

INTERNATIONAL ASSOCIATION FOR MASS COMMUNICATION RESEARCH

Minutes of the Meeting of the International Council

4th and 5th September 1978

Europejski Hotel, Warsaw, Poland

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

L. Beltran	H. Mowlana
J. Beneyto	T. Martelanc
J. Bourquin	E. Noelle-Neumann
A. Bunzlova	K. Nordenstreng
N. Dajani	W. Pisarek
N. de Camargo	Y. Lakshman Rao
E. Dusiska	G. Robinson
H. H. Fabris	O. Roegele
F. Fattorello	H. Schiller
G. Gerbner	P. Sepstrup
B. Golebiowski	A. Suffert
C. Hamelink	T. Szecsko
O. Hulten	Y. Uchikawa
F. Kempers	A. Werner
P. Levy	Y. N. Zassoursky
M. Loeffler	

Mrs Peggy Gray was present as administrative assistant.

F. Balle, A. Edelstein, M. Eydalin and G. Heidorn attended the later stages of the meeting.

- b) Apologies were received from:

A. Opubor, B. Osolnik.

2. The President informed the meeting of the recent death of Mr Claude Bellanger, a member of the International Council. Mme Annette Suffert and others spoke in appreciation of his valuable services to the Association and to communication studies generally. Members stood in silence in respectful memory of one of the pioneers of the Association.
3. The minutes of the meeting of the International Council held at the Karl-Marx-Universität, Leipzig, 10-11 April 1978, previously distributed, were approved and signed as a correct record of that meeting.

4. Business arising from the above Minutes

a) The President confirmed that:

- (i) together with other Council members, he had attended the MacBride Commission's meeting in Stockholm and that, following discussions and exchanges with members, the letter previously circulated to all Council members had been sent to the MacBride Commission. He thanked those who had written with their comments and suggestions;
- (ii) he had approached both UNESCO and the UN re the status of IAMCR with these international organizations;
- (iii) the Association's members had been informed about the proposed changes in membership dues and there appeared to be no objections.

b) The President stated that it had been confirmed by Antonio Pasquali that the 1980 Conference and General Assembly could be held in Venezuela, and that the necessary financial arrangements could be made. What response there had been to the notification of this in the last presidential letter was generally positive to holding the conference in Venezuela. Some doubts had been expressed about the cost of travel, but enquiries were being made to obtain whatever concessions were available. There was a strong possibility that France would be able to host the 1982 Conference.

5. President's Report

The President reported on the continued development of the Association. Membership was still increasing (now in the region of one thousand), as was a world-wide interest in the affairs of the Association. Thirty-two countries were represented on the International Council, and fifty-three in the membership as a whole. However, there was still a need to increase representation, interest and activities in the developing world, and the proposal with regard to the next Conference might be seen as a welcome and encouraging step in this direction. The President emphasised that there should be qualitative as well as quantitative criteria in judging the Association's development, and he was pleased to note that the increase in membership had been accompanied by a general increase in participation and scholarly activity. He felt that there were many manifestations of this, ranging from the quality of the Conference papers and the work of the Sections and groups, to the concern about the Association's future development and the contribution to international debates and issues (e.g. MacBride Commission). He was particularly pleased at the favourable reactions to the recently published monograph, *Mass Media and Man's View of Society*. The President also reported on his visit to the 1978 AEJ Conference in the USA, and on the meetings of the Programme Committee in connection with the Warsaw Conference. The Report was approved.

6. Financial Report

The financial statement previously circulated showed a balance of Swiss Francs 43,235.99 at 30 June 1978, compared with SFr 32,791 at 30 June 1976, although there were some payments outstanding which made the picture seem slightly healthier than it really was. Income was well in excess of expenditure, and was mainly from membership subscriptions; expenditure was still primarily in connection with administration, travel, etc. The voluntary work of Peggy Gray and others at the Leicester Centre, plus other institutional subsidies, meant that administrative costs were much lower than would otherwise be the case. The Association was solvent but not affluent, and the existing financial arrangements were adequate granted the existing level of activity. Should it ever be decided to embark on more ambitious programmes, then additional resources would have to be found and/or a different financial structure adopted. The report was approved.

