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**NEWS ITEMS - NOVEMBER 1987**  
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**XVI CONFERENCE AND GENERAL ASSEMBLY**

Full details, registration forms, provisional timetable and other conference information are included in this package. Some difficulties have been experienced in planning the first plenary but, that apart, everything is developing satisfactorily. The efforts of colleagues in Barcelona, the widely expressed interest, and the number of groups, workshops, etc., in the programme augurs well for a most successful occasion. The largest attendance ever is anticipated, and hopefully the new Director General of UNESCO, Mr Frederico Mayor, will honour the Association with his presence at the opening ceremony.

**PLEASE PAY PARTICULAR ATTENTION TO ALL SPECIFIED DEADLINES WITH REGARD TO REGISTRATION, SUBMISSION OF ABSTRACTS, PAPERS, ETC. AND REMEMBER THAT THE NORMAL REGISTRATION DATE IS 28th FEBRUARY 1988 - EARLIER THAN IN THE PAST BECAUSE THE CONFERENCE IS A MONTH EARLIER THAN IN PREVIOUS YEARS. BECAUSE OF THE MOST ATTRACTIVE PREFERENTIAL ARRANGEMENTS WITH THE HOTELS IT WILL BE NECESSARY FOR THE LATE REGISTRATION FEE TO BE RIGOROUSLY IMPOSED FROM THAT DATE. IT WILL NOT BE POSSIBLE TO ACCEPT ANY REGISTRATIONS AFTER 1st JULY.**

**FEES SHOULD BE MADE PAYABLE IN PESETAS.**

**PLEASE ALSO NOTE THAT FOR THE FIRST TIME A CHECK LIST COVERING ALL SECTION AND GROUP MEETINGS IS PROVIDED, TOGETHER WITH THE PINK REGISTRATION FORM. PLEASE PLACE A TICK (✓) AGAINST THOSE MEETINGS WHICH YOU PROPOSE TO ATTEND. THIS WILL HELP IN THE ALLOCATION OF ROOMS, ETC.**

**MEETING OF SOME MEMBERS OF THE EXECUTIVE BOARD, THE PROFESSIONAL EDUCATION SECTION, AND REPRESENTATIVES OF UNESCO IN TAMPERE, FINLAND, MONDAY, 29th JUNE 1987**

The terms of reference stipulated in the contractual agreement between UNESCO - which provided financial support for the meeting - and IAMCR were:

1. review the experience of the IAMCR/IPDC project on textbook development in English-speaking countries of Africa, and the results of the feasibility study completed for that project;
2. consider the inter-regional aspects of the project, and its implications for future work in the curriculum and textbook development field in other regions;
3. consider, in particular, the future role of the IAMCR and its various sections in project preparation and execution in related areas, and establish guidelines for future activities.

**NB:** A SEVENTEEN PAGE REPORT ON THE PROCEEDINGS, WRITTEN BY THE PRESIDENT, IS AVAILABLE FROM HEADQUARTERS AT LEICESTER ON REQUEST. THE NOTES BELOW ARE CONFINED TO PARA 3 OF THE TERMS OF REFERENCE.

*From the Office of the President:*  
Professor James D. Halloran

The President drew attention to the fact that it could be misleading to deal with the issues - both specific and general- covered in the terms of reference outside the wider historical context of the UNESCO/IAMCR relationship, which had existed at several levels since IAMCR had been formally established at UNESCO in 1957.

The records indicate that although the closeness of the relationship of the fifties (which had involved direct subventions) had not been maintained in the early and mid-sixties, the Montreal conference in 1969, in which IAMCR members, both directly and indirectly, played a prominent part, was regarded as a watershed in the development of UNESCO-related communication research and policies. It marked the beginning (illustrated by several publications) of a period of increased cooperation between the two bodies.

This cooperation took several forms, ranging from relatively informal but none-the-less very important contributions via service on panels, submissions of memoranda, personal consultancies, etc. to more formal contractual arrangements. These contractual agreements between IAMCR and UNESCO varied from contract to contract in terms of what was entailed, responsibilities, etc. They might usefully be categorized as follows:

- (a) contributions to the organization and administration of major biennial conferences;
- (b) assistance with travel, accommodation, registration expenses to enable selected members, usually (and increasingly) from the Third World, to attend such conferences;
- (c) contributions towards the cost of producing monographs stemming from such conferences;
- (d) contributions towards the cost of organizing meetings, seminars, workshops, etc. (such as the Tampere meeting), to discuss matters central to UNESCO's communication programme. Working papers, reports, recommendations, etc. might stem from these proceedings;
- (e) fees for the execution of specific tasks, such as the preparation of papers, reports, bibliographies, etc. which individual member(s) would carry out, but for which IAMCR would accept responsibility. (Additionally, individual members might enter into personal agreements with UNESCO);
- (f) support for design, planning, coordination, analysis, presentation meetings for joint comparative projects which fall within UNESCO's programme, involving IAMCR members;
- (g) the funding of larger projects, such as the IPDC project (discussed at Tampere), which might be carried out by a section or sections.

