

INTERNATIONAL ASSOCIATION FOR MASS COMMUNICATION RESEARCH

MINUTES OF THE MEETING OF THE INTERNATIONAL COUNCIL

ROSKILDE, DENMARK

25th & 26th AUGUST 1987

1. (a) The President, James D Halloran, opened the meeting in the presence of:

J. Becker	F-X. Hutin	M. Pares i Maicas
S. Boafo	Z. Jakab	W. Pisarek
A. Bunzlova	F. Kempers	R. Salinas
R. Cole	O. Linne	B. Signitzer
K. Eapen	A. Mear	S. Splichal
A. El-Rahman	W. Melody	T. Szecsco
G. Gerbner	H. Mowlana	Y. Uchikawa
C. Hamelink	E. Nordahl-Svendsen	C. Wilhoit
G. Heidorn	K. Nordenstreng	Y. Zassoursky

Peggy Gray and Robin Cheesman were also present.

- (b) Apologies were received from:

J. Bourquin	O. Hulten	F. Reyes Matta
M. Chenouffi	V. Lowe	G. J. Robinson
M. Cuthbert	T. Martelanc	R. Roncagliolo
N. De Camargo	A. Mattelart	I. Tyson
B. Golka	R. Nixon	J. Wasko

and A. Hancock (UNESCO)

2. The meeting stood in silence in memory of Frank Ugboajah, a long-standing and active member, who had died since the last Council meeting.
3. AGENDA AND PROCEDURES

The provisional agenda, previously distributed, was adopted, allowance being made for the combination of some items. It was also agreed that it would not be appropriate or very useful to attempt to divide the meeting into two parts, the first focussing on "principles", the other following on "practice", as had been previously suggested. It was accepted, however, that in the course of the meeting it might be necessary for small groups to address specific topics and then report back to the full Council.

4. MINUTES OF THE LAST MEETINGS

The previously distributed minutes of the meeting of the International Council, New Delhi, 26th August 1986, and the extraordinary meeting of the Council, New Delhi, 28th August 1986 were taken as read, approved and signed as a correct record of those meetings, with one amendment to the effect that K. Boafo was present at the extraordinary meeting.

5. BUSINESS ARISING FROM THE MINUTES

It was agreed that relevant matters should be covered, as appropriate, under other items on the agenda.

6. PRESIDENT'S REPORT

The President introduced his report by saying how grateful he and the Council were to Robin Cheesman, Erik Nordahl-Svendsen and their colleagues and supporters for providing such splendid facilities for the meeting.

He said that, following the New Delhi meeting of the General Assembly and the rejection of the proposed changes in the Statutes, and following consultation with fellow officers, he had prepared and circulated to all Board members a fairly lengthy document on The Story of the Statutes. The idea behind this was that future discussions on this matter would be able to benefit from information about the relevant historical and legal contexts. Discussions in the past had not always been well informed or consistent.

On request, and thanks to the cooperation of Kaarle Nordenstreng, he had been able to call a meeting of the Executive Board in Tampere, Finland, on 29th June 1987, but only George Gerbner, Cees Hamelink, Kaarle Nordenstreng and Tamas Szecsko were able to attend. A larger attendance had been expected, but the postponement of the Media Declaration meeting, originally arranged for the days immediately prior to the Executive Board meeting, had led to several last minute cancellations, mainly due to unavailability of subsidy.

A report on this meeting had been sent to all members of the International Council prior to the Roskilde meeting, and several aspects of this report would be fully discussed under other items on the agenda.

The President reminded members that the officers of the Association, with invaluable advice and assistance from the Association's legal adviser, Professor Martin Loeffler, prepared, not on their own initiative but on the instructions of the International Council, and following representations from many sources over a period of years, a set of recommendations, a number of which called for changes in the Statutes.

Full details of "the history" are included in the aforementioned paper (copies of which may be obtained from the President, on request). The proposed changes referred to composition and tasks of governing bodies; election procedures; rotation of membership; term of election; number and role of Vice Presidents; function of sections and status of section heads - in fact, most of the issues discussed over the past decade as areas where changes might be usefully considered in the interests of the Association.

