

1003 Lausanne, Switzerland
Petit-Chêne 19 B, April 15, 1972

25TH PRESIDENTIAL LETTER
Or, Fr. / Trans. Engl.

Dear Colleagues and Friends,

At length, here are more information on IAMCR General Assembly and Congress on "Communication and Development", which are to be held from September 15 to 25, in Buenos Aires.

As you will note, parallelly to the work programme elaborated by our Commission, and which will enable you to investigate the ever growing importance of communications in the social and economic development of the individuals and of the countries, with a particular emphasis on their role in developing countries, our Argentinian colleagues have worked out a very attractive "leisure programme", which offers you a possibility of discovering one of the most important and most interesting countries of South America. We must admit that prices resulted higher than we had expected. However, we assumed that this was an opportunity for you to discover part of the South American continent, and that it was worth while making the most of this possibility. That is why we worked out a programme as complete and interesting as possible, with a stop over in Rio de Janeiro on our way back.

We hope that the number of inscriptions will be high and we kindly ask you to send them in before MAY 30, 1972, at the latest, using the application form attached to KUONI's programme. We would like to insist that members who hesitate or cannot give a definitive inscription now do also inform us of their eventual participation before May 30, so that we can book enough seats in the planes.

On the other hand, we are still studying with IAMCR Argentinian Council the possibility of a general subvention, which would reduce considerably the total cost of this trip. But we insist that it is only when we know the approximate number of participants that we can persue our negotiations to try and obtain more favorable conditions.

In addition, depending on the number of participants and their place of residence, we are studying a possibility of concluding individual arrangements directly from the various countries instead of centralizing all departures in Kloten/Zurich. However, this solution will only be retained if it has no incidence on the total cost of the fare.

We would also like to insist that the members who have been designated in our tentative programme to function as chairmen or rapporteurs be kind enough as to let us know the soonest possible if they accept this task, and consequently confirm their inscription to Kuoni Lausanne, or to Kuoni New York, in both cases with copy to the Lausanne Secretariat.

Moreover, we invite all our members who desire to report on any of the proposed subjects to inform us as soon as possible, so that we can set up the final programme and eventually find a possibility to facilitate their transportation to Argentina.

The Secretariat is at your disposal for complementary information. Do not hesitate to write for additional precisions, concerning either the work programme or the journey.

We repeat that the limit date for the reception of your inscriptions has been fixed on MAY 30th, 1972, and that the negotiations in view of obtaining additional price reductions depend essentially on the number of participants.

NEWS FROM OUR SECTIONS -

Our sections will participate actively in the congress on "Communication and Development" and several reports have already been announced.

More particularly, the Section for History calls upon your cooperation. As you may remember, during the Constance General Assembly Professor Klimès, then President of this Section, had asked to be relieved of his functions and the Executive Committee had designated Professor Dr. Günther Heidorn to take over the Presidency of the Section.

Anxious to give the Section for History a new impulse, Professor Heidorn would like to ask your advice as to the orientation to be given the the Section's activities, and he would like to register the members who are ready to cooperate with his Section. That is why he asked the Secretariat to address to all of you the attached letter.

INTERNATIONAL PROGRAMME OF COMMUNICATION RESEARCH -

You will find enclosed the proposals formulated by UNESCO with the assistance of an international panel of consultants mainly constituted of members of our association's Executive Committee. We consider these proposals very opportune and we do invite the delegates of the various countries to the coming General Conference of UNESCO to support them.

As you will note, Section I, page 7 and following, deals with the relationship between communications and development, This is precisely the theme chosen for IAMCR 9th General Assembly, and this coincidence has been wanted by our Bureau. Consequently, the rapporteurs will find in the texte of UNESCO proposals all directives for the elaboration of their reports. Those should not exceed 20 minutes each, so as to allow a wide discussion afterwards.

SECTION FOR COMMUNICATION SATELLITES -

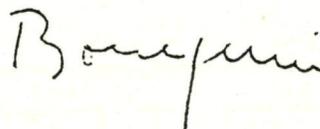
You will also find enclosed the answers received by Mr. Olof Hulten to the questionnaire he sent last September to all IAMCR members. This questionnaire attempted to register all current research projects in the field of mass communications, including communications by satellites.

We kindly invite the members who should not have received this questionnaire to get it directly from Mr. Olof Hulten, (Swedish Broadcasting Corporation, Audience and Programme Research Department, S-105 10 STOCKHOLM, Sweden).

Looking forward to meeting many of you in Buenos Aires, I remain

sincerely yours.

Your President,
Jacques Bourquin



P.S. : UNESCO has accepted to contribute to our congress "Communications and Development", and will convok an important delegation of specialists and international experts, who will take an active part in all our discussions.

We invite all members who are preparing papers for this congress to send their texts BEFORE JUNE 30th, 1972, directly to :

Mr. Ricardo C. Noseda
Calle Carlos Pellegrini 1432, BUENOS AIRES
(tel.: 44-7910 and 41-1205).

These texts should be written in English, French or Spanish language .

A.I.I.C.M. Secretariat will take care of their translation, printing and distribution.

A copy of the original text should be addressed to the Lausanne secretariat.