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INTERNATIONAL ASSOCIATION
FOR MASS COMMUNICATION RESEARCH

ASSOCIATION INTERNATIONALE
DES ÉTUDES ET RECHERCHES SUR L'INFORMATION

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Dear Friends and Colleagues,

At long last I am in a position to confirm that the 1982 Conference and General Assembly will be held in Paris at the time proposed by our French hosts, namely 6th to 10th September 1982. All the information we have at present is contained in the attached yellow papers. I hope this will be sufficient for you to make up your minds immediately to join us in Paris in September, for we are most anxious that our twenty-fifth anniversary should be a memorable occasion. Further information, particularly about the arrangements and procedures of the French Organizing Committee will be sent out as soon as we have it. In the meantime, should you have any queries (apart from those more appropriately addressed to Section Heads), please get in touch with Peggy Gray at Leicester.

The International Council and Programme Committee are particularly anxious that all those who wish to present papers to sections, workshops, groups, etc., should have the opportunity to do so. Because of the delay in determining the date and venue of the conference, the deadline for notification to Section Heads of intention to submit has been put back to January 31st 1982. Please remember that Sections are responsible for organizing their own programmes. As in previous years, I would be only too pleased, as President of the Association, to write a formal letter of invitation to any member who might feel that this would be of some assistance in obtaining the necessary support.

At the meeting of the International Council in Sigtuna, Sweden, in August, attended by 25 members, I reported on the work of the Programme Committee and expressed grave concern about the delay in finalizing conference arrangements for 1982. We had never been so far behind with our plans. The Council sympathized with the French Organizing Committee which, because of the hiatus associated with a Presidential Election, had not been able to obtain the necessary assurances of support. Nevertheless Council, although still firmly committed to a French venue, felt obliged to empower me to take whatever steps I considered appropriate to expedite matters. Fortunately, in the end, and thanks mainly to the efforts of Francois Hutin and Bernard Blin, the assurances were obtained and the decisions finally made - so that we can now look forward with some confidence to a successful conference in France in 1982.

RELATIONSHIPS WITH UNESCO

Dr Rao, whom we were very pleased to welcome as Unesco's observer at the Sigtuna meeting, indicated that Unesco hoped to be in a position to offer some support for the 1982 conference, in connection with a proposed workshop under the general heading of New Communication Technology, Democratization and Developing Countries. IAMCR had been asked by Unesco to plan a three nation study under the same heading, and a small grant (not adequate to enable new research to be carried out) would probably be available for this.

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

There was also a possibility that Unesco, perhaps through the French National Commission, might be able to provide additional support for the 1982 conference (use of buildings, interpreting facilities, had been mentioned), but there was nothing definite.

As far as research cooperation with Unesco is concerned, you will remember that I referred to possibilities under Actions I and II in Unesco's proposed research programme. Several changes have taken place at Unesco since I last wrote, and it would now appear that the possibilities of the specific research developments to which I referred some months ago are unlikely to be realized, as I had at first hoped. However, there is some compensation, and the Association has been given some support to prepare a report which would

1. Review the Report of ~~the International Commission for the Study of~~ Communication Problems (Unesco 1980) and related materials.
2. Analyse the opinions expressed and suggestions made for follow-up to the recommendations made by the Commission.
3. Identify those areas of communication which may not have been dealt with by the Commission as comprehensively as it might have wished, but could not owing to lack of time or information.
4. Recommend follow-up action pertaining to researchable questions raised by the Commission (including suggestions on appropriate research methods).
5. Recommend follow-up action pertaining to those suggestions of the Commission which can be operationalised by Unesco, as well as by Member States, professional organizations, scholars, researchers and practitioners.

All this has to be completed and submitted to Unesco not later than 31 March 1982 - a formidable task. I have asked Annabelle Sreberny to undertake the writing of this report and, in principle, she has agreed, despite the very short notice. However, she will be relying quite heavily on your contributions. She can only successfully accomplish this task "in consultation with as wide a range of communication specialists as time and the membership of IAMCR will allow" (Unesco). Please let me have your contributions - the more the better - at your earliest possible convenience. Write to Dr Annabelle Sreberny, c/o Professor James D Halloran at the Leicester headquarters address.

It is intended that, following the presentation of the report, a small group (IAMCR/UNESCO) should meet to discuss the implementation of the research recommendations.

