

INTERNATIONAL ASSOCIATION FOR MASS COMMUNICATION RESEARCH

MINUTES OF THE MEETING OF THE INTERNATIONAL COUNCIL

ASHOK HOTEL \* NEW DELHI \* INDIA

MONDAY, 25th AUGUST 1986

1. (a) The following members were present:

The President, James D Halloran

J. Becker	B. Golka	K. Nordenstreng
B. Bhatia	C. Hamelink	E. Nordhal Svendsen
K. Boafo	G. Heidorn	W. Pisarek
J. Bourquin	O. Hulten	R. Salinas
A. Bunzlova	F-X Hutin	H. Schiller
R. Cole	O. Linne	S. Splichal
N. de Camargo	M. Maicas	T. Szecsko
K. Eapen	A. Mear	Y. Uchikawa
R. Cheesman	W. Melody	J. Wasko
A. El Rahman	H. Mowlana	Y. Zassoursky

P. Gray and A. Hancock (Unesco) were also present.

(b) Apologies had been received from:

M. Chenouffi	M. Loeffler	G. Robinson
M. Cuthbert	V. Lowe	R. Roncagliolo
N. Dajani	A. Mattelart	B. Signitzer
F. Fleck	R. Nixon	H. Uekermann
G. Gerbner	F. Reyes Matta	C. Wilhoit
F. Kempers	G. Richeri	

2. The meeting stood in silence in memory of Francesco Fattorello and Gerry Kline, who had died since the last Council meeting.

3. AGENDA

The provisional agenda, previously distributed, was adopted, allowance being made for the combination of some items.

4. MINUTES OF THE LAST MEETINGS

The previously distributed minutes of the meetings of the International Council, held in Paris in September 1985 and Siofok in May 1986 were taken as read, approved and signed as a correct record of those meetings.

5. BUSINESS ARISING FROM THE MINUTES

It was agreed that relevant matters should be covered, as appropriate, under other items on the agenda.

## 6. PRESIDENTIAL REPORT AND FINANCIAL STATEMENT

The President, in introducing his report on the general progress of the Association, indicated that certain items he would normally report on would be covered in detail under special items on the agenda.

The last year or so had been marked by increased activity at several levels, from informal working groups to meetings of the officers of the Association. The President welcomed the situation where increasingly Sections and Working Groups met, or maintained working contact, in between the main conferences, and he thanked the Heads and Convenors for their efforts in this connection.

The officers of the Association had been able to meet on several occasions to deal with the Association's business, including constitutional matters, publications, publicity and promotion, membership, conference arrangements and general policy. Additionally, the President, officers or Council members had represented the Association at several UNESCO, IPDC and other international meetings.

The President reminded the Council that it had been accepted for over a decade that economies and efficiency demanded that the organisation and administration of the Association should be centralised at the Leicester headquarters. However, in recent years various steps had been taken to make the administration more effective, and these included obtaining support from other institutions such as those in Budapest and The Hague. Even so, the Association relied almost totally on voluntary work. The President stated that the development of the "cabinet system" over the past few years, which entailed having fairly frequent meetings between the officers of the Association, had been very much appreciated by him, and had clearly led to a smoother operation and increased efficiency. He thanked Tamas Szecsko, Olof Hulten, Cees Hamelink and Peggy Gray for their efforts and cooperation in this connection.

He wished to draw special attention to the work of Tamas Szecsko and Cees Hamelink in publications and promotion. As had been the case for several years, the Association had continued to benefit from a close working relationship with UNESCO, and was deeply indebted to Alan Hancock for his unfailing support and help. Of specific and immediate interest was the fact that grants from UNESCO in support of the work of the Professional Education, International Communication and Communication Technology Sections had enabled around twelve members of the Association, who otherwise would not have had the wherewithal, to attend the New Delhi conference. Further cooperation and support was anticipated, including the possible development of a comparative study in Western Europe on the social implications of developments in communication technology.

As far as general membership was concerned, there were still in the region of 1000 members from over 60 countries; Costa Rica and The People's Republic of China being represented for the first time. Over the past two years, following the decision of the General Assembly, the lapsation clause had been rigorously applied. It followed from this that although new members were still being recruited in substantial numbers, this increase was more than countered by those who had lapsed, i.e. who had not paid their dues over a two year period. Still, this meant that the revised membership booklet, which would be sent to all members towards the end of the year, would present a more accurate reflection of real, active membership than the earlier lists had done.

Not surprisingly, the financial statement reflected the earlier situation about membership and related matters referred to in the report - income being derived almost entirely from membership subscriptions. Costs (mainly with regard to administration, travel, meetings, etc.) were increasing, and in addition more administration costs were having to be met from the Association's funds than in the past. There still was, of course, a high degree of indirect and hidden support and subsidy, which it was hoped would not be too drastically reduced, although it was accepted that it might be necessary in the future to draw more on the Association's funds to meet the general costs of administration. This possibility had been recognised and approved at an earlier meeting.

Nevertheless, granted the overall policy of the Association, the financial situation was satisfactory. The balance at 30 June 1986 was Sw.Fr. 74738, which compared favourably with the balance two years earlier of Sw.Fr. 70470. Income from subscriptions over the two year period 1984-86 also showed a modest increase in the region of Sw.Fr. 7000 when compared with the period 1982-84. On the whole, income from subscriptions had been relatively stable since 1980 but, as mentioned earlier, costs were increasing steadily. It was emphasized, however, that should the Association wish to change its long established policy of general financial maintenance of basic administrative activities to one of support and funding for an expanding programme involving increased Section activities, the carrying out of research, additional publications, etc., it would be necessary to seek additional financial support from external sources. The President reminded Council that this approach had been rejected several times in the past, but the matter might usefully be reconsidered as long as the financial implications were fully recognised.

The report and financial statement were accepted and approved.

#### 7. NEW DELHI CONFERENCE

Peggy Gray, Eapen K. Eapen and the President reported on the work of the Programme Committee and on the preparations for, and organisation of, the New Delhi conference.

The President felt confident that, thanks mainly to the efforts of the Indian National Committee, the local Organising Committee and a range of supporting bodies, the conference would be an outstanding success.

Personally, and on behalf of the Association, he thanked all those, particularly Eapen K. Eapen, Binod Agrawal and Peggy Gray, who had done so much work in the long period leading up to the conference.

He also thanked Frans Kempers for arranging for a special issue of GAZETTE to be produced, and Tamas Szecsko for taking the initiative in producing a special bibliography on the conference theme.

The point was made that it was most encouraging to note a broadening of activities, and to realise that there were some members who wished to build on the developments of the past twelve years and, more importantly, were willing to work for this. Nevertheless, it was clear from the reactions of many members that the overall success, the intellectual calibre, and the genuine representativeness of its conferences were the qualities of the Association perceived as being most important, and as making it quite different - if not unique - from other bodies in the field. Council should do its utmost to maintain this reputation - a reputation which the President felt would be enhanced as a result of the New Delhi conference.

8. HONORARY LIFE MEMBERSHIP

It was unanimously agreed that it should be proposed to the General Assembly that Eapen K. Eapen should become an honorary member for life.

9. RATIFICATION OF NEW MEMBERS AND LAPSACTIONS

Membership was ratified for 21 individual and one institutional member. It was noted that over the two year period, following the adoption of the more rigorous lapsation procedures, the number of lapsations was in excess of those applying to join.

10. PUBLICITY AND PUBLICATIONS

Tamas Szecsko and Cees Hamelink provided further information about their publication plans. They announced the publication of the first in what it was proposed should be a series of Occasional Papers. This first paper, COMMUNICATION POLICIES AND PLANNING - AN ANNOTATED BIBLIOGRAPHY, would be sent to all members free of charge.

Further papers would be published in 1987 in what it was hoped would become a well-established series. The Sections were asked to cooperate in this venture by selecting suitable papers from the many that were presented at their meetings. The Secretary General thanked all those who had contributed to the production of a special bibliography on the theme of the New Delhi conference.

