

## IAMCR Ambassador Strategic Plan Template

### 1. Identification

Name and Surname:	Jude William Genilo
Country/Region:	Bangladesh/South Asia
Affiliation:	University of Liberal Arts Bangladesh
Position:	Professor and Head, Media Studies and Journalism Department
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

(\*) delete what is not appropriate

### 2. Motivation

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

I believe in the vision, mission and goals of IAMCR. I would like to develop media and communication research here in Bangladesh. Junior faculty and graduate students need mentors when they conduct their scholarly works. I would like to develop a mentorship system for media and communication research.

### 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.

The Dhaka Media Summit is a multisectoral dialogue relating to the future of communication, media and journalism in the country. It brings together all participants who believe that they have a stake in having a healthy and vibrant Bangladeshi media- be it online, traditional, community or indigenous. The Conference Edition of the Summit have as its main participants: academics, researchers and students who shall share research papers, panel discussions, research proposals, policy briefs and research posters. The event is organized every first quarter of the year. For 2022, the theme is "The Future of Journalism." The conference which is expected to touch on the following areas:

- Functions of the press in the digital age;
- New skills needed for journalists;
- New business models in journalism;
- Multi-platform journalism;
- Digital journalism;
- Solution-oriented journalism;
- Community journalism;
- Recognition of journalists as an essential profession;
- Safety of journalists

The Dhaka Media Summit will be a collaboration between IAMCR Bangladesh, University of Liberal Arts Bangladesh (ULAB) and NSHM Knowledge Campus in Kolkata. The conference will be financed mainly by ULAB. The conference will be online for 2022.

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

ULAB will continue to be an institutional member of IAMCR. Basically, there are less than 20 universities in the country offering media studies and journalism degrees. Half of these will be private institutions and the other half are public. The public institutions do not generally go for institutional membership. I can reach out to the private universities offering media and communication degrees. For individual membership, usually only those at the associate professor and professor levels see the importance of joining associations like IAMCR. I can reach out to them as well. I can launch a membership campaign. I have a directory of media and communication faculty members in the country.

Another way of increasing and retaining members is by doing a webinar/seminar. I usually conduct two types of webinars/seminars for IAMCR Bangladesh two to three times a year. The first webinar/seminar is "Conceptualizing Research," which utilizes a reflective approach in topic selection. The second webinar/seminar is "Formulating Study Frameworks," which helps participants build their conceptual maps in doing their studies. These

webinars/seminars are open to the public. Participants get introduced to IAMCR in the activity and get a taste of mentorship in media and communication research.

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

Task 1 (External Communication). My department is launching a website for all its outreach programs. In this website, I shall include an IAMCR Bangladesh page, which will put all pertinent information about IAMCR. Aside from this, IAMCR Bangladesh already has a FB group. But, I think that it needs to move into LinkedIn and other social media platforms as well. Since I am a member of other faculty groups in the country, I can post IAMCR Bangladesh activities as well. I can also promote using email as I have a directory of media faculty.

Task 2 (Internal Communication). Most of the IAMCR members in Bangladesh are from my university given that we are an institutional member. So, it is fairly easy to communicate with them. I can also ask IAMCR if there are other members from Bangladesh and what their contact numbers are. Then, I can involve them in our activities.

Task 5 (Networking). My department is an institution member of other regional and global associations such as AMIC, ICA and Global Alliance. It is easy for me to connect with them. Regarding local associations, there is one but it is very inactive. It is supported by DW Akademie.

Task 6 (Connecting with other IAMCR Ambassadors). In the past, there was someone in IAMCR who was in-charge of all IAMCR Ambassadors. The person met us once every quarter. The ambassadors get updated with the latest information and report what we are planning/doing.

Task 7 and 8 (Reporting/Planning). The IAMCR ambassadors reported to the said person at least once a year. We also provided photos of our events. The person then reports the accomplishments of the said ambassadors during the IAMCR conferences.