

IAMCR Ambassador Strategic Plan: Masduki

1. Identification

Name and Surname:	Masduki
Country/Region:	Indonesia
Affiliation:	Universitas Islam Indonesia, Yogyakarta, INDONESIA
Position:	Full Professor in Media and Journalism
Years that this Strategic Plan Covers*:	2024-2027
Have you been an IAMCR Ambassador before?	No
Type of Ambassador that this Strategic Plan Covers:	IAMCR faculty 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.

The IAMCR Ambassador position is an outstanding stage for me to enlarge my academic network, and sharpen my knowledge as well as to foster my academic circle at international fora. For the last ten years, I have been a member of IAMCR (with special working group on public service media policy) and presented papers at several IAMCR conferences. I have received and appreciated the quality of feedback to my manuscript, and global connection to the wider academic society especially in public media and journalism. In 2020, I am honored to win the annual IAMCR-UCF urban communication research grant 2020, see: <https://iamcr.org/ucf-iamcr-research-grant/2020award>.

The IAMCR Faculty Ambassadorship provides the opportunity to invite and connect Indonesian scholars to IAMCR as a way to push their knowledge mobilization among a variety of communication publics. If selected, as an Indonesian ambassador, I would like to develop and engage media and communication researchers of Indonesia and Indonesian conferences to IAMCR communities, include organizing mentorship for junior faculty and graduate students when they conduct their scholarly works. I particularly see that, IAMCR is the inclusive and diverse association for media and communication scholars and I wish to

actively promote the ideals of IAMCR platform in my country, especially interested in working towards increasing the IAMCR membership.

I have a high interest in research collaboration on a variety of projects related to media and journalism, for instance I am acting as the Indonesia principal investigator for Worlds of Journalism Study (WJS), see: <https://worldsofjournalism.org/> which I believe makes me an excellent candidate for an ambassadorship position.

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.

If selected as Indonesian ambassador, I would like to plan out two national events every year: one would be organized in/from Yogyakarta as my home city and another one a national event outside Yogyakarta.

The first event would be a hybrid online and offline webinar discussing/reflecting/mapping the progress of Indonesian media and journalism scholarship (in a year). Expert talks from eminent IAMCR members would also be invited in joint collaboration with Department of Communication, Universitas Islam Indonesia, Yogyakarta. The event would be conducted in the month of March/April for the next three years. In addition, an event/session on how to engage with IAMCR would be initiated.

The second event would be a national event in collaboration with national association of communication scholars. It would be a workshop for the writing to academic journal and/or a talks on current communication issues. This event will attract emerging scholars in the area of media and communication across Indonesia. This event is proposed to be conducted in the month where the Indonesian communication association organizes annual conference, usually around August-September. Through these events, aside of active scholars can be identified and based on their interest, I could promote the ideals of IAMCR and also increase the IAMCR memberships.

I currently have a close connection with some Indonesian associations of communication scholars, such as *Ikatan Sarjana Komunikasi Indonesia (ISKI)* and *Asosiasi Pendidikan Tinggi Ilmu Komunikasi (Aspikom)* as well as some Press club associations. I would like to invite them as collaborators for the events for wider coverage. This in turn will lead to high visibility and salience for IAMCR in Indonesia.

If the funds are required to conduct those events, then it would be pitched in as the responsibility of the host institution in Indonesia, include my department. If the funds are available from IAMCR for such event 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 described to be organized every year and will help me to increase Indonesian visibility and salience for IAMCR. These events will particularly assist me in presenting and promoting about IAMCR development. It would also challenge emerging scholars who would be contacted for getting in new IAMCR members.

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

Those proposed events that are described for the next three years would also be organized by collaborating with the IAMCR Ambassadors of other countries. Active communication with the IAMCR Ambassadors of other countries would help me, in creating and advancing the idea of promoting IAMCR and building Indonesian scholars' community. In addition, the experts for the events would be planned by reaching out to Indonesian and non-Indonesian scholars and selected working groups of IAMCR. My department has a website for all its outreach programs. In this website, I shall include an IAMCR Indonesian page, which will put all pertinent information about IAMCR. Aside from this, IAMCR Indonesia will perform WhatsApp group. Since I am an active member of ISKI and Aspikom, I can post IAMCR Indonesian activities as well to their social media platforms. I can also promote using email as I have a directory of media faculty in Indonesia.