Thanks to Cees Hamelink and his institution, copies of a promotional leaflet had been available from headquarters at Leicester for some time. Unfortunately, despite earlier requests, not many members had taken advantage of this opportunity to promote the Association.

The importance of developing an active publication policy was fully recognised, as was its relevance to promotion. The President assured the Council that the situation was under constant review, but that the financial implications were not always recognised. He said that he had been most impressed by the initiative and work of his colleagues in launching this new series. Details of further publications would be announced in due course, and detailed plans would be presented to the next meeting of the International Council.

The developments were welcomed and it was agreed that the position would be reviewed after two years.

#### 11. RELATIONSHIPS WITH UNESCO

Alan Hancock, representing UNESCO, informed the Council of the latest developments at the organisation and the several difficulties he and his few colleagues were experiencing.

In addition to the formal arrangements mentioned earlier by the President, he commented on the many other ways in which IAMCR members contributed to the work of UNESCO, and asked that his appreciation of this should be placed on record.

The following resolution was unanimously approved for submission to the General Assembly:

The XVth General Assembly of the International Association for Mass Communication Research, at its meeting in August 1986, in New Delhi, India -

In recognition of the fact that 1986 had been declared by the United Nations "International Year of Peace"

Emphasizes the critical importance of multilateralism in International Relations as the world community faces acute and global problems;

Notes with concern the increasing pressures to dismantle the United Nations system and in particular the pressure on UNESCO;

Expresses the need to counteract the declining attention to research and reflection on communication issues within the UNESCO programme of activities.

#### 12. SECTIONS

All the Association's Sections reported on their activities and programmes.

The International Council agreed that Zoltan Jakab should be the new Head of the Political Economy Section, in succession to Robin Cheesman, who was warmly thanked for his work for this Section over several years.

Although the reports from the Sections indicated increased all-round activity, the International Council, after considerable discussion, felt that there were no common criteria consistently applied in the establishment functioning and assessment of Sections. There was no wish to impose a straitjacket of rules and regulations, but the Council agreed to recommend to the assembly that the establishment, operation and dissolution of Sections should be governed as follows.

All Sections should:

- (a) have policies, programmes and activities relating to an identifiable field of study;
- (b) have global perspectives in terms of membership/attendance and field of study;
- (c) have regular meetings on at least a biennial basis;
- (d) have a minimum number (20) of IAMCR members actively involved in the Section's activities;
- (e) ensure effective communication between members;
- (f) report to the General Assembly at each meeting of the Assembly;
- (g) have a Head appointed by the International Council, who would be responsible for overall direction, coordination and liaison with the Council.

It was also agreed that the Sections should be encouraged to make contributions to the Occasional Paper Series.

### 13. PROPOSED CHANGES TO STATUTES

The President reminded the Council that over the years there had been many suggestions and much discussion on the need to revise procedures, make appropriate allowances and changes with regard to the rapid growth of the Association, cater for innovations in communication technology, and take account of intellectual developments in the general field of mass communications and related areas. The laudable general aims of what were sometimes conflicting suggestions were improved efficiency, increased membership, participation and representativeness, the maintenance and improvement of intellectual standards, and a wish to ensure that an association founded in Europe some thirty years ago was capable of adequately meeting the challenges of the present and future in a genuine international setting.

Over the years many useful steps had been taken at several levels towards the attainment of some of these objectives. But the General Assembly, at its last meeting, and the International Council on more than one occasion, decided that to deal successfully with the issues and to pave the way for other desirable changes in the future it would be necessary to revise certain clauses in the Statutes.

With this in mind the officers of the Association, with invaluable advice and assistance from the Association's legal adviser, Professor Martin Loeffler, had prepared, not on their own initiative but on the instructions of the International Council, and following representations from many members over a period of years, a set of recommendations a number of which called for changes in the Statutes.

The proposed changes included: 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. The proposals had been distributed to all members of the Association two months prior to the General Assembly, as required by the Statutes.

The President remarked that on more than one occasion in the past the officers and governing bodies of the Association had been accused of dragging their feet and of being reluctant to propose changes so, in a way, it could be regarded as a definite step forward when formal proposals for Statute changes were presented to all members, within the statutory time limits, for final submission to the General Assembly at the New Delhi meeting.

After much discussion, which demonstrated a lack of unanimity and in some cases a change of mind, the International Council decided that:

- a) the proposals for amendments in the Statutes should be presented to the General Assembly so that each proposed change could be voted on separately;
- b) the proposals should not now be presented as formal recommendations of the Council, although in most cases they had previously been approved as such.

The President thanked Professor Loeffler for his advice and efforts - often from a sick bed - in helping to prepare the proposals for changes in the Statutes on the advice of the International Council.

#### 14. XVI GENERAL ASSEMBLY AND CONFERENCE 1988

Professor Manuel Pares I Maicas confirmed that the 1988 conference would be held in Barcelona, and this was unanimously approved with appreciation and gratitude. The theme of the 1988 conference, which would probably be held in late July, was confirmed as Mass Communication and Cultural Identity. As in the past, the Leicester headquarters and the Organising Committee in the host country would work together in planning the conference.

15. FUTURE CONFERENCES AND ASSEMBLIES

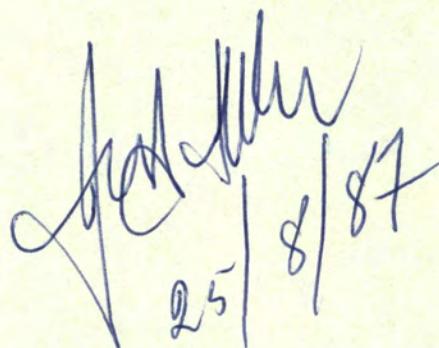
Dr Slavko Splichal confirmed the offer from Yugoslavia that the 1990 conference should be held there, probably in Ljubljana, and this was unanimously accepted. Beyond 1990 conferences might be held in Canada and Hungary - in both cases the prospects were encouraging. It was also agreed to explore the possibility of having the meeting in Africa (Kenya and Zimbabwe were mentioned) some time in the mid-nineties.

16. MEETINGS OF EXECUTIVE BOARD AND INTERNATIONAL COUNCIL

Erik Nordahl Svendsen and Robin Cheesman had kindly offered to host the next meeting of the International Council in Copenhagen in August/September 1987. Prior to that the Executive Board may have the opportunity to meet in Tampere - thanks to Kaarle Nordenstreng - in June 1987. These offers were accepted with thanks.

17. GENERAL ASSEMBLY

The previously circulated agenda was approved, with the addition of the resolution to UNESCO.

A handwritten signature in blue ink, appearing to read "Hans J. Hansen". To the right of the signature is the date "8/87". Below the signature is the number "25".

INTERNATIONAL ASSOCIATION FOR MASS COMMUNICATION RESEARCH

EXTRAORDINARY MEETING OF THE INTERNATIONAL COUNCIL

ASHOK HOTEL \* NEW DELHI \* INDIA

Thursday, 28 August 1986, 9 p.m.

The following Council members were present:

The President, James D Halloran

J. Becker	B. Golka	E. Nordahl Svendsen
B. Bhatia	C. Hamelink	K. Nordenstreng
J. Bourquin	O. Hulten	W. Pisarek
A. Bunzlova	F-X Hutin	R. Salinas
R. Cheesman	O. Linne	H. Schiller
R. Cole	P. Maicas	S. Splichal
N. de Camargo	T. Martelanc	T. Szecsko
K. Eapen	A. Mear	Y. Uchikawa
A. El Rahman	W. Melody	F. Ugboajah
G. Gerbner	H. Mowlana	J. Wasko
		Y. Zassoursky

P. Gray and A. Hancock (Unesco) were also present.

Apologies were received from G. Heidorn

1. The President stated that this extraordinary or additional meeting had been called at the request of some members who felt that there had not been time at the meeting on Monday for adequate discussion of certain important issues. Additionally, some members now in New Delhi had missed either the whole or part of the earlier Council meeting.
2. The President provided an overview of the main issues covered at the Monday meeting.
3. 1988 CONFERENCE AND GENERAL ASSEMBLY

There was a lengthy discussion on a wide range of issues relating to the conference, including the theme; quality of papers and presentations; the role of Sections, working groups, etc., and the composition and role of the Programme Committee.

