

INTERNATIONAL ASSOCIATION FOR MASS COMMUNICATION RESEARCH

Minutes of the Meeting of the International Council

10th - 11th April, 1978

Karl Marx University, Leipzig, D.D.R.

1. a) The President opened the meeting in the presence of:

J. Beneyto	F. Fattorello	E. Noelle-Neumann
J. Bourquin	B. Golebiowski	K. Nordenstreng
A. Bunzlova	C. Hamelink	W. Pisarek
N. Dajani	G. Heidorn	G. Robinson
N. de Camargo	F. Kempers	H. Schiller
E. Dusiska	M. Loeffler	T. Szecsko
A. Edelstein	T. Martelanc	A. Werner
		Y. Zassourski

Dr Jerzy Oledzki from the University of Warsaw was welcomed as an observer, and Mrs M Gray as administrative assistant.

- b) Apologies were received from:

A. Auda	G. Gerbner	A. Pasquali
C. Bellanger	O. Hulten	O. Roegele
L. Beltran	P. Levy	P. Sepstrup
M. Eydalin	H. Mowlana	A. Suffert
H. Fabris	B. Osolnik	Y. Uchikawa

2. The minutes of the meeting of the Executive Committee/International Council held at the University of Leicester, England, on 21st September 1976, previously distributed, were approved and signed as a correct record of that meeting.
3. The President spoke of the steps leading up to the calling of this meeting in Leipzig, and thanked Professor Dr Dusiska and Prof Dr Heidorn for making the necessary arrangements, and submitted the agenda (attached) which was formally accepted with an agreement to take Items 3 and 4 together.
4. PRESIDENT'S REPORT

- a) The President was pleased to report on the continued progress of the Association. The increase in membership, characteristic of recent years, was still quite marked and, although it was difficult to provide precise membership figures (not all Institutional or National Council members provided detailed lists), the figure was certainly in the region of eight hundred, and of equal if not greater importance was the fact that fifty five different countries were now represented in the Association.

Since the Leicester Meeting in September 1976, the President had visited Poland, Japan, Saudi Arabia, India, Iran, USA and several European countries. In all these countries and from the general world-wide response, it was clear that there was a growing interest in the affairs of the Association which augured well for its future. A new French National Council was in the process of being formed.

- b) (i) Following discussion and a report from the President on his exchanges with the UNESCO secretariat, it was confirmed that the Association ought to pursue its exploration with UNESCO re the possibility of a change in the NGO status of the Association from Category B to Category A.
- (ii) It was also unanimously agreed that the President should approach the United Nations with a view to the Association having NGO status with that organization.
- c) An interim summary financial statement, showing a balance in the Association's Current Account with Société de Banque Suisse, at 28 March 1978 of Swiss Francs 40,438 (compared with Swiss Francs 32,791 in the previously submitted Financial Report of 30th June 1976) was presented. Income consisted almost entirely of membership subscriptions, and expenditure was mainly confined to secretarial, administrative, meetings and associated travel and subsistence costs. The report was received and approved.

#### WARSAW CONFERENCE AND GENERAL ASSEMBLY

- a) The Programme Committee, elected at the Leicester General Assembly to prepare for the Warsaw Conference, reported on its work and on the meetings held at Cracow, Amsterdam and Leicester. Dr Oledzki, Secretary of the Polish Organizing Committee, presented a progress report, and the provisional programme for the Conference and the general arrangements (previously circulated) were unanimously approved. The response from the membership in general and from those formally invited to participate in the Conference in a variety of specific capacities had been most encouraging, and a fully representative Conference (both geo-politically and disciplinary) seemed to be guaranteed. It was noted with approval that UNESCO would once again make a financial contribution to the administrative costs of the Conference, and would meet travel, subsistence costs, etc. of selected participants, mainly from the Third World.

In addition to the main sessions, arrangements had been made, as at Leicester, via workshops, small group meetings, etc. to facilitate maximum participation for all those attending the Conference. This was welcomed by the International Council which also welcomed the initiative of its Professional Training Section and the work of Y. Zassourski, R. Cole and R. Rush in arranging jointly with the A.E.J. and I.O.J. sessions on The Role of Technology and Social Research in the Practice of Journalism and Social Science and Practical Journalism. That these sessions should be held in honour of Professors Fattorello and Nixon was also unreservedly and wholeheartedly approved.

- b) Following discussions on the programme and timetable of the forthcoming Warsaw General Assembly, it was agreed that the Association's officers should ensure that adequate time be allowed for a full discussion, hopefully with maximum membership participation, on the general policy and possible future developments of the Association. It was further agreed that this discussion should be opened by a few brief, previously prepared statements or position papers. The President was asked to invite N. Dajani, E. Dusiska, G. Gerbner, C. Hamelink, T. Martelanc and G. Robinson to present such statements.