7. Warsaw Conference

Council members were given up-to-date information on the Conference programme and related activities. UNESCO had provided financial support towards the costs of administration, and to help some members from the developing world to attend the conference. UNESCO might also be willing, as in the past, to subsidize a monograph based on the Conference proceedings, but there would not be a decision on this until early 1979. The President expressed his deep appreciation and thanks for the efforts of Drs Oledzki and Golebiowski and their colleagues in organizing the Conference.

8. Ratification of New Members

- a) A list of new members presented by the President (23 individual, 1 institutional and 1 international organization from 15 different countries - since April 1978) was formally approved.
- b) Membership of the French National Council was formally accredited.
- c) Members were reminded of the recently approved statute clause governing lapse of membership.
- d) It was agreed to design a membership application form, mainly with a view of ensuring that the Association had adequate information about applicants.

9. International Council: Membership, Nomination, Elections

- a) Members were reminded of earlier inconclusive discussions on the possibility of establishing a phased procedure for retirement/election of members of the International Council. Members may be re-elected, but all places on the International Council and Executive Board fall vacant in August 1980. Following a lengthy discussion it was decided not to:
  - (i) devise a phased or rota system;
  - (ii) set up a nomination committee.

It was decided, however, that before the next General Assembly it would be helpful if members of the Council and the Association as a whole had the opportunity to give some thought to this important matter and then pass on their thoughts, and even specific proposals or nominations to the President who, following discussion with the Secretary and the International Council, would then be in a better position to ensure the efficiency and fairness of the electoral procedures, and hopefully present an agreed list to the next Assembly. Nominations would, of course, be possible from the floor of the Assembly. Members were reminded that, according to our Statutes, the International Council must be "representative" with regard both to geographical and disciplinary considerations. This whole question would be put to the General Assembly and all members asked for their cooperation.

- b) It was agreed that Dr Francis Balle of the Institut Francais de Presse et des Sciences de l'Information, Université de Droit d'Economie, Paris would take over the place of the late Claude Bellanger on the International Council. Dr Balle was welcomed to the Council.

10. Relationship with UNESCO

- a) It was agreed that the General Assembly should be asked to approve the decision to approach UNESCO re change in NGO status from Category B to A.
- b) It was recognized that the relationship between IAMCR and UNESCO is a relationship which has its problems as well as its undoubted advantages. There was a long discussion which touched on such matters as the "free and balanced" issue, the right to communicate, the approach to the MacBride Commission, the UNESCO research programme and the degree to which UNESCO avails itself of the expertise and advice of the appropriate NGO. Differences were expressed, but it was generally agreed that the important thing is that IAMCR is now actively involved and is capable of playing a part in international communication affairs. It was also agreed that we could be even more effective - although it would be a mistake to expect that on certain issues the Association would be able to speak as with one voice. It was felt by some that the nature and extent of our impact and effectiveness is largely up to individual members, although others thought that there were occasions and issues when a more united front would be more appropriate.

It was agreed:

- (i) not to join the UNESCO Association of Non-Governmental Organizations;
- (ii) that IAMCR members should be encouraged to make their individual contributions to the policies and programmes of UNESCO, as they considered appropriate;

- (iii) that this also would be the best way of dealing with the MacBride Commission, although it was suggested that small, ad hoc meetings or consultations might be useful;
  - (iv) that UNESCO should be urged to make more effective use of IAMCR as an NGO, both in preparing and executing its programme, and should be advised as to how it might best call on the expertise and services of IAMCR members;
  - (v) that whenever possible IAMCR observers should attend the appropriate UNESCO meetings and conferences and that, in the interests of economy, these would normally be those residing near the conference venue;
  - (vi) that UNESCO and its officers should be thanked for their continued assistance, particularly with regard to the General Assemblies, conferences and publications.
- c) It was noted that IAMCR headquarters had, at the request of UNESCO, undertaken the design, planning and coordination of the multi-national Foreign Images Study, but that UNESCO was not funding this research in any way.