- a) The International Council recommended that the Programme Committee for the Barcelona conference should consist of the President, Secretary General, Administrative Secretary, 2/3 members from Barcelona and three other members (not necessarily from the International Council), one of whom should be able to represent Latin American interests. The President and officers would make the necessary arrangements, following recommendations from Council members.

- b) The theme of the 1988 conference was confirmed as Mass Communication and Cultural Identity, and it was agreed that Professor Maicas should prepare a paper elaborating the theme for general distribution to members.
- c) It was agreed that Cees Hamelink should undertake responsibility for the revitalization of the Legal Section, possibly by means of a special meeting in Barcelona.
- d) Jorg Becker volunteered to carry out an overview of the contents of the work presented at the Paris, Prague and New Delhi conferences. All papers would be made available to him.

#### 4. ELECTIONS AT THE BARCELONA GENERAL ASSEMBLY 1988

The President reminded the International Council that the exact nature and shape of the elections would depend, in part, on how the General Assembly reacted to the proposed changes in the Statutes. Irrespective of this, however, and following a long discussion on nomination procedures, it was agreed to recommend the following procedures to the General Assembly.

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. Those nominated must, of course, be members of the Association, must have given their consent, and due attention in making the nominations should be given to disciplinary and geopolitical distribution.

Within this framework members could nominate as many other members as they wished, but it would be helpful to provide supporting statements. All names received at the Leicester headquarters by a given date would be distributed to members of the International Council so that they would be in a position to discuss the nominations at their September meeting. 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.

5. MEETINGS OF INTERNATIONAL COUNCIL

It was agreed that:

- a) There should be two meetings of the Council in Barcelona - immediately prior to the conference, and possibly on the third day.
- b) The Copenhagen meeting should allow time for wider discussions on policy, programmes, future developments, etc.

6. MEMBERSHIP FEES AND TRAVEL PROBLEMS FOR THIRD WORLD MEMBERS

The difficulty for Third World members in paying normal fees was fully recognised, and it was thought that it would be appropriate to introduce some sliding scale. The matter was referred to the next meeting, for which the Treasurer and K. Boafo will prepare a paper. Efforts should also be made to find travel support.

7. HONORARY MEMBERS

It was felt that the Association could not contribute towards the travel costs of Honorary Members.

8. TEXTBOOK PROJECT WITH UNESCO

In the case of these and similar contracts and agreements, the President has to accept responsibility, on behalf of the Association, but in this case the day-to-day organisation would be in the hands of A. Opubor, F. Ugboajah and K. Nordenstreng from the Professional Education Section. It was agreed that more attention should be given to these arrangements and procedures, and to their possible implications.



A handwritten signature in black ink, appearing to read 'OGBA' or 'OGBAJAH'. To the right of the signature is the date '25/4/87'.

**INTERNATIONAL ASSOCIATION FOR MASS COMMUNICATION RESEARCH**

**MINUTES OF THE MEETING OF THE XV GENERAL ASSEMBLY OF THE  
INTERNATIONAL ASSOCIATION FOR MASS COMMUNICATION RESEARCH**

**ASHOK HOTEL, NEW DELHI, INDIA.**

**FRIDAY, 29 AUGUST, 1986**

1. (a) The President, Professor James D Halloran, opened the meeting in the presence of 93 members.
- (b) Apologies were received from 15 members of the International Council and 20 other members.
2. The meeting stood in silence in memory of the late Francesco Fattorello and Gerry Kline.

**3. AGENDA**

The provisional agenda, previously distributed, was adopted, allowance being made for the combination of some items.

**4. MINUTES OF THE LAST MEETING**

The previously distributed minutes of the meeting of the XIV General Assembly, held in Prague on 31 August 1984, were taken as read, approved and signed as a correct record of that meeting.

**5. BUSINESS ARISING FROM THE PRAGUE MINUTES**

It was agreed that relevant matters should be covered, as appropriate, under other items on the agenda.

**6. PRESIDENTIAL REPORT FOR THE PERIOD 1984-86**

The President, in introducing his report on the general progress of the Association since the last Assembly, indicated that certain items he would normally report on would be covered in detail under special items on the agenda.

The period had been marked by increased activity at several levels, from informal working groups to meetings of the officers of the Association. The President welcomed the situation where increasingly Sections and working groups met, or maintained working contact, between the main conferences, and he thanked the Heads and convenors for their efforts in this connection.

The Association had been represented by the President, officers or council members at several UNESCO, IPDC and other international meetings over the two year period.

The officers of the Association had been able to meet on several occasions to deal with the Association's business, including constitutional matters, publications, publicity and promotion, membership, conference arrangements and general policy.

The President reminded the Assembly that it had been accepted for over a decade that economies and efficiency demanded that the organisation and administration of the Association should be centralised at the Leicester headquarters. However, in recent years various steps had been taken to make the administration more effective, and these included obtaining support from other institutions such as those in Budapest and The Hague. Even so, the Association relied almost totally on voluntary work. The President informed the General Assembly that the development of the "cabinet system" over the past few years, which entailed having fairly frequent meetings between the officers of the Association had been very much appreciated by him, and had clearly led to a smoother operation and increased efficiency. He thanked Tamas Szecsko, Olof Hulten, Cees Hamelink and Peggy Gray for their efforts and cooperation in this connection.

Since the last meeting of the General Assembly in Prague the International Council had met three times, namely in Paris in September 1985, Siofok (Hungary) in May 1986, and New Delhi immediately prior to the Conference. Members had already been informed of the proceedings and decisions, and further information and recommendations stemming from these meetings would be put before the Assembly.

The International Council was anxious not only to maintain, but to build on the progress that had been achieved over the past twelve years. It was particularly concerned to make sure that the Association, primarily through its conferences, should be internationally known for the high quality of its intellectual contributions.

With this in mind the President drew attention to the quality of the proceedings at the New Delhi conference, which attracted 360 participants from 42 different countries, and was an undoubted success in every way. In addition to the plenary sessions, all eight Sections and 17 working groups held meetings, and the contributions and presentations at these were of a very high standard. Overall the facilities and accommodation were first class, and the social and cultural arrangements most apt and generous. The President said that the success was mainly due to the efforts of the members of the National Committee and the local Organizing Committee. Personally, and on behalf of the Association, he thanked them and all the others, including members of the Programme Committee, who had contributed to an outstanding occasion.

As far as general membership was concerned, there were still in the region of 1000 members from over 60 countries, Costa Rica and The People's Republic of China being represented for the first time. Over the past two years, following the decision of the General Assembly, the lapsation clause had been rigorously applied. It followed from this that although new members were still being recruited in substantial numbers, this increase was more than countered by those who had lapsed, i.e. who had not paid their dues over a two year period. Still, this meant that the revised membership booklet, which would be sent to all members towards the end of the year, would present a more accurate reflection of real, active membership than the earlier lists had done.

The Report was accepted and approved, as was the recommendation submitted by the President on behalf of the International Council, that Eapen K Eapen should become an honorary member for life.

7.

## FINANCIAL STATEMENT

Not surprisingly, the financial statement reflected the situation about membership and related matters referred to by the President in his report - income being derived almost entirely from membership subscriptions. Costs (mainly with regard to administration, travel, meetings, etc.) were increasing, and in addition more administration costs were having to be met from the Association's funds than in the past. There still was, of course, a high degree of indirect and hidden support and subsidy, which it was hoped would not be too drastically reduced, although it was accepted that it might be necessary in the future to draw more on the Association's funds to meet the general costs of administration. This possibility had been recognised and approved at an earlier meeting.

