

INTERNATIONAL ASSOCIATION FOR MASS COMMUNICATION RESEARCH

Minutes of the Meeting of the International Council

Lake Balaton, Hungary

25th-27th September 1983

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

J. Bourquin	C. Hamelink	K. Nordenstreng
A. Bunzlova	O. Hulten	B. Pavlic
R. Cheesman	F. Kempers	W. Pisarek
R. Cole	O. Linne	H. Schiller
M. Djordjevic	T. Martelanc	T. Szecsko
H. Fabris	W. Melody	Y. Uchikawa
B. Golka	H. Mowlana	Y. Zassoursky

P. Gray (Secretary)

A. Hancock (UNESCO observer)

M. Marko (Czechoslovakian Host Committee for  
1984 Conference)

The meeting stood in silence in respect of the late Professor Klimes, an ex member of the Executive Board and International Council, Dr Bunzlova, husband of Dr Alice Bunzlova, and Wolfgang Seeger from UNESCO, all of whom had recently died.

- (b) Apologies were received from:

P. Ansah	K. Eapen	A. Opubor
J. Beneyto	A. Edelstein	G. Robinson
B. Bhatia	F. Fleck	R. Roncagliolo
P. Campeanu	M. Loeffler	R. Salinas
N. Dajani	R. Nixon	P. Sepstrup
N. de Camargo	E. Noelle-Neumann	R. Sinha
		A. Werner

2. UNESCO OBSERVER

Alan Hancock was welcomed on his first attendance as UNESCO's official observer.

3. AGENDA

The agenda previously distributed to members was adopted.

4. MINUTES OF THE LAST MEETING

The previously distributed minutes of the meeting of the International Council, which was held in Paris on 6th and 7th September 1982, were approved and signed as a correct record of that meeting.

5. FINANCIAL REPORT

A balance of Swiss Francs 54,000 was reported. This was regarded as satisfactory, granted the Association's policy whereby income was generally restricted to membership dues and by which funds were used almost solely for the administration and general running of the Association's business. This policy was confirmed, although it was recognised that the present financial structure and policy would not permit the financial sponsoring of Section programmes and new developments. It was noted that activities between the conferences were on the increase. The possibility of the Association seeking substantial financial support from external funding agencies was discussed but not pursued, although it was accepted that sections and groups might wish to seek financial support for specific tasks from external agencies, such as UNESCO. It was agreed that, wherever possible, such approaches should be coordinated through headquarters in order to avoid unnecessary overlapping or conflict of interests. The financial implications of the rigorous application of the lapsed membership clause as agreed at the last meeting were outlined, but it was decided to deal fully with membership later in the meeting.

6. PRESIDENT'S REPORT

The President reported on the general progress and development of the Association, and said that it was particularly encouraging to note that although the two-yearly Conferences and General Assemblies remained the main focus of the Association's programme, there was now much more activity and exchanges between conferences. He said that he had represented the Association at several meetings and conferences, including the Association for Education in Journalism and the International Association of Anthropological and Ethnological Sciences, presenting papers or reports at some of them.

As far as further developments were concerned, the President thought that it might be possible that after more than a decade of rapid expansion - at least as far as membership was concerned - a plateau might have been reached. Some years ago we had set ourselves a target of being represented in at least one hundred countries - this partly with UNESCO NGO status in mind - but many countries, particularly in the Third World, did not have the appropriate institutions and infra-structure so this target might have to be revised. It was agreed to approach UNESCO on this matter whilst continuing to work for increased membership in all countries. It was agreed that it would be more appropriate to deal with other aspects of the President's Report under other items on the agenda.

7. MEMBERSHIP

The overall picture was not too different from what had been frequently reported in the past, although the decision to apply the lapsation clause had introduced a new element that needed to be carefully considered. New members continued to join the Association (53 individuals and 8 institutions in the past year), but 'old' members also continued to trickle away. A few resigned, but most just ceased to show interest, or did not pay their subscriptions. If the new lapsation rule were to be rigorously applied, then 160 individuals, 26 institutions and 2 National Councils would be lost to the Association, which would also no longer be represented in 7 countries where it had previously been represented. The overall implications of this would probably be a net loss in membership to the Association for the first time in well over a decade.

Following a lengthy discussion it was agreed to divide those who might be regarded as lapsed members into three categories:

- (i) those with serious financial, foreign currency problems;
- (ii) those who had previously been active members of the Association, but who might have fallen by the wayside in recent years;
- (iii) those who had never been very active - for example, every other year on the occasion of the Conference, many people join from the host country who, after the Conference, play no part in the Association's activities - yet they are included in the membership list.

