (<https://profusp.com/faculty-database>). Newer colleagues are regularly added to this database. This regular network enables me to reach out to existing and potential IAMCR members. Over the years, the IAMCR membership from India has increased to a good extent. I will engage with the existing and potential members through these channels and through interactions over online and physical events to sustain and expand the membership.

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

The communication to the IAMCR members and about the IAMCR activities will continue over WhatsApp, Facebook, Twitter, YouTube, Instagram and my personal website. Communication with IAMCR members outside India will continue with the support of the ambassador initiative coordinator and the official IAMCR channels. Given my fairly long association with the IAMCR as a member, I have been interacting with the Section and Working Group Chairs and other

members regularly as also the members of the Executive Board and the International Council. I have received considerable support from these colleagues. I hope to sustain these interactions. I have been personally involved in the setting up of two national associations in media and communication studies in India. I hope to have stronger cooperation between IAMCR and the Indian associations. Also, I have been able to collaborate with the Press Club and also the Public Relations Council of India. I will explore connections with other regional and national associations as well.

I have collaborated and connected with other ambassador colleagues especially in Russia and Bangladesh. I hope to extent these collaborations.

I will continue reporting to IAMCR entities through personal and official channels as I have done in the past.

With the support of the IAMCR ambassador initiative coordinator and the EB I shall plan out other possible activities.