

Petit-Chêne 18 B, 1002 Lausanne  
August 20, 1971

23rd Presidential Letter  
Or. Fr./Trad. Engl.

Dear Colleagues and Friends,

This 23rd Presidential letter, although bringing news of a resurgence of activity in our association, also brings the sad news of the disappearance of two among our most outstanding members :

Vice-President Miecyslaw Kafel, founder-member of our association and former Dean of the Faculty of Journalism at the Warsaw University. He was one of the first who demonstrated the importance of methodology and terminology in the field of informative science. In spite of the events in his home country, Miecyslaw Kafel has tirelessly accomplished his teaching functions and has never ceased being a supporter of international cooperation. Thanks to him, efficient groups of scientists and research people have been created in Warsaw and Krakow. All of them are members of our association. Bad health kept Miecyslaw Kafel away from professional life for several months, but he remained faithful to our association and those of our members who attended the Constance congress had the privilege of meeting him, friendly and cordial as always. This last winter was unfortunately fatal to him.

Jean-Louis Hébarre, IAMCR member from the very beginning, recently died in Paris, after a long illness. Until the last, Jean-Louis Hébarre had valiantly carried on his work. He devoted himself entirely to the right of information and, last year, just recovering after a long stay in hospital, he published a study on "The Protection of Private Life and The Deontology of Journalists", at the International Press Institute. This work had been elaborated with the collaboration of Dr. Martin Löffler, President of our Section for Legal Matters. Those who have known Jean-Louis Hébarre will not forget his unconditional devotedness to the cause of liberty under all its forms, but more particularly to the freedom of the press. We would equally remember that in the course of a full and thrilling life, Jean-Louis Hébarre was involved in historical events : he was born in Germany, took part at the Second Communist Party Congress as a member of the Committee, beside Lenin and Trotsky; he fled from his home country under the Nazi regime and continued his career as a Jurist at the heart of the French Ministry of Information in Paris. Jean-Louis Hébarre had participated with thorough care in the organization of the colloque held in Monte-Carlo in 1969, which was devoted to the deontology of personnel in information. His recent death deprives our association of an acting personality, on a scientific as much as on a human plan. Dr. Löffler represented our association at Mr. Hébarre's funerals in Paris.

An homage has been rendered to our two deceased members in Bled during the meeting of the Permanent Bureau and Executive Committee, homage in which the assembly wished to associate Mr. Arthur Morse, Directeur of the International Broadcasting Institute in Rome, tragically killed in a car accident while he was about to take part in the symposium.

BLED, Yugoslavia

June 2 - 4, 1971 : International Symposium on "The New Frontiers of Television".

Many members of our association accepted the invitation from our Yugoslavian friends and met in Bled to attend an international symposium devoted to Television.

In the course of these three days, conferences and communications followed each others at a rapid rythm, and the orators showed an intense and fruitful activity. Eminent specialists from Eastern and Western European countries, Israel, Africa, Southern and Northern America, pointed out in their speeches the growing importance that Television has to play, as much on the psychological, technological, legal, economic and political grounds. One was particularly careful to find out how to ensure, through the media of Television, a better international understanding; how to give every country, every region, every social group, not only objective information, but also the possibility to express itself and to communicate; how to use this wonderful instrument to stimulate social and cultural promotion; especially in developing countries. One sought equally how to ensure the necessary independence and liberty that this media requires for the execution of its tasks.

The list of the conferences and reports presented within the framework of this symposium is attached. These texts will be published subsequently by the University of Ljubljana. In the meantime, the members who would like to obtain immediately one or another of these reports are kindly requested to apply directly to Mr. Tomo Martelanc, Faculty of Journalism, University of Ljubljana, Titova 102, Ljubljana, Yugoslavia.

Before getting on with IAMCR's own activities, we would like to express our gratitude to the Yugoslavian Government and authorities, and more particularly to Bogdan Osolnik and Tomo Martelanc, to whom we convey our most sincere congratulations for the perfect organization of this symposium. We shall not dwell on the superb hospitality offered to us in the magnificent setting of Vila Bled, where everything was set out for the confort and pleasure of the participants, but we would like to insist on the excellent working conditions, on the efficient interpreting services in five languages, which enabled everyone to take an active part in the discussions and work, and finally on the cordial and fertile atmosphere which did not fail to prove positive. As a matter of fact, in this friendly climate, IAMCR members participating in this symposium have found a way to give our association a new breath of life.

The Permanent Bureau and the Executive Committee held several meetings, sometimes late at night, and on June 4, at a meeting gathering all present IAMCR members, an extremely positive activity programme was elaborated.

1. Revision of our organizational structures -

Several members have expressed their desire to revive IAMCR structure in order to make them more efficient to new tasks our organization has to accomplish. The following suggestions have been studied and discussed :

- a) Introduction in the statutes of an article enabling the Bureau to proceed to a cooptation of a maximum of five members of the Executive Committee. A project will be sent to each member with the convocation to the General Assembly, which will be called upon to make final decision.

