

IAMCR Ambassador Strategic Plan

1. Identification

Name and Surname:	Xudong Weng
Country/Region:	China
Affiliation:	Faculty of Journalism and Communication, Communication University of China
Position:	PhD student
Years that this Strategic Plan Covers*:	2021 - 2024
Have you been an IAMCR Ambassador before?	No
Type of Ambassador that this Strategic Plan Covers:	IAMCR PhD 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.

- As one of the members who benefit a lot from IAMCR, being an ambassador is a kind of honor and responsibility to give back to our academic community.
- I would like to help the scholars/students who really want to know more about IAMCR events and initiatives timely and regularly.
- As I understand, the ambassador need to deal with all kinds of information from different bodies, that means we could have more possibilities of getting active in collaboration in other Sections and Working Groups.
- It's a good chance to meet new colleagues and work with gurus, to learn from others, increase personal academic network and get known in the field.
- Last but not least, it's a key position on a globally preeminent academic platform. I could get valuable experiences which is also helpful in my other future academic service.

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.

IAMCR Chinese PhD/Mast Member Forum

Purpose: Establish a platform for Chinese PhD/Master members to socialize, unite and speak for themselves, hopefully bear possible collaborative activities, promote inter-university and cross-field research.

Timeframe: once a year, initially scheduled in August or September, after the IAMCR annual conference.

Possible themes:

- Bringing in and going out: Chinese early-stage scholars and IAMCR
- Keyword, communication, research in the post-pandemic world?
- Voice for IAMCR PhD/Master members

Grant: Seek possibilities to base the annual event in Faculty of Journalism and Communication, Communication University of China (CUC) collaborated with faculty member. And we will try to apply for a special grant for international academic activities from CUC.

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

- Promote opportunities for the presentation of IAMCR to student participants the biggest conferences on journalism and communication in China where possible, including The Chinese Association for History of Journalism and Mass Communication, Chinese Collegial Association for Visual Art, etc.
- Collaborate with PhD academic groups from different universities, try to build up a PhD research community under the basic framework of IAMCR.
- Organize open days for Chinese university students (once a year maximum), give them introduction of IAMCR events and membership application, invite current Master and

PhD members to share their experiences and stories with IAMCR.

- Try to strengthen the connection between IAMCR faculty members and student members by organizing special seminars or workshops where scholars and experts are invited to give talks and provide advices for student members' research project and career planning.

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

On task 1

- Make IAMCR known to Chinese academia, scholars and university students as a preeminent worldwide association in the field of media and communication research, and communicate its important events, via a wide range of conferences, seminars, lectures and workshops, etc.
- Set up a Facebook group to post our activities and achievements regularly, particularly help Chinese Master and PhD IAMCR members to improve their visibility internationally, seek more connections and collaborations with other IAMCR ambassadors and members outside China.
- Create a channel on TikTok to record and present IAMCR ambassador's work, and our regular/special events, works.
- Generate micro video interviews with Chinese IAMCR members and promotional posters

On task 2

- Generate a list of Chinese IAMCR members who are either based in China or abroad.
- Set up a WeChat group to provide a platform for Chinese IAMCR members, to promote daily socializing and connection, inter-university and cross-field cooperation, communicating important IAMCR events and announcements.
- Organize IAMCR members' informal talks (once a year), collect Chinese IAMCR members' suggestions comments, questions about the IAMCR PhD ambassador's work and development of IAMCR.

On task 5

- Try to arrange a special IAMCR panel via negotiation and application at the biggest annual conferences of Chinese academic associations in the field of journalism and communication study, like The Chinese Association for History of Journalism and Mass Communication, Chinese Collegial Association for Visual Art, etc.
- Launch an initiative to encourage Chinese IAMCR PhD members to actively participate in various national and international academic activities and publish papers in the name of IAMCR member.

On task 6

- Establish dialogue mechanism with other ambassadors outside China where possible, to communicate and learn from each other on the work experience and knowledge.

- Create opportunities for connection, conversation and collaboration between the IAMCR members from different nations/regions based on the ambassadors' cooperation.

On task 7

- Report the update of ambassador activities to Executive Board
- Collect and report the Chinese IAMCR members' suggestions to the responding Sections & Working Groups.

For task 8

- Generate a working report for IAMCR entities on an annual basis.
- Generate a booklet with full review and reflect on the whole three-year work at the end of term.