11. Relationship with other International Bodies

The President commented on the close working relationship which existed with the AEJ, and members noted with great satisfaction the productive nature of this relationship as manifest in the programme of the Warsaw Conference.

Following reports from Luis Beltran and Tamas Szecsco, it was agreed that these two members should act as "liaison officers" with IIC and ISA respectively. It was also agreed to seek to work closely with all bodies in similar and related areas of research and study.

12. Sections

- a) Alex Edelstein formally resigned from his presidency of the Social Psychological Section. In a vote of thanks, the President proposed, and it was unanimously agreed, that the Association owed a great debt to Professor Edelstein for his work on behalf of the Association.
- b) It was agreed that Annette Suffert and Olga Linné should take over from Alex Edelstein in heading the work of this Section.
- c) The President said that he had heard from Georges Mond that he had resigned from his position as co-president of the Section on International Understanding.
- d) The heads of all other Sections were confirmed in office.

- e) There was a lengthy discussion on the possibility of forming new sections in which three - Political Economy, International Communications, and Communication Satellite and Technology were specifically mentioned. Members were reminded that, according to Statutes, although the Council had functions with regard to the finance, management and presidency of Sections, it was the task of the General Assembly to decide on establishing, commissioning and dissolving Sections. The International Council could, of course, make recommendations to the General Assembly. The matter was referred to the Assembly.

13. Future Assemblies and Conferences

It was formally agreed to recommend to the Assembly that:

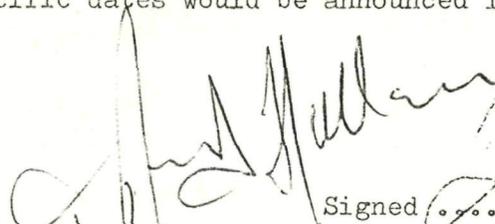
- a) the 1980 Conference should be held in Caracas;
- b) the 1982 Conference should be held in Paris;
- c) the Programme Committee for the 1980 Conference, in addition to the ex officio, President and Secretary, should consist of Nabil Dajani, Cees Hamelink, Elisabeth Noelle-Neumann and Antonio Pasquali (although it was doubtful if Pasquali would be able to accept). It was further agreed to recommend that Fernando Reyes Matta should be coopted, as also should two members of the Venezuelan Organizing Committee, probably Elizabeth Safar and Luis Anibal Gomez;
- d) the President would approach UNESCO, and possibly other bodies, with a view to obtaining a larger support grant for travel than in the past.

14. Future Development of the Association

It had been agreed at the Leipzig meeting that selected members of the Council would prepare "position papers" on this question, and that these would be presented at the Warsaw General Assembly. Different members had interpreted this in different ways, largely with regard to the form of presentation, but all were prepared to speak at the General Assembly. Although the question was primarily one for the Assembly, there was a general discussion during which several suggestions were made about the need for more monographs or similar publications, a more regular information service, a regular official publication, more meetings of the International Council, and more advance notice of meetings with more details. It was accepted that some of these matters could be dealt with relatively easily, but that others would require much careful thought and planning, and in some cases additional financial resources. The President and Secretary would report back to a later meeting.

It was agreed that there should be a meeting of the International Council in 1979, and that this would be in Leicester on the invitation of the President. The specific dates would be announced later.

13/7/79

  
Signed .....

