

## IAMCR Ambassador Strategic Plan Template

### 1. Identification

Name and Surname:	Burak Doğu
Country/Region:	Turkey
Affiliation:	Izmir University of Economics
Position:	Prof. Dr.
Years that this Strategic Plan Covers*:	2023-2026
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.

My urge to become an IAMCR ambassador is grounded in my enthusiasm for academic growth, a passion for inclusivity, and admiration for IAMCR's significant contributions to the field of media and communication. The debates in the sections and working groups, particularly at the annual IAMCR conferences, have shaped my academic views and scholarly work through meaningful dialogue and debates. Becoming an IAMCR ambassador, in my opinion, is an opportunity to give back to this influential community, helping to share the organization's mission and values across diverse academic circles, both locally and internationally. Through this role, I would also like to support the integration of underrepresented scholars in Turkey into the global IAMCR community, creating a space for diversity, inclusivity, and growth.

### 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.

Over the duration of my appointment as an IAMCR ambassador, I intend to arrange a minimum of one specially tailored event annually, complementing the existing activities of faculty and research centers, which will be incorporated into the Ambassador Initiative. These events will function as pivotal platforms for fostering discussions, facilitating knowledge sharing, and promoting connections among media and communication researchers, students, and industry professionals.

**Get-to-know-you meeting:** During first quarter of 2024, IAMCR members in Turkey, including Turkish scholars residing abroad, will convene online for a friendly acquaintance session. This gathering will foster an open and collaborative dialogue among media and communication researchers. I will also take the opportunity to gauge the research interests of participants, which will inform the selection of potential topics for forthcoming events. No funding is required for this event.

**Panel discussion:** In the second quarter of 2025, I am planning to host a panel session featuring prominent senior scholars in the field of media and communication in Turkey. The objective is to draw a diverse and engaged audience. The panel will revolve around a twofold theme: first, an examination of the present landscape of media and communication research in Turkey, and second, an exploration of its status in terms of education within the country. I will reach out to İLAD (Communication Research Association) to seek their support and collaboration for this event.

**IAMCR community engagement workshop:** Scheduled for the second quarter of 2026, this workshop has a core objective of fostering dialogue within the academic community and among students. The workshop will revolve around diverse overarching themes aimed at tackling local challenges, offering participants a platform to propose solutions through the application of various media and communication strategies. This activity will kick off in Izmir and will be financed primarily through partnership with local universities.

Several events organized by the Ekokent Research and Application Center and the Faculty of Communication at Izmir University of Economics, including public lectures and project meetings, will serve as valuable avenues for integrating the IAMCR community. These events offer an opportunity to engage a wider audience. Additionally, I am committed to forging partnerships with relevant departments, research centers, and civil society organizations in Turkey, with the goal of expanding the number of jointly organized events and ensuring broad

participation.

My intention in planning and executing these events is not only to establish a local IAMCR presence but also to create potential collaboration opportunities with other ambassadors within the network, particularly through the IAMCR Ambassador's Group on Facebook.

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

By means of the aforementioned events and informal gatherings, my aim is to underscore the significance and advantages of IAMCR membership for both prospective and existing members. This entails spotlighting the organization's networking avenues, and its pivotal role in media and communication research. Furthermore, I will establish collaborations with universities and academic institutions in Turkey to boost awareness about IAMCR, actively encouraging faculty and students to become part of this dynamic community.

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

I will use the IAMCR Ambassador's Group on Facebook, along with relevant partner social media accounts, to disseminate updates, news, and highlights of our activities in Turkey. I also plan to create IAMCR Turkey Facebook and X (formerly Twitter) accounts if a substantial majority of participants is achieved. My commitment extends to being highly responsive to inquiries and concerns from IAMCR members in Turkey, ensuring their voices are heard and their needs addressed promptly.

Additionally, I will actively cultivate relationships with leaders and members of pertinent associations by representing IAMCR at their events, meetings, and conferences. This proactive engagement will help identify collaborative opportunities for research projects, events, and initiatives that mutually benefit IAMCR and these associations.

Participation in ambassador meetings, along with extending invitations to fellow ambassadors for online events in Turkey, will be part of my strategy to enhance the impact of our collective endeavours.

I will maintain regular communication with the coordinator of the ambassador initiative, providing comprehensive reports on my activities, outcomes, and member feedback. Furthermore, I will stay informed about IAMCR entity activities and actively seek opportunities for collaboration whenever feasible.

Through these concerted efforts, I am committed to making a significant contribution to advancing IAMCR's mission and objectives during my ambassadorship.