Nevertheless, granted the overall policy of the Association, the financial situation was satisfactory. The balance at 30 June 1986 was Sw.Fr. 74738, which compared favourably with the balance two years earlier of Sw.Fr. 70470. Income from subscriptions over the two year period 1984-86 also showed a modest increase in the region of Sw.Fr. 7000 when compared with the period 1982-84. On the whole, income from subscriptions had been relatively stable since 1980 but, as mentioned earlier, costs were increasing steadily. The President reminded the Assembly that should the Association wish to change its long established policy of general financial maintenance to one of support and funding for an expanding programme involving increased Section activities, the carrying out of research, additional publications, etc. it would be necessary to seek additional financial support from external sources. This approach had been rejected in the past, but it might be time for a rethink.

The Association might also think again about the question of differential fees for members from the Third World. The Treasurer and Mr S T Kwame Boafo would examine this and report to the next meeting of the International Council.

The financial statement, report and policy were accepted and approved.

8.

## NEW MEMBERS

The Assembly ratified membership for 93 individuals and 16 institutions.

9.

## PROMOTION, PUBLICITY AND PUBLICATIONS

The Secretary General, Tamas Szecsko, announced the publication of the first in what it was proposed should be a series of Occasional Papers. This first paper, COMMUNICATION POLICIES AND PLANNING - AN ANNOTATED BIBLIOGRAPHY, would be sent to all members free of charge.

Together with Cees Hamelink, the Secretary General also planned to publish further papers in 1987 in what it was hoped would become a well-established series. The Sections were asked to cooperate in this venture by selecting suitable papers from the many that were presented at their meetings. The Secretary General had also produced a special bibliography on the theme of the New Delhi conference, and he thanked all those who had contributed to this. A special edition of GAZETTE had been produced for the conference, and Frans Kempers was thanked for arranging this.

As previously announced, and thanks to Cees Hamelink and his institution, copies of a promotional leaflet had been available from headquarters at Leicester for some time. Unfortunately, despite earlier requests, not many members had taken advantage of this opportunity to promote the Association.

A lengthy discussion showed that the importance of developing an active publication policy was fully recognised, as was its relevance to promotion. The President assured the Assembly that although the International Council, aware that the financial implications of publishing were not always recognised, had decided against recommending that the Association should have its own journal (there was much discussion on this), the situation would be reviewed periodically.

He said that he had been most impressed by the initiative and work of his colleagues in launching the new series of Occasional Papers. Details of future publications would be announced in due course, and further plans would be presented to the next meeting of the International Council.

10.

RELATIONSHIP WITH UNESCO

A grant from UNESCO in support of the joint programme of the International Communication and Communication Technology Sections had enabled several of the Association's members from the Third World to travel to New Delhi and contribute to the proceedings. The Professional Education Section had also benefited from UNESCO assistance in a similar way, and had received support for a feasibility study on The Promotion of Textbooks for the Training of Journalists in Anglophone Africa as part of the IPDC programme. Additional support may be forthcoming for further work in this area, and IAMCR might be asked to arrange a planning meeting to explore the possibilities of a comparative project on The Social Implications of New Technology. Other cooperative ventures were also under consideration, including a contribution to the Report on World Communications.

Alan Hancock, representing UNESCO, informed members of the latest developments at the organization and the several difficulties he and his few colleagues were experiencing.

In addition to the abovementioned formal arrangements, he commented on the many other ways in which IAMCR members contributed to the work of UNESCO, and asked that his appreciation of this should be placed on record.

The following resolution was unanimously approved by the Assembly:

The XVth General Assembly of the International Association for Mass Communication Research/Meeting August 29, 1986 in New Delhi, India -

In recognition of the fact that 1986 had been declared by the United Nations "International Year of Peace"

Emphasizes the critical importance of multilateralism in International Relations as the world community faces acute and global problems;

Notes with concern the increasing pressures to dismantle the United Nations system and in particular the pressure on UNESCO;

Expresses the need to counteract the declining attention to research and reflection on communication issues within the UNESCO programme of activities.

A proposal from the Professional Education Section was also accepted for submission to UNESCO with regard to the development of professional education in journalism and mass communication in the spirit of the Mass Media Declaration.

11. SECTIONS

All the Association's Sections reported on their activities and programmes. The reports were accepted and approved.

The International Council had accepted the recommendation that Zoltan Jakab should be the new Head of the Political Economy Section in succession to Robin Cheesman, who was warmly thanked for his work for this Section over several years.

Although the aforementioned reports from the Sections indicated increased all-round activity, the International Council felt that there were no common criteria consistently applied in the establishment, functioning and assessment of Sections. There was no wish to impose a straitjacket of rules and regulations, but the Council recommended to the Assembly that the establishment, operation and dissolution of Sections should be governed as follows.

All Sections should:

- (a) have policies, programmes and activities relating to an identifiable field of study;
- (b) have global perspectives in terms of membership/attendance and field of study;
- (c) have regular meetings on at least a biennial basis;
- (d) have a minimum number (20) of IAMCR members actively involved in the Section's activities;
- (e) ensure effective communication between members;
- (f) report to the General Assembly at each meeting of the Assembly;
- (g) have a Head appointed by the International Council, who would be responsible for overall direction, coordination and liaison with the Council.

The general principle of the recommendations was accepted, and it was agreed that details would be sent to all members for their comments. It was also agreed that the Sections should be encouraged to make contributions to the Occasional Paper Series.

12. PROPOSED CHANGES TO STATUTES

The President reminded the Assembly that over the years there had been many suggestions and much discussion on the need to revise procedures, make appropriate allowances and changes with regard to the rapid growth of the Association, cater for innovations in communication technology, and take account of intellectual developments in the general field of mass communications and related areas. The laudable general aims of

what were sometimes conflicting suggestions were improved efficiency, increased membership, participation and representativeness, the maintenance and improvement of intellectual standards, and a wish to ensure that an association founded in Europe some thirty years ago was capable of adequately meeting the challenges of the present and future in a genuine international setting.

Over the years many useful steps had been taken at several levels towards the attainment of some of these objectives. But the General Assembly, at its last meeting, and the International Council on more than one occasion, decided that to deal successfully with the issues and to pave the way for other desirable changes in the future it would be necessary to revise certain clauses in the Statutes.

With this in mind 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 members over a period of years, a set of recommendations a number of which called for changes in the Statutes.

The proposed changes included: 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. The proposals had been distributed to all members of the Association two months prior to the General Assembly, as required by the Statutes.

The President remarked that on more than one occasion in the past the officers and governing bodies of the Association had been accused of dragging their feet and of being reluctant to propose changes so, in a way, it could be regarded as a definite step forward when formal proposals for Statute changes were presented to all members, within the statutory time limits, for final submission to the General Assembly at the New Delhi meeting.

After much discussion the International Council had decided that:

- (a) the proposals for amendments in the Statutes should be presented to the General Assembly so that each proposed change could be voted on separately;
- (b) the proposals would not be presented as formal recommendations of the Council, although in most cases they had previously been approved as such.

The President apologised to the Assembly, on behalf of the Council, for this apparent vacillation, inconsistency, contradiction and confusion, and suggested that it might be due, amongst other things, to the fact that the composition of the Council (those actually attending meetings) varied from meeting to meeting.

The proposed changes were not discussed item by item, as recommended by the International Council and, following some brief exchanges it was decided that the proposals should be referred to the Executive Board for further consideration, and that following this only those recommendations approved by the International Council should be submitted to the General Assembly at its meeting in 1988.

The President thanked Professor Loeffler for his efforts - often from a sick bed - in helping to prepare the proposals for changes in the Statutes on the advice of the International Council.

#### 13. 1988 CONFERENCE AND GENERAL ASSEMBLY

- (a) Professor Manuel Pares I Maicas confirmed that the 1988 Conference would be held in Barcelona, and this was unanimously approved with appreciation and gratitude.
- (b) The International Council, at its meeting immediately prior to the General Assembly, had recommended that the Programme Committee for the Barcelona Conference should consist of the President, Secretary General, Administrative Secretary, 2/3 members from Barcelona and three other members (not necessarily from the International Council), one of whom should be able to represent Latin American interests. The President and officers would make the necessary arrangements.
- (c) The theme of the 1988 Conference was confirmed as Mass Communication and Cultural Identity, and it was agreed that Professor Maicas should prepare a paper elaborating the theme for general distribution to members.