## 6. FUTURE CONFERENCES AND ASSEMBLIES

- a) It was recalled that at the Leicester General Assembly it was agreed that, if at all possible, the 1980 Conference and General Assembly should be held in the Third World - Nigeria and Venezuela were mentioned as possibilities. The President reported that, following various enquiries and explorations, he had received a firm offer from Professor Antonio Pasquali of the Instituto de Investigaciones de la Comunicacion at the Universidad Central de Venezuela in Caracas that the 1980 Conference and General Assembly should be held in Caracas, Venezuela. The International Council welcomed this offer, accepted it in principle, expressed its appreciation of the cooperation of Professor Pasquali and his colleagues, and asked the President to make further enquiries re. financial details, costs, etc. and report back to the next meeting of the International Council. It was also agreed that in his next letter the President should sound out the opinion of the Association's members re. travel to Venezuela, likelihood of participation, etc.

It was felt that, in view of University term times, etc. particularly in Scandinavia and the USA, that a date in late August would be preferable to one in September.

C. Hamelink and M. Gray were asked to investigate the possibility of charter flights, group travel plans, etc. and it was thought that it might be worthwhile exploring the possibilities of obtaining financial support from governments and international funding bodies.

- b) The Council was reminded that the year 1982 would mark the twenty-fifth anniversary of the Association, which was established and still had its legal seat in Paris. It was agreed that it would be most appropriate to recognize this by holding the 1982 Conference and General Assembly in France (preferably in Paris), and the President was instructed to make the necessary enquiries.

## 7. NATIONAL COUNCILS

- a) The President reported that, judging from correspondence he had received from several countries, there appeared to be some confusion about the status, role and function of National Councils, particularly with regard to the relationship between the categories of individual membership and National Council membership. In discussion Professor M. Loeffler, Head of the Legal Section, confirmed what he had previously written to the President, namely that it was never intended that National Council membership should be a substitute for individual membership and that, wherever possible, individual membership should be encouraged. According to the Statutes (13a and b) it would appear that National Councils would normally be expected to stem from the initiatives of those who were already individual or institutional members, and who would normally wish to preserve this status. Generally it was agreed that National Council membership should be seen as "over and above" individual membership, although it was also accepted that the genuine international nature of the Association called for maximum flexibility and the recognition and acceptance of the considerable differences that obtained in this connection in different countries.
- b) It was agreed that, where approved National Councils did exist, membership, voting and other General Assembly privileges would be extended to only five nominated members from any given National Council.

## 8. INSTITUTIONAL MEMBERSHIP SUBSCRIPTIONS

Following a discussion on some anomalies that existed with regard to institutional membership (the same annual subscription might cover fifty members in one institution and only four in another), it was proposed and agreed that a sliding scale should be adopted as follows:

Up to 10 members in the Institution	200 Swiss Francs
Up to 15 " " " "	300 Swiss Francs
Up to 20 " " " "	400 Swiss Francs
Over 20 " " " "	500 Swiss Francs

The President would inform all members of the Association of the proposal and report back to the International Council prior to a formal recommendation being made to the next General Assembly.

## 9. NEW MEMBERS

The list presented by the President (72 individual and 20 institutional members from 30 different countries since 1976) was formally approved.

## 10. EXPIRATION OF MEMBERSHIP

The Council was reminded that, according to the revised Statutes as approved at the Leicester meeting in 1976, "membership expires without notice if a member does not pay his dues for two consecutive years, despite timely reminders by registered letter". Some of those who had been members in the past had obviously allowed their membership to lapse. They had not replied to several letters over a period of two or three years. In most of these cases there were few, if any, administrative difficulties, but there were one or two exceptions. Several cases were discussed, including those concerning a few members of the International Council. However, in these cases it was decided to delay final action pending further enquiries. Several Council members undertook to make the necessary enquiries and report back to the next meeting.

## 11. INTERNATIONAL COUNCIL COMPOSITION AND ELECTIONS

After considerable discussion on several points relating to the election, composition and possible rotating membership of the International Council - as referred to the Council by the Leicester General Assembly - it was decided to discuss the matter further at the Warsaw meeting, when it was agreed that a special Nomination Committee should be set up to deal with the matter so that the necessary decisions could be taken prior to the 1980 Assembly.