After a lengthy discussion at Tampere, in which even in such a small group different interpretations of past, present and future were manifest, it was accepted that although the whole package of changes had been rejected at the New Delhi General Assembly, there were no means of knowing whether or not each and every specific change proposed would have been rejected by the Assembly had each change been considered separately, as had been agreed by the International Council only a few days before. Neither was anyone in a position to judge whether rejection implied a rejection of perceived principle or a rejection of the proposed means of change (Statutes), or both.

It was recognized that the General Assembly in Prague in 1984 had set the basic agenda on which the work of the Council and officers had been based. It was accepted, therefore, that it should be recommended to the International Council that it should re-examine the Prague decisions with a view to making clear recommendations to the General Assembly which would cover both principles and methods.

A further report had been sent to all Council members which informed them about a meeting also held in Tampere immediately prior to the meeting of the Executive Board. This was a meeting of Board members with UNESCO representatives and other members of the Association who had been involved in the IPDC Textbook Project. Although much of the discussion focussed on this project, the meeting provided the opportunity for a much wider discussion on the relationships (including contractual relationships) between IAMCR and UNESCO/IPDC. Cees Hamelink had prepared a paper covering relevant legal aspects of the relationship and a draft model contract. All members of the Association would be informed about these matters in the next Presidential letter. Full reports were available from headquarters.

The President, the officers and other members of the Board and Council had represented the Association at several meetings and conferences, including the ICA meeting in Montreal. On this occasion, thanks to the initiative and efforts of Professor Hamid Mowlana and the cooperation of the ICA, a joint session of the International Communication Section of IAMCR and the ICA, featuring the topic "International Communication as a Field of Study: The State of the Art" was held at the ICA meeting in Montreal in May. The session, which was highly successful, was attended by 310 scholars and researchers from around the world. Those making presentations, in addition to Hamid Mowlana and the President, included George Gerbner, G. J. Robinson, Herb Schiller and Tapio Varis.

Thanks to the support of UNESCO and the cooperation of Professor James Stappers and his university, the President had been able to arrange a meeting in Nijmegen, Netherlands, in February to discuss the possibility of establishing a comparative study in Western Europe under the general heading of Implications of Technological Innovations in Communications. Members attended from Spain, the Netherlands, West Germany, England and Sweden.

The President was pleased to report that the cabinet system was still working effectively, and that the officers were able to get together from time to time and managed to maintain quite regular contact.

In conclusion, the President reported that in the year since the New Delhi conference nothing unusual had occurred which would cause him to revise the comments he had made at that meeting (since distributed to all members) about the overall situation of the Association, including membership, general stability and finance - at least nothing that would not be dealt with under separate items on the agenda.

Income received from subscriptions was showing a downward turn - expenditure was on the increase. Subscription income, virtually the only source of income, barely met expenditure, as reported in the financial statements, and this, as indicated in detail on earlier occasions, fell far short of real expenditure. The President warned that the various hidden subsidies which made possible this unusual state of affairs could not be maintained indefinitely, and that it was becoming urgent to investigate other modes of financing the operation, including investigating the possibility of establishing different forms of organization and administration. In answer to questions, and following discussion, he agreed to provide the next Council meeting with a detailed account of all actual income and expenditure. He would also provide the next meeting of Council with detailed estimates for the immediate, and not so immediate future of what the financial position would be in the absence of the aforementioned subsidies.

The report was accepted and approved.

7. CONFERENCE AND GENERAL ASSEMBLY, BARCELONA, JULY 1988

Information reaching headquarters clearly indicated that the New Delhi conference had been an undoubted success in every way. In addition to the plenary sessions, all eight sections and 17 working groups held meetings, and the contributions and presentations at these were said to be of a very high standard.

Although it was recognized that the Association had a responsibility to provide its members with as many services as was possible in its modest circumstances, there was no doubt that the Association was best known and regarded for the quality and uniqueness of its two-yearly conferences. It was vital to the continued success of the Association that standards should be maintained and that priority should be given to this objective.