It was agreed that the President should (a) use his discretion re. the first category, and (b) write personally to those he considered might be placed in the second category, allowing a month for a reply. Those in the third category should be considered to have lapsed.

Membership of 53 individuals and 8 institutions was formally ratified.

8. PROMOTION - RECRUITMENT

After a lengthy discussion in which, amongst other things, the appropriateness of the name of the Association was questioned, it was decided that those members of the Executive Board who were present should meet under the Chairmanship of Cees Hamelink to examine the promotion of the Association, its image, and the possibility of producing a brochure. All members of the Association should be asked for their opinions on the name of the Association.

9. PRAGUE CONFERENCE 1984

After welcoming Milos Marko, a member of the Czechoslovakian host committee, the President, Alice Bunzlova and Peggy Gray reported on the work of the Programme Committee and on the preparations for the Prague Conference which would be held from the 27th August to the 1st September 1984. The general plans and programme of the Committee, outlined in the Presidential letter of May 1983 and elaborated at the meeting, were agreed. Members were asked to do their utmost to ensure that all deadlines were met, particularly because the papers had to be reproduced and the programme published by the organising committee. The Czechoslovakian host committee was thanked for providing such excellent facilities, for its work and cooperation, and for its hospitality on the occasion of the meeting of the Programme Committee.

10. RELATIONSHIPS WITH UNESCO

The President reported that the Association continued to work closely with various sections in UNESCO in the implementation of its communication research programme. He had had several meetings at UNESCO headquarters. Contributions had been made to the Media and Disarmament Programme and a report of the Nairobi Symposium on this topic, prepared by Breda Pavlic, was available from headquarters, as also was a paper prepared by the President following submissions from members on recommended research priorities for UNESCO for the period 1984-1989. Annabelle Sreberny-Mohammadi had completed her report on research priorities in Communication in the Eighties. Reports and possibly publications would also be available in 1984 on Media Education and on Ethnicity and the Media. The President had also produced a paper under the general auspices of UNESCO on The Media Coverage of Social Science and, together with other members of the Association (including Bill Melody and Luis Beltran) would be contributing to the December Rome Symposium on The Cultural, Social and Economic Impact of Communications Technologies.

Alan Hancock provided a detailed and much appreciated account of UNESCO's programme, its general difficulties and problems, and outlined the possibilities of cooperation between UNESCO and IAMCR, both generally and specifically. He confirmed that, on the whole, the days of general subsidies for conferences, etc. were over, and that any financial help the Association might receive from UNESCO (probably by way of travel subsidies for members from the Third World) have to be tied to specific Section programmes, projects, workshops, etc. which dealt with central aspects of the UNESCO programme. Some assistance might be obtained for the publication of conference proceedings, but this would most probably come via National Commissions.

Following discussions, the President was instructed to meet the heads of the appropriate Sections and approach UNESCO requesting support for:

- (i) A workshop to be organised by the Professional Education Section before and during the Prague Conference. This would deal with various aspects of journalist education and would be in cooperation with several other relevant international, regional and national organisations (AEJ, IOJ, FELEFACS, IJEA, ACCE).
- (ii) A study to be undertaken by the International Communication Section on the media treatment of international relations with special reference to armament/disarmament issues. This might be carried out in cooperation with IPRA and other organisations.

In addition, the Czechoslovakian organising committee might approach the Czechoslovakian National Commission for conference support, and the President would explore similar possibilities in relation to work on media education.

#### 11. PUBLICATIONS

It was understood that the Foreign Images study would be published by UNESCO by the end of the year. It seemed unlikely that the report on Communication in the Eighties would be published by UNESCO.

Although UNESCO had not found it possible to offer any financial support for a monograph on the 1982 Paris conference, Communication et Démocratie had come to the rescue and, thanks to their support, a publication would be distributed to all members early in 1984. It was unanimously agreed that the President should write to Francois-Xavier Hutin and his colleagues thanking them for their help in this matter.

As noted earlier, the question of financing a publication following the Prague conference was being explored. Further information was awaited about other UNESCO publications which might include IAMCR contributions.

#### 12. SECTIONS

Reports about the activities, future programmes and their plans for the Prague conference were received and accepted from the following Sections: Bibliography, International Communication, Communication Technology and Political Economy.