Further possibilities of research cooperation with Unesco are also being explored in connection with the IPDC programme, Media Influence and Media Education and Media and Ethnicity. This last research topic is not part of the programme of the Division of Free Flow of Information and Communication Policies, with whom we normally collaborate. It stems from early exploratory work carried out by research staff at Leicester, with the Social Science Division, under the general heading of Media and Race Relations. They have been working in this field for many years.

As far as IAMCR/UNESCO joint publications are concerned, Dr Rao confirmed at Sigtuna that the long awaited Community and Communication publication was finished, but he had not yet seen a copy; neither have I some three months later. The Foreign Images report is with the Publication Department, and

should be published early in 1982, and later in the year the Developmental News publication, the first draft of which has already been completed by Annabelle Sreberny, should also be published. Unesco has made a grant of US\$ 5,000 to support the publication of a Monograph from the Caracas conference, roughly along the same lines as earlier conference monographs, but this subsidy does not meet the full cost of printing and distribution. The Association will need to find an additional sum in the region of US\$ 3,000 from its own resources if it decides to go ahead with this.

In general, the International Council welcomed the development and extension of the cooperative working relationships with Unesco, and assured Dr Rao of IAMCR's wish to continue to contribute to Unesco's communication research programme, hoping that there would be increased opportunities for IAMCR to be consulted even more fully, and to work more closely on the programme than in the past.

FINANCE AND MEMBERSHIP

Rarely do I miss an opportunity to remind you of your obligations in this connection, and this letter is no exception. In fact, the financial position of the Association needs a very careful examination, and I ask for your forbearance with what follows, and your full cooperation with what is recommended, as the future of the Association depends on this.

At Sigtuna I reported that many new members had joined the Association over the past year and that, particularly in view of the high quality of the Caracas conference and of the increased activity of some of the larger Sections, I could still refer with confidence to the progress and development of the Association. However, the affairs of the Association are not as satisfactory as might appear at first sight. For example, with regard to membership, there are many new members, but many 'old' members are not particularly active, and are certainly not consistent in their payment of dues. Approximately 120 individual members and 30 institutions that appear in the official membership list have not paid their dues for the year 1980. Moreover, members of the International Council do not always set a good example in this connection. Twenty-six members have not yet paid their dues for 1981, neither have eight of these paid in 1980, and two are three years in arrears. Two members of the Council have not even acknowledged their election to it, and only 32 out of 50 have so far provided their CV for distribution to all members of the Association, as agreed at the Caracas conference. Only five members have made any suggestions with regard to changes in Statutes, organization, structures, 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.

The concomitant of all this is seen in the financial position. The last half-yearly statement from the Swiss bankers of the Association indicates that in June 1981 the Association had approximately Sfr 49,000 in balance. On the surface this appears to compare favourably with the 1980 figures (Sfr 45,000); 1978 (Sfr 43,000); 1976 (Sfr 32,000); 1974 (Sfr 17,000), but this is misleading, and perhaps the more relevant figures are those which show that the excess of receipts over payments in the two years from 1978-80 were Sfr 1,841; from 1976-78 Sfr 10,000 and from 1974-76 Sfr 14,000. Moreover, total receipts from membership subscriptions are lower in 1980 than in 1979; this again not unconnected with the inconsistency in payment of membership dues. Quite a number of members maintain their membership, but skip a year in the payment of dues.

The general increase in the Association's activities, programmes, etc., obviously leads to increased costs, particularly with regard to postage and telephones, and this, coupled with general inflation, means that there is a very real danger, within a year or so, of the Association not being able to support even its present relatively modest programme. If one takes into account the cost of the "hidden support" from Peggy Gray and colleagues at the Centre for Mass Communication Research, University of Leicester (not including overheads or the work of the President), the estimated annual cost of the Association is in the region of Sfr 55,000 (60% of this falling under the heading of hidden costs). In view of what has been said above about irregularities of payment it is difficult to give even a reasonably precise estimate about income, but so far in 1981 (and the year is nearly at an end) income from subscriptions is in the region of Sfr 30,000. Past experience suggests that most subscriptions are paid in the first part of the year, so it is unlikely, in the absence of additional measures (see below), that the income from this source will show a substantial increase on this figure. This, in real terms, leaves a considerable deficit. I assure the Association that the Leicester Centre will do its utmost to continue to serve the Association as it has done in the past. But I feel bound to remind members of the increasing difficulties in this connection stemming from the current financial crisis in British universities.

