

**Association for Education in Journalism and Mass Communication (AEJMC)
International Communication Division (ICD)
Assignments and Roles of Officers and Liaisons, 2017–2018**

Division Head (DH), Mohammed Al-Azdee, malazdee@bridgeport.edu: Your assignment and role are explained in bylaws. But, there are other things you have to do and you have to keep in mind. You will work as an academic leader in an environment where you apply collegiality. Define collegiality as shared responsibility between team members. In a collegial environment like that, where power or authority is vested equally in each member of a team, you have to establish strong relations between the members of the team. You still have to make decisions, because this is part of your job. But, you have to be humble and kind when you deal with your team members, and you have to put yourself at the service of each one of them. Consult, share, and delegate, and don't allow ego to get into your brain. If there is a victory, attribute it to your team. If there is a defeat, step forward to claim it and deal with it, while protecting your team. Offer ideas and solutions, but keep your head down while working with team members. Be team-centered, not self-centered. Be work-driven, not title-driven. Remember, some of your team members think that you deserve this position, but some other members may think you are the DH for other reasons. There are also politics, just like any other place in academia. Don't pay attention to these things, and don't sweat the small stuff. Do the right thing, do what you have to do, and put your eyes and heart in your work. You are the servant of this team and this division.

Vice Head (VH), Lindita Camaj, lcamaj@uh.edu: Your assignment and role are explained in bylaws. No one can imagine the gravity of your work as VH and Programming Chair. No one can imagine the amount of work you will be producing as Programming Chair. You need to program six (if not more) exceptional panels for AEJMC Conference in 2018. Those panels should be cosponsored by other divisions or interest groups. Some of the panels are research panels. Those ones are directly related to your work. In addition to that, you may need to program panels or workshops for AEJMC Pre-conference in 2018. So, please send a draft of the Call for Panels to the DH by **August 25, 2017**. But, as VH, you are in ICD's leadership. That means you will be involved in a number of initiatives and projects. This year, ICD will look inward, not outward. ICD will look at initiatives that it can deal with as a division, not initiatives that must be handled by AEJMC as an organization. ICD this year will pursue the change it can control, not the change that requires approval from AEJMC. This year, ICD has inherited two pending initiatives from last year. Both of them are oriented outward. In other words, ICD will be dealing with these two initiatives this year in some way. This is enough looking outward. There is another important thing. In different occasions, the DH will consult with you, asking for your recommendations. Please give him your opinion as it is, as you always do, without any makeup, but also give him the benefit of the doubt if his decision comes to the contrary of your advice. One final point, if you are going to be absent this year, 2017-2018, for any reason, the DH will cover your absence.

Research Chair, Jatin Srivastava, srivastj@ohio.edu: Your assignment and role are explained in bylaws. The party will start soon with the AEJMC Midwinter Conference. The Midwinter Conference is like training for the Annual Conference. The submission requirement of the Midwinter Conference is abstract. You can rely on this team's members and other ICD scholars to serve as reviewers. You will be working directly with the staff of the Midwinter Conference at

the University of Oklahoma. They are helpful. Then, the submission deadline of the Annual Conference comes on April 1. This year, the target goal of the Research Reviewer Recruitment Officer is to get you at least 100 reviewers. Please follow a 3x3-reviewing model. Three reviewers should review each paper, and each reviewer should review at least 3 papers. If you remember from the Business Meeting in 2017, there will be different incentives for scholars reviewing papers, depending on the number of papers they review (3, 4, or 5). This leads to another important point. This year you will be doing more work compared to research chairs of previous years. You will evaluate reviewers, you will run the Best Poster Award, and you will take care of all ICD awards, including LARA, because LARA procedures have been changed. You will also assign the services, moderator/discussant, to reviewers and others who will give time and effort to ICD. Please revise the Call for Papers of the Annual Conference accordingly. Please send a draft of this call to the DH and VH by **September 15, 2017**. Please shout when you need help. The DH and VH will help.

Markham Paper Competition Chair, Sally Ann Cruikshank, sacruikshank@gmail.com: Welcome to this heavy service track. The DH picked his team before the 2017 Business Meeting, but the DH consulted with two previous Heads of ICD regarding officers and liaisons. It was a difficult decision to pick the Markham Chair. The DH considered two equally strong candidates for this position. You were one of them. The previous Heads, in two separate meetings, recommended you as Markham Chair to the current DH. The DH did not hesitate to offer you this assignment. Your service to ICD speaks well about who you are. This year will be the easiest for you. The higher you move, the more the work you do, the more critical it gets. Don't believe those who would tell you anything to the contrary. This year, please work closely with the Research Chair, to run the review process of student paper submissions, which is the method to judge them for the Markham Competition. This is your training period to become Research Chair next year. Please shout when you need help. The DH, VH, and Research Chair will help. Last year, the Markham Chair (currently Research Chair) had some excellent ideas about how to attract graduate students to ICD. So, please contact him. After that, please develop ideas to attract more and better student submissions to ICD. Please send a draft proposal addressing this issue to the DH and VH by **September 1, 2017**.