## 12. THE SECTIONS OF IAMCR

a) The President reported that there appeared to be some confusion about the position of some, if not all, of the Sections following the lengthy discussion at the Leicester General Assembly. According to the Statutes it is the task of the Assembly to establish or dissolve Sections, and the task of the Council to appoint Presidents of Sections. There had been no vote and no final decision at Leicester, although some Sections clearly had the full support of the Assembly to continue with their work. Others (Professional Training, Social Psychology) had undertaken specific tasks relating to the Warsaw Conference, and still others (Publications, Terminology, Technology and Satellites) had ceased to exist. With the exception of these last four mentioned Sections it was agreed that, for the time being and pending decisions by the General Assembly at the Warsaw Conference, the Heads of all the other Sections should be confirmed in their positions.

- b) It was also agreed that
- (i) Section Heads should report to the Warsaw Assembly and should submit a two-year plan for approval;
  - (ii) possibilities should be explored with a view to the establishment of new Sections in Economics and International Communication. Mr T Szecsko agreed to take the necessary initiatives with regard to the proposed Economics Section;
  - (iii) encouragement should be given to those interested in the reactivation of Sections in Technology and Terminology;
  - (iv) adequate time should be provided at the next General Assembly for a full and wide-ranging discussion on the role and function of the Association's Sections - their links with other bodies, and so on. Statements or position papers should be encouraged.
- c) Professor Alex Edelstein, Head of the Social Psychology Section, indicated that he would like to resign from that position on completion of the Warsaw programme, and the President reported that he had heard from Professor Georges Mond, Joint Head of the Section for International Understanding, that he too would resign from that position at the Warsaw Conference. Professor Edelstein undertook to speak to colleagues about a possible successor.

### 13. RELATIONSHIPS WITH UNESCO

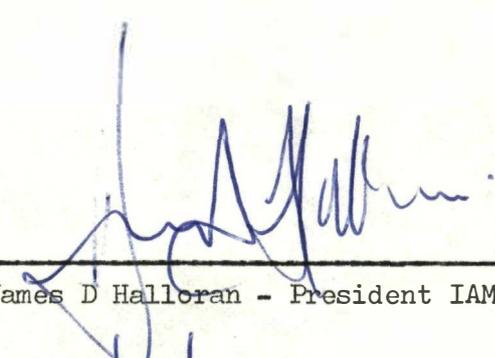
- a) Following a report by the President, and a long, detailed and wide-ranging discussion on relationships between IAMCR and UNESCO in which the continued support of the Association's work by UNESCO was noted with approval and appreciation, it was agreed
- (i) that the President should write to the UNESCO secretariat expressing the Association's appreciation and welcoming the opportunity of continued cooperation, consultation, etc. However, it was considered that attention should be drawn to the fact that it would be in the interest of all concerned if the Association could play an even greater part than in the past in both the preparation and execution of the UNESCO mass communication programme. It was felt to be of particular importance that the Association should be consulted early in the preparation stages of the programme, before irrevocable decisions had been taken;
  - (ii) to consider the possibility of the Council - or a small group set up by the Council and reporting regularly to it - preparing from time to time research policy and programme papers indicating, both generally and specifically, how UNESCO might possibly achieve the optimum use of scarce resources in its mass communication work;
  - (iii) with regard to the MacBride Commission, that the President, following discussions with H. Schiller, K. Nordenstreng and C. Hamelink on the occasion of the Commission meeting in Stockholm later in April, and after further exchanges with all Council members, should (in the light of these discussions and exchanges) address a paper to the Commission on its terms of reference, ways of meeting these, record of progress to date, ways in which the Association might usefully contribute, etc. etc.

- (iv) to explore with UNESCO the possibility of cooperating in the preparation of a World Directory of Institutions engaged in Professional Training in Journalism and Media Studies, Mass Communication Research, etc. etc. The Directory should also include details of all the relevant journals and publications.

14. FUTURE DEVELOPMENT OF THE ASSOCIATION

Following further discussions under this heading, in addition to the decision recorded above (minute 5b) it was agreed that further consideration should be given to:

- a) the production of a high quality, scholarly publication which would focus on important areas, controversial issues, etc. in mass communication research. It was suggested that several authors might write on selected problems from different standpoints, and that the Council might appoint an editorial board from its members and invite an institution to undertake compilation, editing, coordination, etc;
  - b) problems in the education and training of journalists and other media professionals;
  - c) recruitment to the Association, particularly of young scholars.
15. The meeting closed with a unanimous vote of thanks to Prof Dr G. Heidorn and Prof Dr E. Dusiska and his colleagues for their generous hospitality and splendid organization. It was also unanimously agreed that the meeting had been a great success, and that every attempt should be made to ensure that, in the future, there would be at least one full meeting of the International Council between General Assemblies.

  
James D Halloran - President IAMCR

4/9/79