#### 14. FUTURE CONFERENCES AND ASSEMBLIES

Dr Slavko Splichal confirmed the offer from Yugoslavia that the 1990 conference should be held there, probably in Ljubljana, and this was unanimously accepted. Beyond 1990 conferences might be held in Canada and Hungary - in both cases the prospects were encouraging. It was also agreed to explore the possibility of having the meeting in Africa (Kenya and Zimbabwe were mentioned) some time in the mid-nineties.

#### 15. MEETINGS OF EXECUTIVE BOARD AND INTERNATIONAL COUNCIL

It was announced that Erik Nordahl Svendsen and Robin Cheesman had kindly agreed to host the next meeting of the International Council in Copenhagen in August/September 1987. Prior to that the Executive Board may have the opportunity to meet in Tampere - thanks to Kaarle Nordenstreng - in June 1987.

16. ELECTIONS IN BARCELONA 1988 \*

With regard to the election process the President, on the instructions of the International Council, invited 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. Those nominated must, of course, be members of the Association, and must have given their consent. He also drew attention to the fact that, according to Statutes, re-election of current holders and members was possible in all cases, and there was no set figure for the number of Vice-Presidents who may be elected. However, as far as the International Council was concerned, due attention should be given to disciplinary and geopolitical distribution.

Within this framework members may nominate as many other members as they wish, but it would be helpful to provide supporting statements, and other related comments would be most welcome. It was proposed and agreed that all names and comments received at the Leicester headquarters by 31 July 1987 would be distributed to members of the International Council, who would then be in a position to discuss the nominations at their September meeting. Following this meeting it was proposed that a selected list or lists would be sent to all members of the Association for their reactions, and that these reactions would be further considered by Board and Council before final submission of a list or lists to the General Assembly in July 1988 in Barcelona. The procedures were approved.

- \* One of the implications of the rejection of the proposed changes in the Statutes is that the elections in Barcelona will follow exactly the same pattern and procedures as in the past. In fact, even if Statute changes with regard to elections, procedures, etc., were to be agreed in Barcelona, these could not come into effect in a way to influence election outcomes until 1992. According to the unchanged Statutes, which will govern the Barcelona elections in 1988, all members - officers, Board and Council members - will be elected for a period of four years - 1988 to 1992.

## INTERNATIONAL ASSOCIATION FOR MASS COMMUNICATION RESEARCH

### THE STORY OF THE STATUTES

The original Statutes of the Association were approved by a Constitutive Conference held in Paris at the seat of UNESCO on 18th and 19th December 1957. They were then completed, simplified and modified by the General Assemblies held in Hercegnovi (1966), Pamplona (1968) and Leicester (1976). Proposals for more radical changes put forward by a specially elected sub-committee were rejected at the General Assembly held in Buenos Aires in 1972, but there have been several occasions over the past twenty years when changes - first thought to require amendments to the Statutes - have been brought about by other, less formal methods.

Ideally it should not be necessary to have to resort to frequent changes in Statutes and Constitutions. On the other hand Statutes which were first formulated over thirty years ago, heavily influenced by French legal thinking at the time, for a relatively small association may no longer be appropriate for what has become a genuinely international association with over one thousand members in almost seventy different countries, with a constantly expanding programme of activities.

Since 1976 debates and discussions in the various bodies of the Association have reflected an unease about the appropriateness of some of our clauses and procedures. Over the years several members have drawn attention to what they consider to be shortcomings and inadequacies and, as indicated earlier, some of these have been satisfactorily dealt with by resolutions which fell short of Statutory changes. However, the International Council and General Assembly decided that it was not possible to deal with all the perceived shortcomings in this relatively informal way, and that is why formal proposals for Statute changes were presented to the membership and submitted to the General Assembly in New Delhi in 1986.

Although many points have been raised in the wide ranging discussions, the two major bones of contention have had to do with the role and operation of the Sections, and with the nature, functions, constitution, composition, size and representativeness of the Executive Board. Steps not requiring statutory changes have been taken which it is hoped will deal with the former issue, but the latter is still seen by many as posing a problem and as being an obstacle to the continued successful development of the Association. One of the main problems in this connection is that the Executive Board is now far larger than was ever intended by the founding fathers, and that members have been elected to the Board for a variety of reasons which do not make any obvious sense with regard to function or representativeness.

But let us now refer to the officially approved minutes (plus associated papers) of the meetings of the International Council and General Assembly to inform us about the many points that have been raised over the last decade about our constitution and related matters. Hopefully, this will bring some light to bear on our deliberations at Tampere.

GENERAL ASSEMBLY

5. AMENDMENTS TO STATUTES

Following a report on the work of the Statutes Committee, the amended Statutes as approved and submitted by the Executive Committee/International Council, previously circulated to members in accordance with Statutes, were received and approved. Members of the Statutes Committee, Professor Loeffler and Dr Kohlass in particular, were thanked for their excellent work in successfully completing a very difficult and complex task.

9. b) It was noted that according to the Statutes, members of the International Council were elected for four years but that, in the first instance, it might be appropriate if one half of the elected members would "resign" after two years. This would mean that in the future not all the elected members would complete their term of office at the same time. The names of those who would "resign" after two years might be decided by drawing lots, or in some other equitable way decided by the International Council. The matter was referred to the International Council for further consideration.
10. b) It was noted that, according to the Statutes, it was the task of the General Assembly to establish, commission or dissolve Sections and that the International Council was responsible for appointing the Presidents of Sections. In principle, therefore, the first decision must be with the General Assembly to set up a Section and give it a task, target or policy. But in those cases where the Sections had been active for several years it was felt that it was more a matter of a "vote of confidence" than the establishment of terms of reference. On the whole it appeared that the recommendation from the International Council was accepted, namely that these Sections that were working effectively should be confirmed in their role. Additionally it was accepted that some Sections (Social Psychology, Developing Countries, and Professional Training) might play an active role in the programme of the Warsaw Conference, and that the officers of the latter Section should cooperate with the Association for Education in Journalism, the International Organisation of Journalists, and other interested bodies with a view to arranging a special session at the Warsaw Conference under the general heading of Professional Training. Professors Zassoursky and Fattorello would discuss this possibility with Professors Cole, Rush and Nordenstreng.

There was a lengthy discussion on the future development of Sections. Votes were not taken, although it was accepted - following reports from those connected with the Section - that the Sections on Terminology, Technology, Satellites and Publications had ceased to exist. They could, of course, be reactivated or new ones established at a later date.

It was agreed that the whole question should be referred to the International Council, whose members would be greatly helped in their deliberations if they had the benefit of members' written comments, on this and other matters, relevant to the future of the Association. The President was instructed to write to members accordingly.

## CARACAS 1980

### INTERNATIONAL COUNCIL

It was agreed that, although it was not always advisable to deal with every problem by contemplating a change in Statutes or Constitution (there had recently been some fundamental changes), the rapid development of the Association called for a regular review of the appropriateness of the Association's organisation and structure. The arrangements had served admirably in the past might not be able to cope with the present and future. With this in mind Council members were requested and agreed to write to the President, shortly after the Caracas conference, with their comments and suggestions about the appropriateness of the existing procedures and regulations governing membership categories, elections, structure and composition of governing bodies, role of officers, and any other constitutional matters seen to be relevant. It was also agreed that a similar request should be put to all members at the General Assembly. On the basis of the answers received a working paper might then be prepared for discussion at the next meeting of the International Council and then at the 1982 General Assembly.

### GENERAL ASSEMBLY

Received and approved the above minute of the International Council.

## SIGTUNA 1981

### INTERNATIONAL COUNCIL

#### President's Report:

Only five members had made any suggestions with regard to changes in Statutes, organisation, structure, etc., following several requests, and although this may be seen as an indication of satisfaction with the status quo, it might also be seen as general lack of interest.