Secretary, Vanessa de Macedo Higgins Joyce, vhjoyce1@txstate.edu: Your assignment and role are explained in bylaws. You are serving as Secretary for the first time. The Secretary's role has been limited to drafting the minutes of the Business Meeting. That's it. But, this is not the way this DH sees this position. ICD has a serious problem. The Division has no archive for documents. The way ICD works now is that when the VH becomes DH, the Incoming DH contacts the Outgoing DH asking for the DH material. The same applies for the Research Chair moving to VH, the Markham Chair moving to Research Chair, and so on for any other change or transition. This should not be the way to do things. ICD should start an archive on Google Drive where all documents of all officers and liaisons are organized and stored in folders. These documents should be collected and updated on regular basis. The archive should include other ICD documents, too. In this way, work will be institutionalized. And, when transitions happen every year, the Secretary can send relevant documents to each officer. ICD will rely on the Secretary to start and run the Division's Archive this year. This type of archive will not be completed by 100% in one year, but the process will begin this year. Please draft a proposal for the ICD Archive, and send it to the DH and VH by **September 15, 2017**. Please include a

description of the potential archive design in the proposal. By **September 1, 2017**, please send the minutes of the ICD 2017 Business Meeting to the DH and VH. Please contact the previous Secretary (now Teaching Standards Chair) to get her notes for the minutes.

PF&R Chair, Anna Popkova, anna.popkova@wmich.edu: Your assignment and role are explained in bylaws. As the Professional Freedom and Responsibility (PF&R) Chair, you need to establish a pool of strong relevant panel submissions, sponsored by ICD and cosponsored by other divisions and interest groups of AEJMC. The more the panel submissions, the better the pool, the stronger the program the VH produces. The DH and VH will help. They already brought you one panel with Law & Policy, which is still in progress, but ICD needs more cosponsored panel submissions. What is your plan to get more PF&R panel submissions to ICD? Please send a draft of your plan to the DH and VH by **September 1, 2017**. Part of this service is to organize the field trip of ICD during AEJMC 2018. The Conference will be in Washington, DC. There are many excellent places in DC you can pick from. You need to contact them well in advance to coordinate the trip.

Teaching Standards Chair, Summer Harlow, sharlow@Central.UH.EDU: Your assignment and role are explained in bylaws. As the Teaching Standards Chair, you need to establish a pool of strong relevant panel submissions, sponsored by ICD and cosponsored by other divisions and interest groups of AEJMC. The more the panel submissions, the better the pool, the stronger the program the VH produces. The DH and VH will help. They already brought you one panel with the Graduate Students Interest Group, which is still in progress, and another panel from Guyana, which is still at the very beginning, but ICD needs more cosponsored panel submissions. What is your plan to get more teaching panel submissions to ICD? Please send a draft of your plan to the DH and VH by **September 1, 2017**. You were the ICD Secretary last year. Please share the minutes of the ICD 2017 Business Meeting with the current Secretary by **August 25, 2017**.

Membership Chair, Kevin Grieves, kgrieves@whitworth.edu: This is a very important position. It is very important, because most, if not all, ICD members come with some media background, and in media, the first thing practitioners would like to do is knowing their audience. That's also what scholars teach in mass communication programs. So, the question is, does ICD know its members, who represent the most important segment of its audience? The answer is no. ICD needs to survey its members to know them. Please draft a proposal to run a survey targeting ICD members, aiming at knowing them. Please send the proposal to the DH and VH by **September 1, 2017**. Please include potential survey questions in the proposal.

Newsletter Editor, Joseph Weber, josephweber@unl.edu: It is good that ICD has been able to produce an annual newsletter. Now, ICD needs to improve and expand on that foundation. The newsletter is unnecessarily long. Excluding the contributions of the VH and Research Chair (because they are associated with programming), all other contributions should not exceed one page, including the contribution of the DH. Contributions like, "It has been an honor working with you," or, "I look forward to meeting you in Washington, DC," will have no place in the annual newsletter from now on. Most, if not all, ICD scholars come with some media background. They teach such journalism principles as newsworthiness. Therefore, ICD newsletter should be newsworthy. But, news of our members can be sought throughout the year, and can be delivered through ICD social media. So, what are the news items we should seek

from ICD members? What should be ICD news delivered through the newsletter, excluding the program? What should be ICD news delivered through social media? The newsletter and social media should not mirror each other. Please send a draft proposal answering these questions to the DH and VH by **September 1, 2017**. (More during the Skype meeting on Monday.)

