

INTERNATIONAL ASSOCIATION  
FOR MASS COMMUNICATION  
RESEARCH

ASSOCIATION INTERNATIONALE  
DES ETUDES ET RECHERCHES  
SUR L'INFORMATION

Secretariat:

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AMSTERDAM,

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To the members of the Executive Committee

Progress Report on the Association's activities

After the meeting of the Executive Committee in Paris, February 9 and 10, 1962, it was the Secretary General's task to implement the decisions taken, in particular to complete the reorganisation of the Secretariat on the basis of the resolution relating thereto. At the same time the contracts with UNESCO had to be implemented.

General contract 1961

By September 1, 1962 the Secretary General presented a final report on the implementation of the 1961 contract to UNESCO. A copy of this final report is added to this progress report (without the appendices mentioned therein). As may be seen from this final report the funds made available under this contract for the study on comparative legislation and for the publication of an issue-old-style of the Bulletin had not been used at the expiration of the contract. Therefore, the Secretary General proposed that the contract would be extended for these two items. UNESCO accepted this proposal and an amendment to the contract has been signed, by which the date limit for completion of the said activities has been extended to 30 June 1963. Upon receipt and acceptance of a supplementary report showing the use made of the funds provided by UNESCO under this extended contract a final payment of \$ 1000,- will be made to the Association. This extension of the contract enables IAMCR to finance the publication of the first issues of the Bulletin-new-style and to organize a seminar on comparative legislation as envisaged by the chairman of the Juridical Section, Mr. Fernand Terrou.

General contract for 1962.

During his stay in Paris in May 1962 the Secretary General negotiated with UNESCO on the terms of a new general contract for 1962. Agreement was reached and on September 19, 1962 this new contract was signed by both parties.

According to the terms of this contract the Association shall continue to implement its programme and in particular:

- (1) ensure co-ordination of the scientific work in Mass Communication Research and promote establishment of new national councils in this field;
- (2) ensure the regular activities and meetings of the Working Sections;
- (3) convene a meeting of the Bureau and of the Executive Committee at the end of 1962 or the beginning of 1963.

This contract covers work to be accomplished during the period 1st September 1962 - 31 March 1963. The Association shall provide UNESCO with an interim progress report by 15 November 1962, and a final report, together with a detailed financial statement showing the use made of funds made available by UNESCO under this contract by 15 April 1963. UNESCO shall pay to the Association a fee as follows: the equivalent of \$ 4500,-:

- \$ 2000 on signature of the present contract;
- \$ 1500 on receipt by UNESCO of the interim report;
- \$ 1000 upon acceptance by UNESCO of the final report and the financial statement.

In accordance with the Executive Committee's decision of February 1962 the original proposal was that the 1962 contract would provide for a total fee of \$ 6000. However, now that the 1961 contract has been extended, the total of funds made available to the Association amounts to \$ 5500,- which is sufficient for the tasks to be undertaken.

Meanwhile the Treasurer has received the initial payment of \$ 2000 under the 1962 contract.

#### Special contracts

(1) The Secretary General is happy to announce that our member Dr. Wilbur Schramm completed his work concerning the Bibliography on the influence of television on children under a special contract and presented the manuscript to UNESCO in the course of September 1962. The manuscript was accepted, as well as the justification of expenses made under the contract. The Treasurer received already a final payment of \$ 100,- so that the total fee provided for by UNESCO amounted to \$ 1600,

It is a reason for great satisfaction that in this way the Association contributed to UNESCO's work, and the Association is very much obliged to Dr. Schramm for the excellent work he has completed on its behalf.

(2) Thanks to the intermediary of Dr. Schramm it appeared to be possible for the Association to undertake a new task under a special contract which the Secretary General just signed.

In consultation with UNESCO and Dr. Schramm the Secretary General extended an invitation to Dr. Paul H. Deutschmann, of the Communications Research Center, Michigan State University, USA, to write a manuscript for publication on objects, methods and techniques of communication research in developing countries.

Dr. Deutschmann already accepted this invitation. The work shall be completed by November 15, 1963.