Following extensive discussion on this matter at Sigtuna, it was decided to set up a sub-committee (Hamelink, Melody, Dajani, Noelle-Neumann, Bhatia) to examine the financial position of the Association in the light of the above. Following an adjournment, the sub-committee reported back as follows:

1. That an ad hoc or standing finance committee, possibly the same as the committee just set up, should share with the President and the Association's officers the responsibility of improving the financial situation of the Association.
2. Distinguishing between internal funding and external funding, the sub-committee made the following recommendations:

Internal funding

- (a) Members of the International Council and Executive Board who have not paid their dues by May should receive a reminder at that time and then, if they fail to pay their dues within a two month period (i.e. the end of July) they should be suspended from the Council.
- (b) A paid-up membership list (and/or list of defaulters) should be published annually.
- (c) Members of the Association, particularly members of the Executive Board and International Council, who are institutional members should be encouraged to take out individual membership as well.
- (d) A re-admission fee should be charged for lapsed members equal to the amount not paid in the lapsed year(s).
- (e) Life membership should also be encouraged, say at ten times the cost of current annual membership.

External Funding

- (a) Every effort should be made to attract new members to the Association, particularly from those countries where IAMCR is not represented.
- (b) In connection with the 25th anniversary, a special message/ brochure should be prepared outlining the history, aims, intentions, programmes, etc., of IAMCR, and sent to an approved list of governments, institutions (international and national), business enterprises, prominent individuals, for a once and for all contribution to a special IAMCR fund. Hopefully, the income from this fund (interest) would enable IAMCR to meet its annual commitments. The President should work with the Finance Committee to prepare such a document, and plan its distribution.

The Council welcomed these recommendations from the Finance Sub-Committee, and thanked the members for their positive and constructive suggestions, made in such a short time. It was agreed in principle to accept the recommendations, but the President and officers would need to consider them in the light of Statute requirements and possible cost. Some of the measures suggested would require the approval of the General Assembly, and an amendment of Statutes.

It was also agreed to rigorously enforce the lapsation rule, and to provide all members of the International Council with a list of countries not represented in IAMCR so that they could take the necessary action, which would also help with regard to Status A with Unesco. Members of the International Council were also asked to do all in their power to obtain financial support for the Association from external sources.

These may appear to be somewhat draconian measures; they could even be self-defeating. But I think it was generally agreed that the time has gone when we can let pass, without forceful reminders, a situation which, if only in terms of periodic distribution of letters, information, etc., represents a considerable annual postage cost and a wasteful exercise, in which the few are subsidizing the many. Within the framework of what is permitted by Statutes, letters and warnings with requests to make good past omissions, where appropriate and possible - have already been sent to defaulting members. I am sorry that this has been necessary, and again I ask for your full cooperation. It is never too late, but it soon will be!!! As far as the Association is concerned, and certainly from the point of view of economy, we would rather hear that you no longer wished to be a member of the Association than that you should let us continue to waste scarce resources by sending you material in which you are no longer interested. Naturally, we hope you are still interested, and would wish to remain a member.

Your comments on all the above would be most welcome.

REVISION OF STATUTES, ORGANIZATION, PROCEDURES, ETC. RE. CONFERENCE, ASSEMBLY
AND OTHER MATTERS

At the Sigtuna meeting 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:

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

Following a comprehensive and intensive discussion in which it was accepted that some of the points raised 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, Organization, Sections, etc." and report back to the International Council at a later date.

Some members, but not very many, have been kind enough to write to me on this matter, and all their suggestions and comments have been passed on to members of the sub-committee. Contributions are still welcome, and you could write to me or any member of the sub-committee.

SECTIONS

Information about Section plans is contained in the attached yellow sheets. Additional information was provided at Sigtuna by Bill Melody (Communication Technology), who reported that plans for a meeting in Europe during the summer of 1981 were abandoned because of financial difficulties. He was still investigating the possibility of creating a clearing house for work on communication technology transfer, and hoped to propose something definite at the 1982 General Assembly.

Breda Pavlic, reporting on the International Communications Section, said that thanks to a grant obtained by Finnish colleagues, and with the help of the Swedish organizers, the Section would meet from 26-28 August in Sigtuna and Helsinki to discuss some current research projects: content of mass media regarding the arms race and disarmament; research on NWICO; final evaluation of the "Foreign Images" study, and set the agenda for the meeting of the Section at the 1982 conference.

A number of replies to the request of the International Communications Section, communicated through the July Presidential letter, regarding information on current projects (and recently completed projects) in the field of international communication had been received during the summer, and a survey of these would be made and sent to members of the Association.