Online Media Chair, Lea Hellmueller, lhellmu@Central.UH.EDU: This is a new position. Initially, it was Newsletter Coeditor. In a separate email, the DH explained to you the reasons why your title was changed from Newsletter Coeditor to Online Media Chair. You will work with the Newsletter Editor, because next year, you will take over from him. But, you are new blood in the newsletter team, and you will have your blueprint implemented this year. In its current status, ICD newsletter is static. It is delivered online in print media style, in the format of a PDF file. So, the newsletter is on the Internet, but it looks like a hardcopy of a newspaper. Your role is to make the newsletter more dynamic. Your role is to make the newsletter really online. Your assignment is to make the newsletter multimedia and interactive. How can ICD do that? Please send a draft proposal addressing this question to the DH and VH by **September 1, 2017**. (More during the Skype meeting on Monday.)

Digital Chair, Meghan Sobel, msobel@regis.edu: You are taking this position for the first time. You are responsible for listserv. It is ICD's tool to send emails to the Division's members. The DH must approve all emails going out to ICD members through listserv, because this is the official email account of ICD. There are doubts that not all ICD members are on listserv. Surveying ICD members will tell (see comments to Membership Chair). But, listserv has been functioning properly. The DH must also approve all updates posted on the ICD website. The website is the other part of your assignment, and it is a disaster, especially that it belongs to a unit (ICD) that has the word, *communication*, in its title. It is really damaging to our brand. You need to revamp the ICD website. You are new blood, and this is your blueprint. The DH will connect you with someone to help with technical issues. That one will give ICD what it wants. So, what does ICD want to do with its website? A good starting point to answer this question is by looking at the websites of other AEJMC divisions. We will not replicate. We will obtain ideas and use them for our own brand. Please lead a team, consisting of yourself, Social Media Chair, and Branding Chair, to draft a proposal to overhaul the ICD website. Please send the proposal to the DH and VH by **September 1, 2017**. (More during the Skype meeting on Monday.)

Social Media Chair, Srishti Puri, srpuri@my.bridgeport.edu: Around a month before AEJMC 2017, the DH (was VH then) had a meeting with the Branding Chair in New York City. The DH wanted to understand what the Branding Chair actually needed. After the meeting, the DH decided to assign you to serve as Social Media Chair. You worked for PR firms. You are technologically savvy, especially on social media. You do video production and post production. You do web design and development. You will work with the Digital Chair and Branding Chair to overhaul the ICD website. As Social Media Chair, you will not use your personal social media accounts for this service. You will be in charge of running ICD's social media (Facebook, Twitter, and LinkedIn), under the supervision of the Branding Chair. ICD's social media are in good shape, but they can definitely be improved. For example, ICD's number of followers on Twitter has been growing, but it is still below 300. Also, ICD is not present on YouTube. Please work with the Branding Chair to draft a proposal on how to improve ICD's presence on social media. The proposal should include such aspects as Facebook Live and YouTube (and WeChat

and Weibo, **Yunjuan “Lily” Luo** will help with these two). Also in the proposal, please include a monthly schedule for postings (day by day) on each social media platform ICD has, and a list of hashtags. Please send the proposal to the DH and VH by **September 1, 2017**. (More during the Skype meeting on Monday.) You are also from India. ICD needs more members and more submissions from India. Please collaborate with the Research Chair. He is also from India. More on this in the section related to liaisons below herewith.

Branding Chair, Betty Tsakarestou, btsaka@gmail.com: You are the Branding Chair. ICD has a new Digital Chair and a new Social Media Chair. ICD also has Online Media Chair for the first time. This document also explains the role of every officer and liaison. This means the Lego parts are now ready for you to put them in a bigger scheme. So, please put a branding plan for ICD, aiming at promoting the Division. As you see, for this DH, branding is not a final destination. Branding is a method to promote ICD. A stronger brand for ICD would attract more members and more and better submissions. You drafted a branding plan last year. It was comprehensive, but general. This year, you need to get into more specifics. Last year, for certain reasons, you had to serve as Social Media Chair. This year, there is a Social Media Chair, and there is a Digital Chair. So, please focus on the strategic plan for branding and promoting ICD. There is no problem that you monitor ICD’s social media and website from time to time. That would be helpful, and it is actually necessary for what you are doing as Branding Chair. But, doing the work of the Social Media Chair or Digital Chair will consume your time, and will invest your skills in the wrong place. Please give them input, because they are new, but don’t do their work. Please draft a specific branding plan for ICD and email it to the DH and VH by **September 1, 2017**.