At the moment Dr. Deutschmann is Director of Research, "Programa Inter-americano de Información Popular", and is staying in Costa Rica. He is getting field-experience of MC research in Latin-American developing countries and will also use the material collected in this way when writing the said manual. He just sent an outline of his prospective work, which the Secretary General would discuss with UNESCO during his recent stay in Paris on the occasion of UNESCO's General Conference. The Association is very much indebted to Dr. Deutschmann for his willingness to undertake this task under the special contract concluded with UNESCO.

#### The Bulletin

The Secretary General reached agreement with the publisher of GAZETTE on the simultaneous publication of our Bulletin in its new form, on the basis and within the terms of the resolution adopted by the Executive Committee.

In order to promote editorial co-operation between Gazette and the Bulletin members of our Bureau are now serving on the Editorial Board of GAZETTE. The corps of correspondents will consist of members of our Association in various parts of the world, to be invited in consultation with the National Councils in question.

The first issue of the Bulletin has already been published under this new arrangement. The copy for the second issue to be published at the end of this year has been sent to the printer.

The Secretary General who is editing the Bulletin expresses his hope and expectation that in its new form, it will get a lively response from our membership and that members, in particular those serving on the Executive Committee and on the Bureaus of the Sections, will regularly contribute to the Bulletin.

#### The Executive Committee.

During some time already the Secretary General has been busy preparing a meeting of the Executive Committee. In accordance with the President and the Treasurer the Committee will be convened to meet on February 22 and 23, 1963.

As to the place of the meeting the Secretary General was reminiscent of the fact that the Committee-member Professor Budzislowski, Leipzig, German Democratic Republic, was not in the position to attend the meeting in Paris, last February, because a visa for France was not granted to him. Therefore, the possibility of meeting this time in a country where Professor Budzislowski would not encounter visa-difficulties was examined.

It appears that Switzerland would be a suitable country in this respect. The Secretary General asked the Treasurer to make provisional arrangements for the meeting, including simultaneous translation facilities, preferably in Geneva.

As soon as a definite decision on the meeting-place has been taken the Committee members will be informed. If Professor Budzislowski to whom the Secretary General already wrote on this matter, would not intend to attend this meeting, it will be held in Paris. UNESCO has been asked to make provisional reservations for a meeting in UNESCO House for that case. The agenda and documentation for the meeting will be sent to the Committee members in the course of January 1963.

#### 1963 General Assembly.

In its meeting of last February the Executive Committee expressed its preference for Canada as the country where the General Assembly of 1963 would be held. Consultations with the Committee member Father John Mole have shown that it will be improbable that we will get offered adequate facilities and support from Canadian circles. Therefore, the Secretary General proposed to the President to hold the Assembly in the United States. Because the President is in doubt about this possibility, he advised the Secretary General to discuss it with our members Schramm and Lazarsfeld he would meet in Paris at the end of November. If a meeting in the United States would not seem suitable, the Secretary General will examine the possibility of holding the Assembly again in an European country, e.g. in the Netherlands, in the city of Eindhoven under the sponsorship of Philips Electronic Industries. Such a financial support would be indispensable on account of the high costs of the Assembly which could not be fully covered from our own funds. At any rate the still lasting uncertainty concerning a Canadian Assembly has brought the Association under pressure of time. In order to prepare the Assembly programme, in particular the invitations to be extended to speakers to whom we should grant a reasonable period of preparation, it is already certain that the Assembly might not be held at an earlier date than the end of August or the beginning of September.

The Secretary General expects that he will be in the position to make concrete proposals in this respect before the coming meeting of the Executive Committee.

#### The Sections

In regard to the Association's scientific activities, the centre of gravity is lying in the Sections. Their autonomous activities should be the main contribution to the implementation of the Association's aims and programme. The new general contract with UNESCO is providing for a maximum credit of \$ 500 for each Section from which the costs of their regular activities may be covered. The Secretariat is ready to assist, in administrative respects, Sections in the implementation of projects they might intend to undertake.

The Juridical Section is envisaging a seminar on Comparative Legislation. The Secretary General asked the chairman of the Historical Section to write an article for the Bulletin on the preparation of the Section's contribution to the programme of the next International History Congress. The Secretary General has still the idea that it might be possible that, in consultation with the Economic and Technical Section, a special contract with UNESCO would be signed with the object that a manual on the exploitation of smaller newspapers in developing countries would be written.

