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FOR MASS COMMUNICATION RESEARCH

Secretary:
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ASSOCIATION INTERNATIONALE
DES ÉTUDES ET RECHERCHES SUR L'INFORMATION

Administrative Office:

April 1975

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Dear Friends and Colleagues:

This is a brief mid-term letter to thank you for your continued support (it is most encouraging to hear regularly from so many of you), to assure you that we are still active, and to ask you to help us in reforming the Statutes and in planning the next General Assembly and Conference which it is proposed to hold here in Leicester from August 29 to September 4, 1976. Please note these dates.

As you will remember, two committees were set up at the Leipzig General Assembly in September 1974. One was a Statutes Committee (Heidorn, Martelanc, Nordenstreng, Dusiska and Halloran, with Loeffler as legal adviser), and the other a Programme Committee (Noelle Neumann, Schiller, Nordenstreng, Dusiska Halloran), which was given the task of preparing for the next General Assembly. Both committees will meet from May 27 to 31 in Rostock, GDR, where Dr Gunter Heidorn has kindly agreed to be our host. If, therefore, you have any comments or suggestions to make about either Statutes or programme, please make sure that they reach me by May 23 at the latest.

Let me repeat what I wrote in my last letter in December, namely, that we would welcome your advice on how best we might plan for the 1976 Conference, the theme of which is The Mass Media and Man's/Woman's View of Society. Please let us have your ideas about timetable, time allotted for work, number of papers, method of presentation, working arrangements, plenaries, informal discussions, official ceremonies, type of accommodation, visits, social activities - or any other matter that you consider appropriate.

The Statutes Committee also require your help and would be very pleased to have your comments on such matters as: categories of membership, organization of sections, national and regional developments, financial administration, developments in the third world, relationship with other associations and institutions, future policy and programme, and so on.

As you know, it is impossible for the members of these committees or the officers of the Association to meet frequently, so the Rostock meeting is likely to be a very important one. Decisions vital to the future of the Association will be taken there, which will then be put to the Executive and General Assembly for final approval. The best way to facilitate the smooth and efficient organization of our work, and to ensure that Committee members make optimum use of their time in Rostock and that their decisions reflect the wishes of members, is to make your wishes known to us now. So please write within the next week or so.

I also mentioned in my last letter that Unesco had agreed to subsidize the publication of an IAMCR Monograph which, in addition to containing articles and an extended bibliography on a selected theme, would also describe the history, development, policy and activities of our Association as well as outlining the aims and mode of operation of the Unesco-sponsored international documentation and information retrieval network.

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

Plans for this Monograph have now been completed, and if all goes according to plan, it should be available to members before the end of the year. 'The Media and Socialization' will be the theme of the publication which will contain two essays under this heading, one by Professor Yury A Sherkovin, of the Faculty of Journalism, Moscow State University - and the other by Mr Robin McCron, of the Centre for Mass Communication Research, University of Leicester. The bibliographical work is in the capable hands of Dr Walery Pisarek, Director of the Press Research Centre, Cracow - and Professor Kaarle Nordenstreng, University of Tampere, will write on documentation and information retrieval.

It was reported at Leipzig that we had been approached by the Association of Education in Journalism with a view to establishing a co-operative working relationship between that Association and the IAMCR. It has been proposed that a joint working meeting should take place on the occasion of the next General Assembly, and we have also been asked to explore the possibility of arranging for reciprocal affiliate membership between the two bodies. Professor Richard Cole, Head of the International Communication Division, AEJ, wrote to me as follows some weeks ago, and I would be pleased to have your reactions to his proposal:

"This letter is a request for reciprocal affiliation between the International Association for Mass Communication Research and the Association for Education in Journalism.

I am writing at the suggestion of Professors Edwin Emery, AEJ president, and Quintus Wilson, AEJ executive secretary, and in the interests of the International Communication Division of AEJ, of which I am head.

It seems to me that IAMCR and AEJ should work together on numerous activities and projects, and it seems that affiliate membership would be one step in fostering such a working relationship.

Let me outline my proposal in detail:

-- An IAMCR membership subscription for an international organization is approximately \$80 U.S., and an individual membership is approximately \$20 U.S.

(AEJ qualifies as an international organization, for it has members in many different countries, and through the International Communication Division, has activities in foreign countries also. To name only one such activity, the International Division sponsored a seminar in Mexico City in March 1974 on the Mexican mass media; more than 100 participants, both students and professors, from several different countries attended.)

-- Affiliate membership in AEJ is \$100 U.S.

-- To equalize the money, IAMCR could give AEJ affiliate membership as an international organization, plus giving the AEJ Executive Secretary an individual membership - to total \$100. AEJ would give IAMCR its \$100 affiliate membership.

-- IAMCR and AEJ would then exchange publications. IAMCR would receive one set of all the AEJ publications (Journalism Quarterly, Journalism Monographs, Journalism Educator, and Journalism Abstracts), and AEJ could receive the IAMCR Newsletter and any other IAMCR publications.

If you favour the reciprocal affiliate memberships, may I make a suggestion as to how it could be worked out soon?

Continued -

(Professor Richard Cole's letter - continued)

I suggest that we exchange letters (no money exchange would be necessary because the total would be \$100 on each side) to the effect that we now recognize IAMCR and AEJ as having reciprocal affiliate memberships and publication exchange programs, contingent only upon any required action by membership or other pertinent committees of the organizations.