The different arrangements governing these different tasks reflected not only the obvious differences in the nature of the tasks, but a wide range of other factors internal and external to both IAMCR and UNESCO. These included finance, economies, changing programmes, organization and administration, timetables, need for swift action, personnel, individual contacts, availability, institutional support and national dispositions. Some projects were directly related to UNESCO National Commissions.

Developments and trends in the UNESCO/IAMCR relationship in the seventies and eighties which, amongst other things, reflected the abovementioned changes, are not easily summarized, but the President thought that it was worth noting:

- (a) The increased suspicion - even hostility - with regard to what some refer to as "UNESCO-related", "UNESCO-type" research.
- (b) The overall economic situation at UNESCO, and all that this implied for funding, organization and administration.
- (c) The increasing concentration of UNESCO's financial support, even where attendance at IAMCR conferences is concerned, in support of those members, primarily from the Third World, who are engaged in some way or other in work which is central to the UNESCO programme. This support is usually linked to the programme of a section or sections.
- (d) The increasing part played by the sections in the UNESCO/IAMCR relationship.

Cees Hamelink presented a discussion paper on the possible future relationship between UNESCO and IAMCR in the preparation and execution of projects. This paper, and the ensuing discussion, touched on the following points:

[As indicated earlier, the full report is available from the President]

- (a) The remit or mandate of the Association with regard to "research" and related activities, for example
  - (i) stimulation, agenda setting, forum function, advice, consultancy, dissemination, etc;
  - (ii) coordination and planning;
  - (iii) execution.

The need to make the distinction between "facilitation" on the one hand, and "execution/production" on the other.

- (b) Accountability, responsibility, contractual agreements, legal status, etc.

The need to make clear distinctions, at all levels, between different types of agreements, and to take into account the implications of such agreements.

- (c) Quality control - How can this be guaranteed? Is an Association such as ours likely to be in a position to apply universally agreed criteria?
- (d) Internal mechanisms - structure and organization, role and status of sections, role of officers, special research committee.
- (e) Recognition of limitations and circumscriptions of the Association - financial base, etc.

It was accepted that, in fulfilling its remit, IAMCR would wish to continue to make agreements and undertake obligations with UNESCO and other bodies. It should actively pursue this end but, in doing so, the Association should emphasize what it was best at - what it could do uniquely - whilst, at the same time, giving full attention to the various circumscriptions, obligations and implications already mentioned. It was agreed that, as a first step, a brief paper on the legal questions likely to be encountered, and a draft model contract should be prepared for further discussion. It was also accepted that, in future, the establishment, operation and maintenance of sections which, according to the existing Statutes, should be established to perform specific tasks, should be considered in this context.

## MEETING OF THE EXECUTIVE BOARD, TAMPERE, FINLAND, 29 JUNE 1987

In addition to the President and Secretary General, only three other members (George Gerbner, Cees Hamelink, Kaarle Nordenstreng) were able to attend. A larger attendance had been expected, but the postponement of the Media Declaration Symposium, originally arranged for the days immediately prior to the Executive Board meeting, had led to several last minute cancellations, mainly due to unavailability of subsidy. The Executive Board had hoped to be able to take advantage of the presence of several members at the Media Declaration Symposium. Although not many were present, those who were were able to use the opportunity to prepare the way, in certain areas, for the meeting of the International Council in Roskilde in August.

After the President had reported on general developments since the New Delhi conference, preparations for the Barcelona conference, and on certain matters covered elsewhere in these News Items, such as the relationship with UNESCO, attention focussed on the Statutes (following the New Delhi decision rejecting the changes proposed at that meeting), and on the procedures leading up to the elections (officers, Board and Council members) which would take place in Barcelona in July 1988.

Prior to the meeting, the President had prepared and distributed to all Board members a paper, with supporting material, **THE STORY OF THE STATUTES**, in order to ensure that in future discussions participants would at least be aware of what relevant decisions had been taken in the past. He felt that on occasions discussions had not always been well informed or consistent. This was not unrelated to the fact that the composition of the Council (those actually attending meetings) varied from meeting to meeting.

Introducing this paper, the President reminded those present that the officers of the Association, with invaluable advice and assistance from the Association's legal adviser, Professor Martin Loeffler, prepared, not on their own initiative but on the instructions of the International Council, and following representations from many sources over a period of years, a set of recommendations, a number of which called for changes in the Statutes.