It was confirmed that the XVI Conference and General Assembly of the Association would be held in Barcelona, Spain, from 24th to 29th July 1988. The Programme Committee (Halloran, Szecsco, Mowlana, White, Fox, Pares I Maicas [and colleagues] and Gray), established following the New Delhi decisions, which met in Barcelona on 13th March 1987 also confirmed the theme of the conference: MASS COMMUNICATION AND CULTURAL IDENTITY.

The outcome of the lengthy deliberations of the Programme Committee, in so far as matters had been finalized, had been reported in detail to all members. Comments had been invited.

All meetings and meals, apart from breakfast, would be held in the Barcelona Conference Centre, where there was plenty of room, and where the facilities were excellent. The two hotels, Majestic and Gran Saria Sol, where all participants would be accommodated, were both first class. The Committee felt that our Spanish hosts should be warmly congratulated on providing such splendid all-round facilities at such a modest price.

The Association had always prided itself on offering extremely good value for money at its conferences. The inclusive registration fees, covering all food and accommodation, had always compared most favourably with those at other international conferences. Barcelona would be no exception. Standards would be maintained.

Peggy Gray and Manuel Pares I Maicas provided full details about all aspects of the conference, and stressed the need for cooperation in meeting the several deadlines for registration and paper presentation. Members had been well informed about developments, and they would receive further information before the end of the year. The arrangements were approved, and the Council expressed its appreciation and gratitude to Manuel Pares I Maicas, his colleagues and supporters. The President would write a letter of thanks to the Vice-Chancellor of the Universidad Autonoma Barcelona.

8. MEMBERSHIP - PROMOTION - PUBLICITY - PUBLICATIONS

(a) New Members

The new membership of 28 individuals and 5 institutions was approved.

The President referred to his earlier remarks on the "stable - instability" situation (namely some in/some out every year, with more coming in in a conference year), which had existed for some years. However, the overall trends were not too encouraging. New members were still being attracted, but lapsations were becoming more pronounced.

(b) Differential Subscriptions

A paper was presented by K. Boafo about the possibility of introducing sliding scales which would help those in the Third World to become members. A committee, consisting of the officers and K. Boafo, was set up to consider the feasibility of introducing such a scheme.

(c) Occasional Papers

Three occasional papers stemming from the New Delhi conference had been published and distributed by the office of the General Secretary - one on Communication Policy and Planning (which had been funded by UNESCO); the other two by Mowlana and Ming. Three more were in the pipeline. These were also based on papers from the New Delhi conference, and were by Murdock, Melody and Jakab. A further paper on Communication Policy-Making in Different Parts of the World - Asia, Africa and Latin America, was also planned, and other suggestions from members would still be welcome. Single issues could be purchased, but no serial subscription facility was currently available. It had been the policy of the Editorial Board (Szecsko, Hamelink and Roncagliolo) to use material from the biannual conferences, and they were assisted in the selection of papers by the section presidents. This was an experiment, and it had been agreed that a thorough evaluation should take place at the end of 1988.

(d) Newsletter

Some members wished for a regular, professional-looking Newsletter, but doubts were also expressed about the possibility of financing and finding an editorial and printing base for such a venture. There was a discussion about the proposed content, and a committee was appointed (Boafo, Nordenstreng, Gerbner, Szecsko and Weibull) to study the feasibility of establishing a Newsletter and to report back to the next meeting of the International Council.

(e) Promotional Leaflet

This had been produced two years ago, at the request of Council by Cees Hamelink at no cost to the Association. Those who had requested it did not appear very keen to use it.

9. WORLD DIRECTORY OF MASS COMMUNICATION RESEARCHERS

The Council welcomed Jorg Becker's suggestion to cooperate with Walery Pisarek in this work, and investigate the possibility of obtaining subsidies for the publication of this work in West Germany.