- b) The proliferation of sections is neither logical nor justified. It is suggested to abolish permanent sections and to appoint specialized commissions for specific researches. These commissions would be dissolved once their study executed. For example, several groups could work simultaneously on the same project, which could thus be approached under various aspects and the results of which could eventually be published in the form of a global report.
- c) It is desirable to complete the functions of IAMCR by stipulating that its activities should be more integrated into UNESCO's activity programmes, IAMCR should become a sort of forum, offering to scientists and research people a possibility of collaborating and exchanging information; providing meetings and publishing a regular review.

These suggestions have been made by the Commission presided by James D. Halloran, and including besides Bogdan Osolnik, Otto B. Roegele and Kaarle Nordenskjöld. This commission was instructed to set up a reform project, which will be submitted to the Permanent Bureau and Executive Committee at the meeting to be held in Barcelona, on November 11, 1971, on the occasion of the "International Week of Social Science", organized by Jorge Xifra, Director of the Institute for Social Science at the University of Barcelona. It has now become a tradition for IAMCR to associate itself to this annual symposium. Of course, the final decision on these matters will be made at the 1972 General Assembly.

## 2. 1972 Ordinary General Assembly -

Having accepted the invitation extended to our association by the Argentinian IAMCR Council (Consejo Argentino de la AIICM), our 1972 General Assembly will be held in Buenos-Aires. The administration and organization of this congress will be entirely taken upon by the Argentinian Council. Minister Francisco G. Manrique, Secretary general of the AIICM and member of IAMCR Permanent Bureau, had sent Mr. Carlos Pallas, State Secretary as a delegate to Bled. Mr. Pallas informed us officially that transportation of IAMCR members to Buenos Aires will be organized to the best of their ability. Charter flights from Europe (Paris), the United States and Canada will be provided. Private institutions and the Argentinian National UNESCO Commission have already agreed to support the congress financially.

The date chosen by the organizers was September 1972, which coincides with an excellent weather in Argentina. However, members from the United States (who are a majority of University professors), will find it difficult to leave their professional activities at this time of the year. Therefore, they would prefer that the congress take place during the first half of the month of December. The Permanent Bureau and Executive Committee, in agreement with the Argentinian council, will try and find the most suitable date.

As far as the theme of this congress is concerned, it will be chosen by our Permanent Bureau and Executive Committee, also in agreement with the Argentinian organizers, and bearing in mind the new field of investigation and possibilities offered by the South American continent. In addition, this theme should be integrated within the framework of the UNESCO research programme. A commission has been appointed and instructed to report next November in Barcelona. The themes considered are :

- Communication and Social Change
- Communication and Mankind's View of Society
- Aid to South American Countries.

This "Programme Commission" is presided by Professor Herbert Schiller, and includes besides Professors Juan Beneyto, Luis Beltran, Alex S. Edelstein, Dallas W. Smythe and delegates from the Argentinian Council.

3. RESEARCH AWARD -

The following proposition has been made by the ORTF Research Services :  
Every second year, IAMCR would organize a "Research Award" to recompensa an original research in the field of communications in general, or more specifically, for a research applied to one determined mass media.

Would IAMCR be interested in this project ? And, in case of acceptance, how would this project be financed ?

After discussion, it appeared that, on principle, our association would be ready to examine the setting up of such a project. Mr. Schaefer, from the ORTF, will be required to present more concrete propositions, to be examined next November in Barcelona.

4. WORLD UNIVERSITY -

Several members have showed interest in this project, which has already been examined in Constance. They think that our association's credit would be increased if we decide to support it and participate to its realization. However, political difficulties of such a realization should not be underestimated.

5. MASS COMMUNICATION SYSTEM IN THE EUROPEAN COMMON MARKET -

Professor Fattorello thinks that our association should concern itself with the development of the mass communication system, especially in view of the development of the European Common Market. Mr. Fattorello wishes that a particular attention be given to this matter and suggests that a meeting dedicated to these questions be held in Naples, at the end of 1972 or at the beginning of 1973.

6. NEW MEMBERS -

Professor Fattorello recommends the application of three new members, Messrs. Giuseppe MIGLIARI, Bernardino FIORAVANTI and Francesco Maria SCALA. All three of them are collaborators of the Centro National per l'Informazione, in Rome. These three candidates are accepted and welcome. Thanks are extended to Professor Fattorello for introducing them to the association.

The two commissions ("Reform of Structures" and Programme Commission"), created by the Executive Committee in Bled, met on June 5, to determine their working programme. The "Reform Commission" decided to meet again in September, in Munich, to elaborate a project to be discussed in Barcelona.

CAPO CACCIA (Prov. of Alghero, Sardinia),

July 4 to 8, 1971 :

Primo Congresso Internazionale del I.R.S.I.S. (Istituto Ricerche e Studi sulla Informazione per la Sardegna) -

The first congress of the IRSIS was dedicated to : "Information and Regional Authonomy", and dealt with the problem of the regionalization of information. The main concern was to determine the relationship between regional press and publications with a national character, and then to transpose these questions to the fields of broadcasting and television.