#### 8. Revision of Statutes, Organization, Procedures, etc. re Conference Assembly and Other Matters

Despite the enthusiasm expressed on these issues at the Caracas meeting, very few members had written constructively. G.G. Robinson introduced a discussion on the above matters within the framework of a paper which she had prepared\* and which had been previously circulated to members, and in relation to three or four other papers which members had also seen. The introduction was presented under the following headings:

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\* See Paper B - G.J. Robinson

## SIGTUNA (continued)

- (a) Congress Organisation
- (b) General Assembly Procedures
- (c) Committee Structures and Responsibilities
- (d) Section Activities.

Following a comprehensive and intensive discussion on these and on the other points raised by the few who had written, in which it was accepted that some of the points could easily be incorporated into existing procedures, that others were not particularly relevant, and that others still might require more detailed discussion, and possibly changes in Statutes, it was decided to:

- (a) Recommend certain courses of action to the Programme Committee for immediate implementation for the 1982 Conference/Assembly.
- (b) Set up a sub-committee (Werner, Martelanc, Robinson, Pisarek) to examine all the various issues involved under the general heading "Conference, Organisation, Sections, Etc" and report back to the International Council at its next meeting before the Paris General Assembly.

## PARIS 1982

### INTERNATIONAL COUNCIL

#### 14. Constitutional, Organisational and Procedural Matters\*

Council discussed a paper prepared by G.J. Robinson which stemmed initially from the Ad Hoc Committee on Conference Planning and Procedures. It was agreed that the contents of this paper reflected a wider interpretation of the Committee's remit than might be implied by the title and that the paper provided a very sound base for future discussions about several topics vital to the successful development of the Association. The International Council, whilst recognising that some of the points in the Report had already been met and that others could only be met by increased expenditure, were pleased to accept the Report in principle, and agreed to work for its implementation within a realistic financial framework. It was agreed to send copies of the report to all members of the Association and to ask for their reactions.

In the interests of wider and more democratic participation it was agreed that whenever possible decisions taken at meetings of the International Council should be conveyed to all members of the Association well before the date of the General Assembly. All members should also receive the agenda for the General Assembly (with requests for comments, etc) whether or not they were intending to be present at the Assembly. At every possible opportunity all members should be encouraged by the President to make their wishes known well in advance of any meeting or assembly.

### GENERAL ASSEMBLY

Received and approved the above International Council minute.

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\* See Paper C

INTERNATIONAL COUNCIL

16. ELECTIONS TO EXECUTIVE BOARD AND INTERNATIONAL COUNCIL AND RELATED CONSTITUTIONAL AND ORGANISATIONAL MATTERS

The President reminded the meeting that for some years now the Council had discussed the possibility of changing the organisation and structure of the Association, its governing bodies and its manner of operation, particularly in terms of its conferences and elections. The discussions had led to many changes at several levels. Quite a number of the recommendations from the Ad Hoc Committee on Conference Planning and Procedures had already been put into effect, as would be clear from the plans for the Prague conference and from the changes in the general administration and operation of the Association over the past year or so. Still, some members felt that more changes and reforms would be welcome, if only to deal adequately with the expansion of the Association over the last decade. On the other hand, there were those who were more cautious, being particularly concerned about change for the sake of change, and emphasising the unique international character of the Association and the fact that it had been well served by its constitutional arrangements since its establishment. However, there was general agreement that these matters must be discussed before nominations could be put forward for the Executive Board and International Council elections.

With this in mind the following points were amongst those discussed in a wide-ranging and lengthy discussion: the need for geopolitical and disciplinary representativeness in the governing bodies of the Association; whether this representativeness did/should apply equally to both Board and Council; national and regional representation; representation according to size of membership, financial contribution via membership fees, and participation in the Association's work and programmes; inadequate representation from the Third World and the need for special measures to remedy this; the criteria for election to Vice President; the number of Vice Presidents; the size and function of the Executive Board; the length of tenure or period of election to Board and Council; the question of rotating membership; the role of Heads of Sections; voting and election procedures.

It was agreed that a close examination of all these matters must precede the drawing-up of a list or lists of candidates for election, and that in the next instance this would be most appropriately accomplished by setting up a Nomination Committee, with a remit which would include both organisational and nominating tasks. The agreed form and terms of reference of the Nomination Committee represented a compromise between two proposals. Three members (Heads of Sections) would be elected by the Council and the President could co-opt two or three additional members. The members elected were Linne, Melody and Pavlic, and the co-opted members Anzola, Cole and Zassoursky. The President was instructed to arrange for the Committee to meet before the end of the year at a convenient place. The task of the Committee would be to advise the President on all matters it considered appropriate. On the basis of this advice, any recommendations made and other representations from the members of the Association (who would be requested to contribute) the President would report to the Executive Board - again with a list of nominations, if considered appropriate - prior to presentation to the Prague meeting of the International Council in August and final submission to the General Assembly. It was also agreed to accept Kaarle Nordenstreng's invitation to the Board for it to meet in Finland in May or June 1984, and the Council expressed its gratitude for his offer of financial support. \*

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\* See Paper D for notes on Tampere meeting.

PRAGUE 1984

INTERNATIONAL COUNCIL

Meeting of "old Council" prior to General Assembly.

8. PRESIDENT'S REPORT

(a) Structure, Organisation, Procedures, etc.

The President reported on the general activities of the Association, on developments since the last meeting, and in particular on the meetings of the Executive Board in Tampere and Prague, and the Nomination Committee in Rome. Following discussion it was agreed to recommend to the General assembly that:

- (i) With the possible exception of the President and General Secretary, elected officers/members of Executive Board and Council should not serve for more than two consecutive terms, i.e. eight years. They may, however, be re-elected again after a gap of one term of four years.
- (ii) A system of rotation should be designed so that all officers, Council members, etc. should not have to be elected at the same time. There should be elections for an agreed proportion of members every two years (i.e. at every General Assembly) as distinct from every four years, which is the current practice.
- (iii) A "small inner cabinet" should be established from the Executive Board (which was becoming too large to efficiently function as a genuine Executive Board) to assist the President in the running of the Association.
- (iv) The undesirability of holding more than one office (e.g. Vice-President and Head of Section) simultaneously should be considered.

It was thought that, most probably, all of these proposals could be put into effect without major constitutional changes being necessary, but it was agreed that, subject to the proposals being approved by the General Assembly, Martin Loeffler, Tomo Martelan and the President would examine the position with regard to constitutional matters.

## PRAGUE (continued)

### GENERAL ASSEMBLY

The report from the Council was received and approved, and elaborated as follows.

#### 9. ORGANIZATION, STRUCTURE, PROCEDURES AND POSSIBLE CHANGES IN STATUTES

The need to consider the possibility of changes under this heading has been on the agenda for some considerable time, although it had generally been accepted that frequent changes in the Statutes should be avoided. The President gave an account of the meetings of the Executive Board and International Council where these matters had been thoroughly discussed. It was agreed that a working group, including Martin Loeffler and Tomo Martelanc, should be established to look into the constitutional implications of the decisions and recommendations outlined below, and that it should report back via the International Council with a view to positive action being taken, including changes in Statutes, where appropriate, by the time of the 1986 General Assembly.

The decisions and recommendations included that:

- (a) with the possible exception of the President and General Secretary, elected officers/members of Executive Board and Council should not be allowed to serve for more than two consecutive terms, i.e. eight years;
- (b) consideration should be given to designing a system of rotation so that all officers, Council members, etc., should not have to be elected at the same time. There might be elections for an agreed proportion of members every two years (i.e. at every General Assembly) as distinct from every four years which is the current practice;
- (c) a "small inner cabinet" might be established from the Executive Board (which was becoming too large to efficiently function as a genuine Executive Board) to assist the President in the running of the Association. It was noted that a "cabinet system" was already functioning quite effectively;
- (d) the whole purpose and function of the Association's formally established, but not very clearly defined Sections should be re-examined. In the meantime, new Sections should not be formally established. It was generally accepted that several relatively informal but well-established and active groups, workshops, etc., were contributing more to the Association than some of the formally established Sections. These and other factors must be taken into consideration in the review of Sections. It was also agreed that the status of the Head of Section with regard to the automatic membership of the International Council should be included in the review;
- (e) the undesirability of holding more than one office (e.g. Vice-President and Head of Section) simultaneously should be considered.