Council also welcomed Jorg Becker's offer to attempt to find the necessary financial support which would enable him to carry out an analysis of the papers presented at the Prague and New Delhi conferences, along the lines he had proposed at the New Delhi meeting. All the necessary material had been sent to him, as he had requested on that occasion.

10. COMNET

Relationships with COMNET were discussed, particularly the role of the Bibliographic Section in this connection. It was hoped that it would be possible to arrange a joint meeting at the time of the Barcelona conference.

11. WORLD COMMUNICATION REPORT - UNESCO

Many members of the Association had contributed to this Report, either directly as members of IAMCR or in their individual or institutional capacities.

12. INTERNATIONAL SYMPOSIUM ON THE EFFECT OF THE 1978 MASS MEDIA DECLARATION

It was thought that this symposium, originally planned for July 1987, would now be held (although different in form and content from the event as originally planned) in Helsinki over three days during the third week of March 1988. Although IAMCR is not one of the formal sponsoring organizations, several members are likely to make contributions to the proceedings, as indeed they did more formally at the earlier stage. The President had been requested by UNESCO to act in an editorial capacity with regard to the originally commissioned papers.

13. NOMINATIONS AND ELECTIONS

The President recalled the recommendation of the International Council at New Delhi, which had been approved by the General Assembly, namely that the President on behalf of the International Council, should invite all members of the Association to submit nominations to him for any of the officer positions, and for membership of the Executive Board and International Council. All names received at the Leicester headquarters by 31 July 1987 would be distributed to members of the International Council so that they would be in a position to discuss the nominations at their August meeting. This was done. Following the Roskilde meeting, a selected list or lists would be sent to all members of the Association for their reactions, and these reactions would be further considered by Board and Council before final submission of a list (or lists) to all members for their comments, and finally to the General Assembly in July 1988 in Barcelona. According to the Statutes, the General Assembly is the sole final decision-maker in the election process. By no means all members will be present at the Barcelona Assembly, but it was thought that these procedures should make possible maximum participation.

All members of the Association had been informed of this agreed process in the January Newsletter.

However, it was felt at the Tampere meeting that the procedures during and immediately after the August Council meeting had not been specified as clearly as they might have been and that, therefore, a small Nomination Committee should be established at the Roskilde meeting of the International Council to prepare a list or lists for submission to the Council.

Following a lengthy debate on this and related matters, it was decided that the International Council should elect a Nomination Committee. The following members were elected to this Nomination Committee; Cheesman (Denmark), Eapen (India), Hutin (France), Jakab (Hungary) and Mear (Canada). The Committee would contact all members of the Association asking for their full cooperation in this important task. It was agreed that enquiries should be addressed to Robin Cheesman, Department of Communication Studies, Roskilde University Centre, P O Box 260, DK 4000 Roskilde, Denmark, or Zoltan Jakab, Mass Communication Research Centre, Akademia utca 17, H-1054 Budapest, Hungary.

The approved resolution was that:

"The International Council should elect a Nomination Committee of no more than five persons. The Nomination Committee should elect its own Chair, set up its own procedures and receive nominations from the membership. After due consultation with nominees the Committee should make its recommendations to the International Council about persons to be nominated to the positions of President, General Secretary, Deputy General Secretary and Treasurer. There should be more than one candidate for each of these positions, and the group of candidates should include persons from all three major geo-political regions of the world."

14. MATTERS RELATING TO NOMINATIONS AND ELECTIONS WHICH COULD HAVE STATUTORY IMPLICATIONS

The President referred to his earlier comments about the Story of the Statutes, the New Delhi decisions, and the Tampere meeting of the Executive Board. He reminded Council that it would appear that controversy centred in the first place on the extent to which statutory changes were necessary in order to bring about desired ends, but although both Assembly and Council had ruled on these matters more than once it had become clear that there was no lasting agreement on what the desired ends really were. It was accepted that as a starting point for further deliberations, it was essential that principles/ends/aims/objectives, etc., should be clearly defined and firmly agreed, for only then could the most appropriate ways (statutory change or other methods) of achieving the agreed ends be usefully explored.