#### 13. NEW SECTION

David Paletz, on behalf of the Political Communication group - an active group for many years - had proposed that the group should become a formal Section of the Association. It was agreed that discussion on this proposal should be delayed until the Prague meeting because, according to Statutes, the establishment of a new Section was the responsibility of the General Assembly.

14. REPORTS FROM OBSERVERS AND FROM OTHER CONFERENCES

In addition to the reports already mentioned, a formal report was received from Mie Berg, who had kindly agreed to act as official observer for the Association at the Council of Europe Seminar on The Contribution of the Media to the Promotion of Equality Between Women and Men. Several other members reported on their attendance and/or participation at other conferences, meetings, etc. in various parts of the world.

15. FUTURE CONFERENCES AND ASSEMBLIES

The situation had not changed since the last meeting of the Council. There was still a firm offer on the table for 1986 or 1988 from Barcelona, although there had been no developments since the Paris meeting. Enquiries were also being made in India and Brazil, but so far there had been no firm offers. North America had also been mentioned as a possibility for 1988. According to convention, the 1986 conference should be in a Third World country. It was agreed that a decision for 1986, and hopefully for 1988, should not be delayed beyond the Prague meeting.

16. ELECTIONS TO EXECUTIVE BOARD AND INTERNATIONAL COUNCIL AND RELATED CONSTITUTIONAL AND ORGANISATIONAL MATTERS

The President reminded the meeting that for some years now the Council had discussed the possibility of changing the organisation and structure of the Association, its governing bodies and its manner of operation, particularly in terms of its conferences and elections. The discussions had led to many changes at several levels. Quite a number of the recommendations from the Ad Hoc Committee on Conference Planning and Procedures had already been put into effect, as would be clear from the plans for the Prague conference and from the changes in the general administration and operation of the Association over the past year or so. Still, some members felt that more changes and reforms would be welcome, if only to deal adequately with the expansion of the Association over the last decade. On the other hand, there were those who were more cautious, being particularly concerned about change for the sake of change, and emphasising the unique international character of the Association and the fact that it had been well served by its constitutional arrangements since its establishment. However, there was general agreement that these matters must be discussed before nominations could be put forward for the Executive Board and International Council elections.

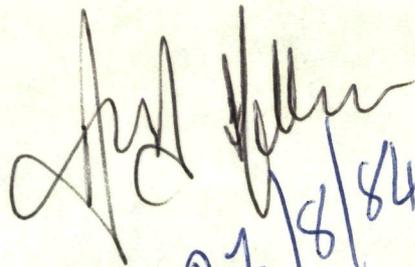
With this in mind the following points were amongst those discussed in a wide-ranging and lengthy discussion: the need for geopolitical and disciplinary representativeness in the governing bodies of the Association; whether this representativeness did/should apply equally to both Board and Council; national and regional representation; representation according to size of membership, financial contribution via membership fees, and participation in the Association's work and programmes; inadequate representation from the Third World and the

need for special measures to remedy this; the criteria for election to Vice President; the number of Vice Presidents; the size and function of the Executive Board; the length of tenure or period of election to Board and Council; the question of rotating membership; the role of Heads of Sections; voting and election procedures.

It was agreed that a close examination of all these matters must precede the drawing-up of a list or lists of candidates for election, and that in the next instance this would be most appropriately accomplished by setting up a Nomination Committee, with a remit which would include both organisational and nominating tasks. The agreed form and terms of reference of the Nomination Committee represented a compromise between two proposals. Three members (Heads of Sections) would be elected by the Council and the President could co-opt two or three additional members. The members elected were Linne, Melody and Pavlic, and the co-opted members Anzola, Cole and Zassoursky. The President was instructed to arrange for the Committee to meet before the end of the year at a convenient place. The task of the Committee would be to advise the President on all matters it considered appropriate. On the basis of this advice, any recommendations made and other representations from the members of the Association (who would be requested to contribute) the President would report to the Executive Board - again with a list of nominations, if considered appropriate - prior to presentation to the Prague meeting of the International Council in August and final submission to the General Assembly. It was also agreed to accept Kaarle Nordenstreng's invitation to the Board for it to meet in Finland in May or June 1984, and the Council expressed its gratitude for his offer of financial support.

17. HONORARY MEMBERSHIP

It was unanimously agreed to recommend to the next meeting of the General Assembly that honorary life membership for distinguished services to the Association should be conferred on Juan Beneyto (who had expressed his wish to resign from the Treasurership at the end of the current election period), and Dallas Smythe.

  
27/8/84