Unesco has recently given support to two projects which will be carried out by International Communications Section members. These are, first, a follow-up of the Images study in the area of arms race and disarmament, which will be a joint venture between IPRA and IAMCR, (the contract is being arranged with the Unesco Division of Human Rights for 1982/83). Secondly, a study on the inter-relationships between NIEO and NWICO, which is being supported by Unesco Division of Free Flow of Information and Communication Policies. This study is being carried out by the Research Centre for Cooperation with Developing Countries (Ljubljana), in cooperation with some other institutions (IILET, ISS, etc).

A fuller report on this Section's many activities, and on the Sigtuna/Helsinki meeting, is available from Breda Pavlic.

RELATIONSHIPS WITH OTHER ASSOCIATIONS, MEETINGS, ETC.

Members may be interested to know, in connection with the dates of our 1982 conference, that the next meeting of the International Political Science Association will be held in Rio de Janeiro from 9-14 August 1982, and the next meeting of the International Sociological Association is in Mexico from 15-20 August 1982. Those interested in the Mexico meeting should contact Professor Jose Vidal-Beneyto, International Sociological Association, Research Committee on Communication, Knowledge and Culture, 24 rue Henri Barbusse, 75005 Paris, France. The next AEJ meeting will be held at Ohio University at Athens, Ohio, USA, from 25-28 July 1982. We congratulate our colleague, Richard Cole from North Carolina, on being elected President of AEJ, and wish him well in his year of office. The next meeting of the International Communication Association will be held in Boston, Mass., USA from 2-7 May 1982. One of our members, Professor Dr Winfried Schulz, Institut für Publizistik, Universität Munster, Bispinghof 3/E, D-44 Munster, Federal Republic of Germany, brings to my notice an important meeting on Mass Media and Elections in Democratic Societies, which will be held in Munster in the German Federal Republic from 2-4 June 1982.

I was able to report at Sigtuna on the formation of a new group (Union for Democratic Communication) in the USA. Most of the members are already individual members of IAMCR. The group had enquired about the possibility of establishing some form of relationship with IAMCR. The Council welcomed the development, and asked Herb Schiller to liaise with the group and report back to the next meeting. I have now heard that the Union has become "a national organization focussing on the development of critical communication theory, research and practice. Further information may be obtained from Serafina Bathrick, Department of Communications, Hunter College, 695 Park Avenue, New York, N.Y. 10021, USA.

I also hear from Elizabeth Fox that the Latin American Council of Social Sciences has formed a Commission on Communication, the coordinator of which is Patricia Anzola, with headquarters in C.I.N.E.P. in Bogota, Colombia.

Still in Latin America, the General Director of CIESPAL in Quito, Ecuador, Dr Luis E Proano, informs me that he is developing a research programme on alternative communication, and would be pleased to hear from, and cooperate with, IAMCR members.

FUTURE CONFERENCES

The Council has accepted with thanks and appreciation the formal proposal from Alice Bunzlova that the 1984 conference should be held in Prague, Czechoslovakia, where a new conference centre with a capacity of 2,800 has recently been opened. This will be placed before the General Assembly for formal ratification. It is not too early to begin to think in terms of venues for 1986 and 1988.

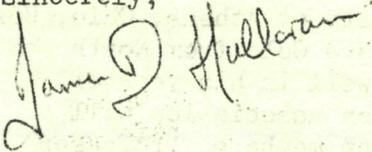
PUBLICATIONS

Sage Publications have expressed an interest in exploring the possibility of Sage undertaking the publication of an IAMCR journal. A sub-committee (Kempers, Szecsko, Robinson) has been set up to look into the matter and report back to the next Council meeting. Comments and suggestions would be welcome.

That's all for the time being - lists of publications, etc., have been held back till the next letter. I look forward to your cooperation, to your positive response to my several requests, to your helpful comments and suggestions, and to seeing you all in Paris, if not before.

Best wishes for Christmas and 1982.

Yours sincerely,



James D Halloran

P.S. I have recently heard from Publisher Services that they are developing the International Publishing Newsletter. This is in response "to a need in the United States publishing industry for quick, accurate and current news of publishing activities abroad. We feel the most effective way of doing this is by receiving information directly from the newsmakers themselves. We have no reporters or correspondents, so we rely totally on sources such as yourself. Although the IAMCR is not directly involved in the publishing industry, I thought it could provide a different viewpoint of the communications world and how publishing fits in. As far as specific topics go, it is difficult to describe in detail what the IPN 'ought' to contain, since the contributors will ultimately determine the newsletter's content".

Anyone interested should write to Jennifer Sugg, Publishers' Press Releases International, 621 Duke Street, Alexandria, VA 22314, USA.