Though the Secretary General should like to be active also in view of the scientific aims of the Association, the main initiative should come from the Sections themselves. The Psycho-Sociological Section has already given an excellent example by sponsoring two special contracts. The Secretary General had the intention to discuss matters with the chairman of the Research Committee, M. Fernand Terrou during his recent stay in Paris. He hopes that positive results of these discussions, as to future scientific activities, may be reflected in his communication to the Executive Committee by which its coming meeting will be prepared.

The Secretary General,  
Maarten Rooy

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AMSTERDAM,

September 1, 1962

FINAL REPORT ON THE ASSOCIATION'S ACTIVITIES  
under the 1961 contract

Tel. 24 20 15

1. Introduction.

By 30 November 1961 an Interim Report on the implementation, sofar, of the 1961 contract was presented to and accepted by UNESCO. The present Report is its continuation since that date. Because a detailed financial statement showing the use made of the funds made available by UNESCO had to be added, this Report could only be drawn up at the moment, when all payments on account of obligations incumbent on IAMCR in this respect had been made. Furthermore it should be taken into account that the period of building up the Secretariat in Amsterdam only ended this summer. These are the reasons why the Secretary General was not earlier than by now in the position to present his Final Report.

The original 1961 contract was providing for \$ 6000, later on reduced to \$ 4500, because the co-operation with the International Press Institute on the joint study of professional secrecy could not be continued. The break-down of the total amount of the remaining \$ 4500 was as follows:

Meeting of the Executive Committee.....	\$	1500
Expenses of the Secretariat.....	"	1000
Bulletin (old Style).....	"	1500
Study on Comparative Legislation.....	"	500
	\$	4500

In the following paragraphs an account of the use of the funds thus made available will be rendered.

2. Meeting of the Executive Committee.

On February 9 and 10, 1962 the Executive Committee held its meeting, ordered by the Vevey General Assembly, in UNESCO House in Paris. The great majority of its members, among whom all the members of the Bureau were present, attended this meeting. It was the first full Committee meeting since the Association had been founded. In due time before the meeting the Secretary General had presented an elaborate report to the Committee by which the discussions on the various points of the agenda appeared to have been prepared in such a way that important decisions on the future development of the Association could be taken. These decisions were unanimously passed.

At the end of the meeting Mr. Pierre Navaux, one of UNESCO's representatives attending the meeting, expressed, on behalf of this Organization, congratulations on the results reached without dissension and on the spirit of co-operation by which the discussions had been characterized.

A summary of the decisions taken which also has been sent to the Association's members (either in a French or an English version) is added to this Report (appendix B).

### 3. Internal organization and Secretariat.

In the Interim Report it has been explained which difficulties had arisen on account of the Vevey General Assembly's decision to appoint a new Secretary General and to transfer the Association's Secretariat from Paris to Amsterdam. The Executive Committee discussed the objections raised against this decision by the French National Council. It finally adopted a resolution by which unanimity on the most desirable organization of the Secretariat was restored. So it decided that the relations of the Association with all countries without exception should be undertaken by the Secretary General and under his entire responsibility.

Only after this happy decision the Secretary General came into the position to build up the Secretariat and to undertake relations with all members. Members were informed on the new situation by circular letter and were invited to pay their 1962 dues in order to provide the Association with the necessary own funds for the operation of the Secretariat. The reorganization of the Secretariat has now been completed and it can meet all the requirements of effective work.

Moreover, the Executive Committee decided to set up a Research Committee whose members are the chairmen of the Sections and the Secretary General *ex officio*, under the chairmanship of Mr. Fernand Terrou. The Research Committee will have the following tasks on the scientific level: the preparation of the programme of research for submission to the General Assembly; the co-ordination of the work of the different Sections; the stimulation of the work of those Sections. It may also be consulted by institutions, associations and individual research workers, members of the Association whenever they wish to receive advice on their own studies. It is understood that the Research Committee and the Secretary General will need to collaborate constantly, the Secretary General for his part having to assume his own responsibilities with regard to the execution of the work programmes adopted by the General Assembly. The Chairman and the Secretary General have already had fruitful contacts on the way by which the Research Committee can fulfill its tasks.

It may be said that the Association has now been organized in such a manner that the internal structure has been reinforced, compared to the former situation. This paragraph is to be considered as the report on the organizational state of the Association, including that of its Secretarial services, which report had to be presented to UNESCO under the terms of the 1961 contract.