Full details of "the history" are included in the distributed paper (copies of which may be obtained from the President, on request). The proposed changes referred to composition and tasks of governing bodies; election procedures; rotation of membership; term of election; number and role of Vice Presidents; function of sections and status of section heads - in fact, most of the issues discussed over the past decade as areas where changes might be usefully considered in the interests of the Association.

After a lengthy discussion in which, even in such a small group, different interpretations of past, present and future were manifest, it was accepted that although the whole package of changes had been rejected at the New Delhi General Assembly, there were no means of knowing whether or not each and every specific change proposed would have been rejected by the Assembly had each change been considered separately, as had been agreed by the International Council only a few days before. Neither was anyone in a position to judge whether rejection implied a rejection of perceived principle or a rejection of the proposed means of change (Statutes), or both.

It was recognized that the General Assembly in Prague in 1984 had set the basic agenda on which the work of the Council and officers had been based. It was accepted, therefore, that it should be recommended to the International Council that it should re-examine the Prague decisions with a view to making clear recommendations to the General Assembly which would cover both principles and methods.

It was also agreed that the **Story of the Statutes**, or an abridged version of it, should be sent by the President to all members of the International Council. It should also be available to all members of the Association, on request. Members would find this document very useful, as it provides a sound, informational base and the appropriate historical context for a debate which has not always been as well informed and consistent as it might have been.

### NOMINATIONS - ELECTIONS

At the Tampere meeting, the President recalled the recommendation of the International Council at New Delhi, which had been approved by the General Assembly. This was that the President, on behalf of the International Council, should invite all members of the Association to submit nominations to him for any of the officer positions, and for membership of the Executive Board and International Council. All names received at the Leicester headquarters by 31 July 1987 would be distributed to members of the International Council so that they would be in a position to discuss the nominations at their August meeting. (A list of these names is attached - APPENDIX A). Following this meeting, a selected list or lists would be sent to all members of the Association for their reactions, and these reactions would be further considered by Board and Council before final submission of a list (or lists) to all members for their comments, and finally to the General Assembly in July 1988 in Barcelona. According to the Statutes, the General Assembly is the sole final decision-maker in the election process. By no means all members will be present at the Barcelona Assembly, but it was thought that these procedures should make possible maximum participation.

All members of the Association had been informed of this agreed process in the January News Letter.

It was felt that the procedures during and immediately after the August Council meeting had not been specified as clearly as they might have been and that, therefore, a small Nomination Committee should be established at the August meeting of the International Council to prepare a list or lists for submission to the Council.

### INTERNATIONAL COUNCIL MEETING - RESOLUTIONS

At the meeting of the International Council in Roskilde, Denmark, 25/26 August 1987, it was decided that the International Council should elect a Nomination Committee. See APPENDIX B, para II, for details of the enabling resolution.

The following members were elected to this Nomination Committee: Cheesman (Denmark), Eapen (India), Hutin (France), Jakab (Hungary), and Mear (Canada). The Committee would contact all members of the Association asking for their full cooperation in this important task. Enquiries should be addressed to Robin Cheesman, Department of Communication Studies, Roskilde University Centre, P O Box 260, DK 4000 Roskilde, Denmark, or Zoltan Jakab, Mass Communication Research Centre, Akademia utca 17, H-1054 Budapest, Hungary.

The aforementioned APPENDIX B also contains ten other resolutions which stemmed from and reflected the detailed and lengthy discussions at the Roskilde meeting of the International Council. The President and the officers are currently seeking the legal advice called for by Resolution II, but comments and suggestions from members would be most welcome.

In view of the above developments, new sections will not be established until the relevant issues (see APPENDIX B) have been resolved. Other matters discussed at Roskilde included:

#### **MEMBERSHIP - PROMOTION - PUBLICITY - PUBLICATIONS**

A paper was presented by K. Boafo about the possibility of introducing sliding scales which would help those in the Third World to become members. A committee, consisting of the officers and K. Boafo, was set up to consider the feasibility of introducing such a scheme.

#### **Occasional Papers**

Three occasional papers stemming from the New Delhi conference had been published and distributed by the office of the General Secretary - one on Communication Policy and Planning (which had been funded by UNESCO); the other two by Mowlana and Ming. Three more were in the pipeline. These were also based on papers from the New Delhi conference, and were by Murdock, Melody and Jakab. A further paper on Communication Policy-Making in Different Parts of the World - Asia, Africa and Latin America, was also planned, and other suggestions from members would still be welcome. Single issues could be purchased, but no serial subscription facility was currently available. It had been the policy of the Editorial Board (Szecsko, Hamelink and Roncagliolo) to use material from the biannual conferences, and they were assisted in the selection of papers by the section presidents. This was an experiment, and it had been agreed that a thorough evaluation should take place at the end of 1988.