The following statement was unanimously accepted for presentation to the International Council:

"The General Assembly at its meeting in New Delhi rejected the proposed changes in the Statutes, tabling the matter for further consideration by the Executive Board and that following this, only those recommendations approved by the International Council should be submitted to the General Assembly.

It was accepted that although the whole package of changes had been rejected, the Board had no means of knowing whether or not each and every specific change proposed would have been rejected by the Assembly had each change been considered separately, as agreed by the International Council. Neither was the Board in a position to judge whether rejection implied a rejection of perceived principle or a rejection of the proposed means (Statute change) of change, or both.

It was felt that the General Assembly in Prague in 1984 had set the basic agenda on which the work of the Council and officers had been based. It was accepted, therefore, that it should be recommended to the International Council that it should re-examine the Prague decisions with a view to making clear recommendations to the General Assembly which would cover both principle and methods."

A lengthy and wide ranging discussion, within and at times "without" the parameters of the above quoted resolutions, resulted in the International Council passing the undermentioned resolutions:

1. The principle should be established that no individual member should hold more than one office at the same time.
2. Section Presidents should be members of the International Council, with full voting rights.
3. Section Presidents should be appointed by a majority vote of the International Council, and the appointment should be construed as a nomination for election by the General Assembly. (Additional to stipulated number or not??)
4. To accept the previous motion (3) and ask the President to obtain legal advice as to whether or not the motion fully achieves the objective that Section Presidents should be elected by the General Assembly. If not, to recommend whatever changes are appropriate to achieve that objective.
5. The term of office of the President should be four years, not renewable in consecutive terms.
6. The post of President Elect should be established. The President Elect would be elected two years before taking office, and would succeed the President.
7. The task of Deputy President should be undertaken by the past President for the other two years.
8. The office of Vice President should be abolished.
9. The past President should have voting rights on the Executive Board.
10. The past President's function should be modified so that the past President should have voting rights on the Executive Board and can act on behalf of the Association in the same way as the President Elect.

11. It was also agreed that all the resolutions adopted (above) would require outside legal advice, and that the President was authorised to seek such advice.
12. The Council should suspend discussion of Statute changes unless and until it became necessary as a result of future action, and proceed with policy recommendations.

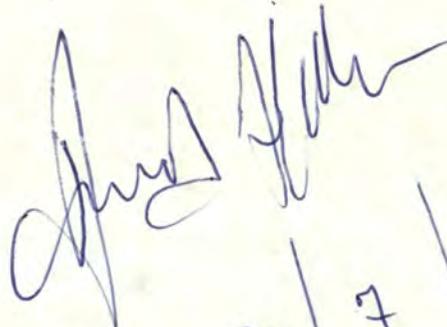
15. ADMINISTRATION, ORGANIZATION AND FINANCING OF THE ASSOCIATION IN THE FUTURE

The President confirmed what he had mentioned in his report, and what he had said on several previous occasions in recent years, namely that whatever the situation at present, and in the immediate future, the Association would have to start preparing for the day when headquarters might no longer be located at Leicester, or for that matter might not be based at the President's institution, wherever that might be. There was a strong possibility that the system which had served the Association so well for nearly two decades would have to be changed in the not too distant future. With such considerations in mind, the President was instructed to appoint a committee or group "to actively pursue the possibility of setting up an administrative home (for the Association), and all the implications thereof". Members of Council appointed by the President to this committee would be asked, in the first instance, to put forward ideas, plans, proposals, etc. as to how the Association might best deal with its administration and funding in the future. They would also be asked to bear in mind the financial implications of any proposals they might make, and to indicate likely sources of financial support.

The President and members of the committee would, of course, welcome advice and information from any quarter. The President was asked to approach other organizations and associations, national and international, and ask for information about their administrative and financial arrangements. He would report back to the next meeting of the International Council.

16. NEXT GENERAL ASSEMBLY AND CONFERENCE

It was confirmed that Yugoslavia was still intending to host the 1990 conference.


24 / 7 / 88