#### 4. Bulletin

The 1961 contract provided for a sum of \$ 1500 to cover the expenses of the publication of a third issue of the Association's Bulletin in the original form. However, the texts for this issue, still prepared by the Paris secretariat appeared to be too much out of date. Therefore, it was decided to drop this publication, also because publication of the bulletin in a new, more effective form was meanwhile decided upon by the Executive Committee.

Under these circumstances the said sum of \$ 1500 has not been used. In view of the purpose of this allocation the Secretary General now proposes: to extend the 1961 contract for this subject-matter (or to transfer the allocation to the new 1962 contract) in order to make this sum available to cover the costs of the Bulletin in its new form.

With regard to this new form the Executive Committee adopted a resolution by which the future publication of the Bulletin in co-operation with the international journal for mass communications GAZETTE was decided upon, on conditions stipulated in this resolution. On this basis the Secretary General has reached full agreement with the Editorial Board and the Publisher of GAZETTE on this co-operation.

Referring to the terms of the said resolution the Secretary General underlines that GAZETTE, edited by its own Editorial Board, and the Bulletin, published under the editorial responsibility of the Secretary General, are two distinct publications. In order to establish a good editorial co-operation members of the Bureau of the Association have been invited and have accepted to serve on GAZETTE's Editorial Board, namely Messrs. Fernand Terrou (France), V. Klimes (Czechoslovakia), M. Kafel (Poland), Marcel Stijns (Belgium), W. Schramm (U.S.A.) and the Secretary General in his personal capacity.

The first issue of the Bulletin in its new form is now being printed and will be sent, together with the fall-issue of GAZETTE, to the Association's members, the Bulletin either in an English or a French Version. Also in this way the bilingual practice of the Association will be observed.

It is hoped for that the regular publication of the Bulletin will strengthen the internal relationship between the Association and its members, and will activate the individual members and the Sections to contribute to the implementation of the Association's aims, also in connection with the Association's contribution to the implementation of UNESCO's programmes.

#### 5. Study on comparative legislation.

The Juridical Section was not yet in the position to continue its studies on comparative legislation. However, it is now envisaging, in co-operation with the Secretary General, to hold a Seminar on this subject-matter in Paris in the beginning of 1963. The Section's Chairman is drawing up a questionnaire to be sent out, the answers to which will help to prepare this Seminar.

Under these circumstances the sum of \$ 500 allocated for this purpose by the 1961 contract has not yet been used. In view of the planned Seminar the Secretary General now proposes: to extend the 1961 contract for this subject-matter or to transfer this allocation to the new 1962 contract) in order to make available the said sum for the preparation and the organization of the planned Seminar.

#### 6. Detailed financial statement.

Together with this report a detailed financial statement showing the use made of the funds made available by UNESCO is presented (append.A). All expenses mentioned are directly related to activities of the Secretariat in its period of reorganization and to the meeting of the Executive Committee. The payments made after the date of expiration of the 1961 contract are concerning liabilities or activities on account of the direct implementation of the contract. If wished so the Secretary General can give proof of all expenses mentioned by presenting documents of payment.

Out of the \$ 4500 provided for by the contract only \$ 2500 have been used up till now. However, for the future use of the remaining \$ 2000 the afore-mentioned proposals have been made. UNESCO made the following payments under the 1961 contract: \$ 2000 in Oct. 1961 (after the contract had been signed) and another \$ 1500 in Jan. 1962 (after the acceptance of the Interim Report). If UNESCO would accept also this Final Report and would agree to the extension of the 1961 contract for the afore-mentioned subjects, a final payment of \$ 1000 to the Association's Treasurer Mr. Jacques Bourquin, Lausanne (Switzerland) might be expected by the Association.

7. Concluding remarks.

The Secretary General feels that the Association might have a bright future, now that the period of reorganization has been closed. The Bulletin in its new form and regularly published can help a great deal in interesting members in the implementation of the Association's aims. It will be the task of the Research Committee to stimulate research activities, also to be fulfilled on the basis of proposed special contracts with UNESCO, thus contributing to the Execution of UNESCO's projects in the field of mass communication.

The Secretary General

MAARTEN ROOIJ