#### **Newsletter**

Some members wished for a regular, professional-looking Newsletter, but doubts were also expressed about the possibility of financing and finding an editorial and printing base for such a venture. There was a discussion about the proposed content, and a committee was appointed (Boafo, Nordenstreng, Gerbner, Szecsko and Weibull) to study the feasibility of establishing a Newsletter and to report back to the next meeting.

#### **ADMINISTRATION, ORGANIZATION AND FINANCING OF THE ASSOCIATION IN THE FUTURE**

At the Roskilde meeting, the President confirmed what he had said on several previous occasions in recent years, namely that whatever the situation at present, and in the immediate future, the Association would have to start preparing for the day when headquarters might no longer be located at Leicester, or for that matter might not be based at the President's institution, wherever that might be (see Appendix B for related resolutions). There was a strong possibility that the system which had served the Association so well for nearly two decades would have to be changed in the not too distant future. With such considerations in mind, the President was instructed to appoint a committee

"to actively pursue the possibility of setting up an administrative home (for the Association), and all the implications thereof". Members of Council appointed by the President to this committee (Becker, Cole, Gerbner, Hamelink, Hulten, Melody, Nordenstreng and Zassoursky) were asked, in the first instance, to put forward ideas, plans, proposals, etc. as to how the Association might best deal with its administration and funding in the future. They were also asked to bear in mind the financial implications of any proposals they made, and to indicate likely sources of financial support.

The President and members of the committee would, of course, welcome advice and information from any quarter. In fact, the President has already been most encouraged by the response to his enquiries from members who have experience in the administration and funding of other organizations and associations, both national and international. Much useful information has been supplied.

#### WORLD DIRECTORY OF MASS COMMUNICATION RESEARCHERS

The Council welcomed Jorg Becker's suggestion to cooperate with Walery Pisarek in this work, and investigate the possibility of obtaining subsidies for the publication of this work in West Germany.

Council also welcomed Jorg Becker's offer to attempt to find the necessary financial support which would enable him to carry out an analysis of the papers presented at the Prague and New Delhi conferences, along the lines he had proposed at the New Delhi meeting. All the material had been provided, as he had requested on that occasion.

#### COMNET

Relationships with COMNET were discussed, particularly the role of the Bibliographic Section in this connection. It was hoped that it would be possible to arrange a joint meeting at the time of the Barcelona conference.

#### WORLD COMMUNICATION REPORT - UNESCO

Many members have contributed to this Report, either directly as members of IAMCR or in their individual or institutional capacities.

#### INTERNATIONAL SYMPOSIUM ON THE EFFECT OF THE 1978 MASS MEDIA DECLARATION

This symposium, originally planned for July 1987, will now be held (although different in form and content from the event as originally planned) in Helsinki over three days during the third week of March 1988. Although IAMCR is not one of the formal sponsoring organizations, several members are likely to make contributions to the proceedings, as indeed they did more formally at the earlier stage.

## LINKS WITH OTHER ASSOCIATIONS

The Association continues to enjoy cooperative relationships with many bodies working in related fields. The AEJ and IOJ have long been associated with the Professional Education Section, and other programmes. Richard Cole has arranged for news items about the Barcelona conference to be included in AEJMC News and in the JMC Administrator. The Union for Democratic Communications, since its inception an active partner, would like to pursue a closer formal relationship with IAMCR through some form of institutional or organizational membership.

A special panel, organized by the Union, is included in the Barcelona programme, and Janet Wasko is hoping to arrange a UDC-sponsored reception some time during the week. The highly successful joint meeting with ICA at Montreal, arranged by Hamid Mowlana, was reported in the last newsletter, and it is likely that there will be further joint arrangements at the next meeting in New Orleans in 1988. WACC is also an active collaborator, amongst other things having helped several of our members from the Third World to attend our meetings. Wolfgang Donsbach, reviving an old relationship, has arranged for a joint meeting with WAPOR to take place at Barcelona. The Association encourages all these relationships, and welcomes initiatives for cooperation from all bodies working in related fields.

## SUBSCRIPTIONS - FEES - DUES - OBLIGATIONS - DEBTS!!

As always, the final message.

**1987 HAS BEEN A BAD YEAR FOR PAYMENT OF DUES. IF YOU HAVE NOT ALREADY DONE SO, PLEASE ATTEND TO THIS IMMEDIATELY.**

It is never too late to atone for your sins - 1987 - 86 - 85 - 84 - PLEASE!  
On the other hand, it is never too soon to insure for the future.

**THE SUBSCRIPTION RATE FOR LIFE MEMBERSHIP FOR INDIVIDUALS HAS BEEN FIXED AT Sfr.1000,** (ten times the current annual membership rate, which can't remain at this low level for ever).

Perhaps not too attractive a proposition for those over 65, but what about you optimistic young ones?!! **You have never had it so good!!**