I hope that you feel the way that Emery, Wilson and I do about this reciprocal membership proposal, for I would very much like to see a much closer relationship between IAMCR and AEJ. "

As mentioned earlier I am always pleased to hear from you and to learn about your activities, and I enclose a list of those of you who have been kind enough to send copies of your recent publications. I hope I have not omitted any names.

Quite a number of people have written asking for the Report on the (Leipzig) Conference Proceedings. I understand from Professor Dusiska that the difficult task of preparing this report is almost completed and that the report should be available quite soon. All the work on this has been carried out by Professor Dusiska and his colleagues, and all requests and inquiries on this matter should be addressed to him at Karl-Marx-Universität, Leipzig.

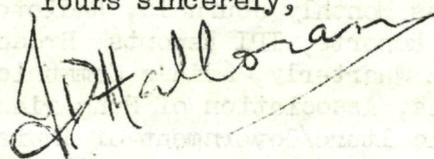
Our good friend Roque Faraone has still not been able to find a suitable permanent position since he had to leave Uruguay - you may remember that I referred to his problem in an earlier letter. If you feel you can help him in any way, please let me know, or write to Dr Francois-Xavier Hutin, Le Directeur, Service d'Etudes et Analyse, Societe d'editions "Ouest-France", ZI Rennes-Chantepie, BP586, 35012 Rennes Cedex, France.

You would not expect me to conclude without referring to subscriptions, and I shall not disappoint you. As far as the payment for subscriptions for 1975 is concerned - so far, so good. We have quite a few new members, and payments have been more prompt than in the past few years. Still, there are quite a few who - no doubt for the best of reasons - have not yet remembered their obligation. I am sure this gentle reminder is all that is required to speed them to their cheque books and make a cheque (amounts below) payable to the International Association for Mass Communication Research, and forward to me (for recording of the membership).

- Sfr. 50 - for individual members
- Sfr.100 - for universities and institutes (minimum charge)
- Sfr.200)- for national councils or
- Sfr.800)- for international organizations

I look forward to hearing from you soon on all or any of the issues raised in this letter.

Yours sincerely,



James D Halloran
President - IAMCR

(Publications list overleaf) -

April 1975

Publications received:

- Mass Media in Romania, Structure and Functions / Introductory Paper, by Pavel Campeanu, in The Role of the Mass Media in the Present Stage of Romania's Development
- The Television Film - Choice of Fiction, by Stefane Steriade, in Ibid
- The Chilean Coup and its Cruel Aftermath (International Organization of Journalists, Prague, 1974)
- Massenmedien als Bildungsfaktoren, by Hertha Sturm, in Medienforschung No. 16, 1974
- Fernsehen, gesellschaftliche Anpassung und Kriminalität, by James D Halloran, in Ibid
- Die Medien und ihr Publikum - zu Ergebnissen der Massenkommunikationsforschung, by Marie-Luise Kiefer, in Ibid
- Funktionen der Massenmedien in der modernen Gesellschaft, and Publizistik und Unterhaltung, by Ulrich Saxer, in Ibid
- Mass Media: A Casebook, ed. Richard F Hixson (Thomas Y Crowell Co Inc, 1973)
- Soziologie der Massen-kommunikation, by A Silbermann & U M Krüger (Verlag W Kohlhammer GmbH, 1973)
- Radiotelevision, Comunicacion y Cultura, by Francisco Sanabria Martin (Confederacion Espanola de Cajas de Ahorros, Madrid, 1974)
- Radio/Television 1974 (International Radio and Television Organization, Prague)
- Massenkommunikation und das Na-und-Verfahren, by Thomas Rothschild, in Tagebuch, No. 12, December 1974.
- IENS Studies 1, 2, and 3, by Research and Publication Divisions, The Indian & Eastern Newspaper Society, New Delhi, 1974.
- The Right of Reply in Europe (Report of the 1973 Strasbourg conference of the Legal Section of IAMCR) Prof. Dr. Martin Löffler.
- The present state of communications in Japan (article), by Yoshimi Uchikawa
- El Ecosistema Informativo, by Pedro Lazano Bartolozzi
- New Concepts in Press Freedom, by Chanchal Sarkar (Two lectures delivered under auspices of University of Calcutta, January 1975)

We should also like to express our interest in and appreciation of the continuing and regular provision of the following research publications:

✓ ABU Newsletter, ✓ BBC Press Service, ✓ Media-Forsk Orienterer, ✓ WACC Journal, ✓ Institute of Journalism & Mass Communication/University of Tampere/Reports, ✓ Sveriges Radio Reports, ✓ Council of Europe Reports, ✓ Fiej-bulletir, ✓ Indian Press Monthly Journals, ✓ Radiotelevisione Italiana Informazione Radio/TV, ✓ IBA Reports, ✓ IPI Reports, ✓ Broadcasting News from the Netherlands, ✓ Media Asia Quarterly, ✓ Asia's Communications Industry journal - Media, ✓ IBI Inter-media, ✓ Association of Hungarian Journalists/United Voice, ✓ Department of Agriculture/Government of India/Agcommunication, ✓ Sudwestfunk/Intern, ✓ Indian Institute of Mass Communication/Communicator, ✓ Unesco Reports