Research Reviewer Recruitment Officer, Mariana De Maio, mad617@lehigh.edu: You are serving at this capacity for the second consecutive year. This is one of the most critical positions in this team. If there would be no enough reviewers for paper submissions, it means a crisis in April next year. AEJMC 2018 will be in Washington DC. Many scholars would be interested in going there. Also, with the promotional and outreach activities ICD is conducting and will continue to conduct, there is optimism that paper submissions in 2018 will be higher than 2017. So, ICD needs to recruit at least 100 reviewers, preparing for the paper review process in April 2018. Please draft a proposal explaining how you plan to recruit at least 100 reviewers for ICD. In the draft proposal, please include the survey questions scholars need to complete to volunteer as reviewers of ICD. Please don’t forget to ask reviewers whether they want to review 3, 4, or 5 papers, considering different levels of incentives. Please ask them whether they want to serve as moderators and/or discussants during the Annual Conference. Please also ask them whether they want to serve as reviewers of the *International Communication Research Journal (ICRJ)*. Please send the draft proposal to the DH and VH by **September 1, 2017**.

CSW Liaison, Shaheen Pasha, spasha@journ.umass.edu: You are the CSW Liaison. ICD is that determined to have a strong relation with CSW that it has a liaison for this specific purpose. You are serving at this capacity for the first time. You had a Skype meeting with the DH to talk about this position. You are now also connected with the VH and Programming Chair. Please get at least two panels submitted to ICD, with CSW as cosponsor. The type of panels is no problem. Teaching, PF&R, or Research, all will be fine. What matters is the quality of the submitted panels. It would be great if one of the panels would be about the refugee crisis. It would also be

great if you can use your impressive contacts in Washington DC to get experts, who represent bridges between discipline and profession, to serve as panelists. Meanwhile, the Branding Chair and Social Media Chair are planning for a **new Twitter Chat jointly with CSW**. Please contact them to join the ICD team involved in this activity.

Multimedia Contest Chair, Delwar Hossain, dhossain@southalabama.edu: This is an important contest, for a number of reasons. It represents a bridge between discipline and profession. It targets undergraduate students. It is about international media coverage. It is specifically for multimedia. You have been successfully serving as the Chair of this contest. But, unfortunately, ICD has not been getting many submissions. How can ICD increase the number of submissions to this contest? How can ICD improve the quality of submissions? Are there any changes that ICD needs to make? Please draft a proposal addressing these questions, and email it to the DH and VH by **September 1, 2017**.

ICRJ Editor, Yusuf Kalyango Jr., kalyango@ohio.edu, and ICRJ Editor Selection Chair Robyn Goodman, fgoodman@alfred.edu: The *ICRJ* has been doing well, but it definitely can do better. Looking at journals of other divisions (e.g., *Mass Communication & Society*), the *ICRJ* can definitely achieve more. The other component related to the *ICRJ* is that it is an essential part of ICD's brand. The better the *ICRJ*, the more appealing the brand of ICD. The different types of scholarly content the *ICRJ* publishes can be promoted on ICD's different media. This will further promote the *ICRJ*, positively impacting the image of ICD. The better the scholarly content the *ICRJ* is publishing, the better the image of ICD. So, how can ICD make the *ICRJ* like *MC&S*? What is missing? What is needed? Both of you are very busy, but ICD needs to start a dialogue on these issues. Please draft a proposal addressing these questions, and email it to the DH and VH by **September 1, 2017**.

Research Liaisons of All Regions (list attached): Quoting a research liaison who emailed the DH, the liaison outlined the following plan of action, "To extend and enrich the contacts list to include more media academics and professionals from unlisted countries. In addition, I will suggest co-operative projects in common areas of interest between ICD and the academic institutions of these contacts." This DH agrees with this abstract as an excellent starting point. From this abstract, research liaisons need to derive more specific plans to attract more members, more submissions, and more initiatives from their regions or about their regions. For each group of research liaisons, as described in attachments, please draft a plan for action, and email it to the DH and VH by **September 1, 2017**.

Notes to All:

1. Apologies for using deadlines, but otherwise, work would not be completed.
2. Please cc the DH and VH in all your communications related to ICD, especially when these communications are with other Divisions/Interest Groups of AEJMC, with AEJMC, or with other institutions.

Attachments:

1. List of ICD Officers, 2017-2018.
2. List of ICD Liaisons, 2017-2018.

ICD Officers, 2017–2018

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