Sardinia is, by its character, a determined region, different from the rest of Italy. This island is now going through a period of rapid evolution, initiated by the implantation of industry (petrochemicals and tourism). These new factors influence greatly the traditional press, and the problem is now how to ensure to the local population adequate means of expression; how to avoid that financial interests become too important. All these problems were discussed and studied through a series of most interesting conferences and reports. These texts will be published, in Italian language, in the course of next Autumn. Summaries in French language will eventually be available.

About seventy professionals of the informative field attended the congress; they mainly came from Italy, but also from several Mediterranean countries such as Spain, France, Switzerland, the U.A.R., etc. The Centro dei Congressi of Capo Caccia provided a vast and well equipped conference room. The site was particularly pleasant and comfortable, and the hospitality at Hotel Capo Caccia was perfect. In this beautiful landscape, with the sea nearby and welcoming, a judiciously chosen time-table (9.00 - 12.30 and 5 p.m. - 8 p.m.) enabled the participants to discover the many beauties and attractions of this region.

Our colleagues Marcello Eydalin and Giuseppe Migliari did not spare their efforts in organizing the whole congress, which proved a complete success. To them and to all their assistants, our most sincere thanks and congratulations.

EXECUTIVE COMMITTEE MEETING, July 7, 1971 -

As indicated in our 22nd letter, the members of the Executive Committee and Permanent Bureau who could not attend the Symposium held in Bled, were invited to gather at Capo Caccia, and this was a pleasant occasion for Mediterranean members to come together. They had thus the opportunity of hearing our first Vice-President Francesco Fattorello, Khalil Sabat (U.A.R.), Jorge Xifra (Spain), as well as several members of our association who attended the meeting and whose competent views were highly appreciated : Messrs. Antonio Garbarino, Daniel Bécourt and Havier Huttin (France), Jaime Delgado (Spain), Marcello Eydalin, Giuseppe Migliari, Bernardino Fioravanti and Francesco Maria Scala (Italy).

The problems already examined in Bled were discussed with thorough care. The suggestion which consists in authorizing the Executive Committee to appoint specialized commissions (especially groups distributed according to geographical or linguistic affinities and having possibilities to come together easily) was favourably received. However, the proposition of cancelling the existing permanent sections raised a certain opposition.

As far as the 1972 General Assembly is concerned, the date which was considered as most suitable by the members in Capo Caccia is the month of September (contrarily to the choice made in Bled, i. e. December). The final decision will be

made by our Argentinian friends, who will be requested to take into account the local conditions and possibilities, but also the various wishes expressed by our members.

One of the themes considered for the Buenos-Aires congress is : "Information and Developing Countries". This proposition will be made to Professor Schiller, President of the Programme Commission.

The greatest interest has been shown for the UNESCO research programme for the coming years 1973 and 1974. A foreproject will be sent to all members as soon as we receive it from Mr. John Willings, who represented UNESCO in Bled.

#### TECHNOLOGICAL SECTION -

Under the impulse given by its President, Charles Minassian, this section plans to develop and complete AIERI FLASH, which, starting January 1972, will count 48 or 64 pages, 50 % advertising and 50 % text. This new publication will deal with all technological sciences : informatique, audio-visual, aerospace, chemicals, metallurgy, etc. The contents of the first issue will mainly consist in a complete report of the General Assembly held in Constance in 1970. This review will be issued every second month, in French language, at least at the beginning; an English edition will be considered later on. In every issue, besides an editorial from the President of our association and from the President of the Technological Section, 3 to 4 pages will be reserved for the various sections to report on their activities or on special studies executed by members. Therefore, we ask each president of section to send, as soon as possible, directly to Charles Minassian, 5, rue de Pouy, Paris 13ème, France, a curriculum vitae, with their photograph. This project of the Technological section was favourably received by the present members.

#### A g e n d a -

BARCELONA, November 8 - 12, 1971.

As already mentioned in our previous letter, all IAMCR members - and more particularly members of the Permanent Bureau and Executive Committee - are invited to attend the IXth Semana Internacional de Estudios Sociales, organized by the Institute for Social Sciences of the University of Barcelona, which will be held from November 8 to 12, 1971.

This year's theme will be :

- Information and socio-economic stratification
- Information and political groups
- Social mobility in the metropolitan areas
- Legal regulations concerning metropolitan areas.

We kindly ask all members who desire to attend this symposium to send their inscription without delay directly to :

Mr. Jorge Xifra, Director of the Institute for Social Sciences, Carmen 47, Barcelona 1, Spain.

who will in due time send them all necessary information as to hotel reservations and a detailed programme.

The next meeting of the Executive Committee and Permanent Bureau will take place on November 11, at 9.30 a.m., in Barcelona

Sincerely,  
Your President :

*Bourquin*