PRAGUE (continued)

INTERNATIONAL COUNCIL

Meeting of "new Council" after General Assembly.

3. STRUCTURE, ORGANISATION, PROCEDURES, ETC.

The recommendations from the last meeting of the old International Council, and the generally positive reactions of the General Assembly to these were noted. Action would be taken accordingly, particularly with regard to Statute and constitutional matters.

It was suggested that Heads of Sections should not automatically be members of the International Council, or that, if they continued to be Heads, they should not have voting rights. It was agreed that, in the first instance, Section Heads should address themselves to this and the several other related "Section matters" previously discussed by the International Council and General Assembly, and pass their comments to the President in time for the matter to be further discussed at the next Council meeting.

PARIS 1985

INTERNATIONAL COUNCIL

11. ORGANISATION AND STRUCTURE INCLUDING POSSIBLE CHANGES IN STATUTES WITH REGARD TO ELECTIONS, MEMBERSHIP OF BOARD AND COUNCIL AND STATUS OF SECTIONS

Council noted that at the Prague meeting the General Assembly had agreed that:

- (a) with the exception of the President and General Secretary, elected officers/members of Executive Board and Council should not serve for more than two consecutive terms, i.e. eight years. They may, however, be re-elected again after a gap of one term of four years;
- (b) a system of rotation should be designed so that all officers, Council members, etc. should not have to be elected at the same time. There should be elections for an agreed proportion of members every two years (i.e. at every General Assembly), as distinct from every four years which is the current practice;
- (c) the automatic membership of the International Council for heads of Sections should be reconsidered together with the recommendation that no member should hold more than one office or position and that this should be related to an overall review of the status, role and function of Sections, Working Groups and other like bodies.

Following a lengthy discussion it was agreed that a Sub-Committee (Halloran, Martelanc, Robinson, Szecsko, Hulten) should deal with these and related issues with the help of Professor Loeffler should he be available, and should then advise the President on any necessary action which would have to be taken with regard to possible changes in the Statutes.

PARIS (continued)

It was noted that any proposed changes in Statutes should be sent to all members before the end of June 1986 and it was agreed that no decisions about the establishment of new Sections should be made until the more fundamental questions raised above had been settled.

The question of a further meeting before the New Delhi conference (possibly in March/April 1986) to discuss the above and related matters before proposing formal changes was raised. The problems of travel etc. were recognised but Tamas Szecske agreed to explore the possibility of hosting such a meeting.

SIOFOK 1986

INTERNATIONAL COUNCIL

11. PROPOSED CHANGES TO STATUTES AND RELATED MATTERS, INCLUDING THE STATUS OF SECTIONS

Following a long discussion based, inter alia, on earlier recommendations of the General Assembly and Council, the suggestions and proposals of Professor Loeffler and the officers, and the many responses by members to Presidential requests on specific items, the President was instructed to consult further with the officers of the Association and Professor Loeffler, should he be available, and formulate in accordance with constitutional requirements, proposals for changes in Statutes and associated recommendations re. policies and practices for consideration by the General Assembly. The proposed changes and associated recommendations submitted to members in accordance with statutory requirements are set out in the attached papers.\*

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\* See Papers E & F

NEW DELHI 1986

INTERNATIONAL COUNCIL

After a long discussion in which previously approved decisions by both Council and Assembly were debated yet again and reservations expressed about what had previously been agreed by both bodies, it was decided that:

- a) the proposals for amendments in Statutes should be presented to the General Assembly so that each proposed change could be voted on;
- b) the proposals would not be presented as formal recommendations of the International Council, although in most cases they had previously been approved as such.

GENERAL ASSEMBLY

It was agreed that the proposals should be referred to the Executive Board for further consideration, and that following this only those recommendations approved by the International Council should be submitted to the General Assembly.

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See Paper G

Executive Board Tampere 1984(a) Organizational and Procedural Changes, etc.

The Board decided that, in the interests of increased efficiency and in order to effectively meet the changed situation following rapid developments, the following matters should be discussed by the International Council and General Assembly in Prague, and constitutional changes considered, where appropriate.

(i) Limitations of tenure for those elected to Board and Council

The general feeling was that, for all elected positions with the possible exception of the President and Secretary General, re-election should be possible for a second four year term but not for a consecutive third term. Members may be proposed for a third term after a four year break, but eight consecutive years should be the maximum allowed.

(ii) Periodic and proportional phasing of election and retirement

As things stood, elections for ALL positions on the Board and Council took place at the same time every four years. It was agreed that consideration should be given to procedures, particularly in the case of the International Council, where only a proportion of the membership (say one half) would have to be elected/re-elected at any given Assembly. This would obviously need to be considered in relation to (i) above.

(iii) Holding more than one office

At present it was possible for a Head of Section (by dint of office a member of the International Council) to be an elected member of the International Council or of the Executive Board (e.g. Vice President). This was recognized as an anomaly which, amongst other things, stood in the way of wider representation. However, it could easily be rectified.

(iv) The "representativeness" of elected members

For many years it had been generally accepted (in fact it was a constitutional requirement) that, broadly speaking, the membership of the International Council should reflect the geopolitical, disciplinary composition of an Association which was truly international and multi-disciplinary. Within the obvious circumscriptions of the Association's operations (e.g. not every one of the sixty-eight countries could be represented on the governing bodies) the system seemed to have worked reasonably well at a relatively informal and individual level. In general terms, it would appear that in the past members had been elected to the Council essentially as individuals, known quite widely for their scholarship and/or service to the Association, but also with a view to their country of origin, place of work, disciplinary affiliations, and so on. On the whole they had not been seen as formal representatives of their country, region or discipline; nor had their electoral nomination or support been given in these terms. Clearly, such formal representation would not be appropriate, or even possible, in the case of many of the countries, regions or disciplines represented in the Association.

Over the last year or so, however, it has been suggested that, at least in some cases, we should give consideration to a more formal type of representation where, for example, a nominee or candidate from a given region should certainly be nominated (and perhaps even elected) solely or primarily by members from that region. The Board felt that this question clearly deserved consideration by the Council and Assembly, but it also recognized the problems should such a procedure be adopted, particularly when there might be different factions within any given region, and where "representatives" may come to be elected primarily, if not solely, in terms of their affiliation to, or office holding in such groups or factions. This would involve a departure from the conventional procedures (no bad thing in itself), and it was suggested that, despite their obvious imperfections, criteria linked to a more universal appreciation of individual qualities of scholarship were more appropriate to an International Association such as ours. The Board asks Council and the General Assembly to discuss this matter, bearing in mind the complex nature of the Association, and having due regard to the wider implications of any proposed departures from conventional procedures.

(v) Vice-Presidents and the Executive Board

The Board considered the several changes that had been proposed under this general heading, and accepted that the "representative criteria" relevant in the case of the International Council (see above) did not necessarily apply to, and was not always seen as a main characteristic of the Board, as at present constituted. It was noted that, in the case of the Board, the Statutes did not call for such "representativeness". Whilst it was recognized that the criteria for election to the Board were not immediately self-evident, particularly to newer members of the Association, it was felt that the main problem was not so much in terms of the numbers of Vice-Presidents, who they were or where they came from (most of them, according to the President, had served the Association well), but was more in terms of the implications of a clause in the Statutes which meant that all Vice-Presidents were automatically members of the Executive Board. It was felt that it was this automatic "association" that might usefully be changed so that perhaps only one or two of the Vice-Presidents should be members of the Executive Board. Such a change would make it possible for the Association, should it so decide, to continue to elect Vice-Presidents preferably according to agreed and overt criteria - say, for outstanding service to the Association, for some distinguished achievement, or in relation to some specific role or function - without creating an unwieldy and virtually functionless body. It would also pave the way for the creation of a genuine Executive Board (say, President, Vice-President, Secretary General, Deputy Secretary General and Treasurer), with appropriate functions. Other Vice-Presidents could be co-opted from time to time for specific tasks related to their special interests or experience.

It was recognized that, even if the Association accepted the above changes, they could not be formally brought about through the forthcoming elections, or at the Prague Assembly. Nevertheless, it was thought that, as a possible prelude to de jure changes, the President, after the Prague Assembly, might make appropriate de facto arrangements for a trial period by asking one of the Vice-Presidents to join the other elected officers to form a "cabinet" that might assist him in the administration of the Association and the organization of its programmes.

(Mch. E)

# INTERNATIONAL ASSOCIATION FOR MASS COMMUNICATION RESEARCH

23 June 1986

## PROPOSED MODIFICATION OF STATUTES

Notice is hereby given that at the XV General Assembly of the Association, which will be held in New Delhi, India, on Friday, 29 August 1986, modification to the Statutes\* will be proposed as stated below.

It is proposed that the undermentioned articles should now read as follows:

### Art. 3 I c) Associate Members

Where full membership of the Association is not possible for legal or other reasons, the status of associate member (without voting rights) may be granted to national and international institutions, organizations and associations which have interests and activities in related fields and whose aims are consistent with those of the Association.

### Art. 3 II c)

delete "by registered letter".

### Art. 6 e) General Assembly (Tasks)

It shall elect by simple majority, and for a four year period, the President, the Deputy-President, the members of the Association's Executive Board [as stipulated in the first sentence of Art. 9 a)] and the members of the International Council [as stipulated in Art. 7 a)]. The President, the Deputy-President and all members of the Association's Executive Board and of the International Council may be re-elected for a second consecutive four year period. After serving for two consecutive terms of four years a member may not serve for a further consecutive period in the same capacity. The General Assembly may decide by a simple majority that this principle need not apply to the offices of President, Deputy-President or General Secretary.

### Art. 7 International Council (Members and Meetings)

- a) (1) no alteration  
      (2) The Honorary Presidents  
      (3) delete
- b) The members of the International Council referred to in paragraph a)  
      (1) above shall be elected in accordance with Art. 6 e).
- c) The International Council may invite to its meetings Heads of Sections  
      [see Art. 12 b)] in an advisory non-voting capacity.
- d) As (c) in old Statutes and (e) as (d).

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\* Figures, letters, etc. refer to current Statutes, as last amended in 1976 (copy enclosed).

## Art. 8 International Council (Tasks)

(The International Council shall)

- f) define the organization, details of management and financing of Sections, determine the criteria for their establishment or dissolution, and appoint the Heads of Sections.

## Art. 9 Executive Board (Members and Tasks)

- a) The Executive Board comprises the President and the Deputy-President of the Association, the Treasurer, the Secretary General and not more than five Vice-Presidents. The immediate past President is a member of the Executive Board for two years in an advisory non-voting capacity.
- b) The Executive Board decides by a simple majority of votes. Each member of the Executive Board shall have one vote except the immediate past President [see a)].
- c) Members of the Executive Board shall be elected in accordance with Art. 6 e) with the exception of the immediate past President.

## Art. 10 President

- a) no alteration.
- b) Should the President be unable to exercise his function he shall be replaced by the Deputy-President. Should the Deputy-President be unable to exercise this function, then it will pass to the Secretary General.

## Art. 12 Sections and Cooperative Agreement

- a) no alteration.
- b) Each Section shall have a Head who shall be appointed by the International Council in accordance with Art. 8 f).
- c) The organization, details of management, the financing of the Sections and the determination of the criteria governing their establishment and dissolution shall be defined by the International Council in accordance with Art. 8 f).
- d) delete.
- d) for e).

NB IT IS VERY IMPORTANT NOT TO REGARD THE PROPOSED MODIFICATIONS IN THE STATUTES IN ISOLATION. THEY SHOULD BE SEEN TOGETHER WITH A COMPLEMENTARY SET OF RESOLUTIONS WHICH, FOLLOWING FURTHER DISCUSSIONS, THE INTERNATIONAL COUNCIL WILL PRESENT, FOR APPROVAL, TO THE GENERAL ASSEMBLY IN NEW DELHI.

The aforementioned proposals for modifications come at the end of a process of exchange, proposals and counter-proposals covering many years. More recently and more specifically, they stem from the meetings of the International Council in Paris (September 1985) and Siófok, Hungary (May 1986). Following the Siófok meeting the President, Secretary General, Treasurer and Vice-President, Cees Hamelink, were given the task of consulting with Professor Loeffler (Head of the Legal Section and Legal Advisor to the Association) with a view to preparing and presenting Statute modifications for submission to the New Delhi Assembly.

Unfortunately, because of illness, Professor Loeffler was unable to be present at the Siofok meeting, or at the final drafting meeting in Munich on 5 June. However, the final drafting did benefit from Professor Loeffler's advice, detailed comments, and precise formulations, sent in writing from his sick bed. The officers, and the Association generally, are most indebted to him.

At the risk of over-simplification, it should be stated that it was generally agreed that there should be no attempt to change Statutes just for the sake of change. In fact, on the contrary, and following the advice of Professor Loeffler, a conscious attempt was made to keep formal changes to a minimum. A detailed examination of the existing Statutes showed quite clearly that in some cases where it was agreed that "changes" were necessary, such changes could be brought about by the rigorous and effective application of the appropriate clauses in the existing Statutes. Proposals will be put before the General Assembly with this in mind.

For example, the vexed question about the application of criteria governing the establishment, maintenance and dissolution of Sections is a case in point. As they stand the Statutes on this matter call for the establishment and application of criteria with regard to the Sections. Quite simply, these criteria, about which there has been considerable uncertainty and inconsistency, should be defined (say with regard to aims, membership, programme, activities, performance, publications, reporting, etc.) and applied so that the International Council and General Assembly has the opportunity every two years of seeing if the set criteria are met, both with regard to existing Sections and those "groups" that seek to become Sections. Proposals will be submitted to the Assembly to this effect. It is resolution, in every sense of the word, rather than Statute change that is required here, and in many other places as well. As members will see, Statute changes have been proposed with regard to Associate membership, the size of the Executive Board, number of Vice-Presidents, the new post of Deputy-President, the post of Assistant Secretary General, and the function of Heads of Sections.

A major change is also proposed with regard to length of tenure of those elected to offices, Board and Council - one of the main aims being to produce an acceptable blend of continuity and innovation. A related proposal dealing with the possibility of introducing a rotation system so that not all officers, Board and Council members would have to be elected/re-elected at the same time, was also considered at great length. It was finally decided that this didn't really call for a constitutional change, particularly when it was recognized that in the end the answer is always with the General Assembly when it votes every four years, and that there is nothing automatic about being re-elected for a second consecutive period of four years. "Natural wastage" might also be taken into account. A clear and separate choice from a list of proposed candidates should be made every four years.

To serve for less than four years on a governing body of an Association such as IAMCR would not be in the Association's interests. Moreover, the required geo-political/disciplinary composition of the International Council does not make it easy to devise a workable rotation system. Currently the composition of the International Council was felt to be as "representative" as the situation permitted, and it was noted that there had been far more changes in recent years than the membership at large appeared to realise.

Some of the proposals (e.g. Sections), if approved at the New Delhi Assembly, could become effective immediately. Others (those dealing with elections, etc.) could only be put into operation at the time of the 1988 Assembly and Elections.

NB THE PRESIDENT AND OTHER OFFICERS WOULD WELCOME COMMENTS ON ALL THE ABOVEENTIONED MATTERS, PARTICULARLY FROM THOSE WHO WILL NOT BE ABLE TO ATTEND THE NEW DELHI ASSEMBLY.