James D Halloran  
President - IAMCR

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INTERNATIONAL ASSOCIATION FOR MASS COMMUNICATION RESEARCH

Minutes of the XI General Assembly

Friday, September 8th 1978

College of Music, Warsaw, Poland

1. The President informed the meeting of the recent death of Mr. Claude Bellanger, a member of the International Council. Mme Annette Suffert and other members spoke in appreciation of his valuable services to the Association and to communication studies generally. Members stood in silence in respectful memory of one of the pioneers of the Association.
2. The minutes of the tenth General Assembly held in Leicester on 3rd September 1976, previously distributed, were approved and signed as a correct record of that meeting.
3. Business arising from the above Minutes
  - a) The President confirmed that:
    - (i) together with other Council members, he had attended the MacBride Commission's meeting in Stockholm and that, following discussions and exchanges with members of the Association, an agreed letter previously circulated to all Council members had been sent to the MacBride Commission. He thanked those who had written with their comments and suggestions;
    - (ii) he had approached both UNESCO and the UN re the status of IAMCR with these international organizations. The Assembly confirmed the decision to apply to UNESCO for NGO Category A Status;
    - (iii) the Association's members had been informed about the proposed changes in membership dues and there appeared to be no objections.
  - b) The President stated that it had been confirmed by Antonio Pasquali that the 1980 Conference and General Assembly could be held in Venezuela, and that the necessary financial arrangements could be made. The response to the question posed in the last presidential letter about holding the Conference in Venezuela had been generally positive. Some doubts had been expressed about the cost of travel, but enquiries were being made to obtain whatever concessions were available. There was a strong possibility that France would be able to host the 1982 Conference. This would be most appropriate as 1982 would mark the 25th anniversary of the founding of the Association in Paris. The Assembly formally approved the choice of both venues.

4. President's Report

- a) The President reported on the continued development of the Association. Membership was still increasing (now somewhat short of one thousand), as was a world-wide interest in the affairs of the Association. Thirty-two countries were represented on the International Council, and fifty-three in the membership as a whole. During the Warsaw Conference the International Council had held two well-attended, lengthy and most useful meetings amongst other things to prepare for the General Assembly. Noting with satisfaction the increased activity and involvement of the newly-constituted, well-balanced and representative International Council the President thanked Council members for their contributions and asked for their continued support in ensuring the effective functioning of the main organs of the Association.

However, there was still a need to increase representation, interest and activities in the developing world, and the proposal with regard to the next Conference might be seen as a welcome and encouraging step in this direction. The President emphasised that there should be qualitative as well as quantitative criteria in judging the Association's development accepting that it is always more problematic to assess or evaluate qualitative development, as distinct from quantitative development, particularly in an international arena which is quite clearly characterised by heterogeneity if not, as yet, by a conscious acceptance of pluralism. However, he felt that the papers and discussions at the main sessions of the Warsaw Conference; the aforementioned increase in membership, participation and scholarly activity; the efforts of the Council, the groups and the sections; the international representativeness and cooperation (particularly as manifested in the joint AEJ/IOJ/IAMCR meetings); the vigour of the debate about the future of IAMCR; the Association's relationship with UNESCO and the MacBride Commission, taken together, demonstrated the growing vitality and quality of what is now generally recognised as a unique forum for researchers and other scholars in the field of mass communication research.

The President was particularly pleased at the favourable reactions to the recently published monograph, *Mass Media and Man's View of Society* and he also reported on his visit to the 1978 AEJ Conference in the USA, and on the meetings of the Programme Committee in connection with the Warsaw Conference.

Speaking on the relationship between IAMCR and UNESCO the President suggested that it was a relationship which was bound to have its problems as well as its undoubted advantages. It was also a relationship which never failed to be the subject of debate, and the Warsaw meeting had been no exception. Discussions on the "free and balanced" issue, the right to communicate, the approach to the MacBride Commission, the UNESCO research programme and the degree to which UNESCO availed itself of the expertise and advice of the appropriate NGO, were all subjects which were likely to generate heat as well as light. But this should not be a surprise. The important thing was that IAMCR was now involved and was actually playing its appropriate part in international affairs. There was no doubt that the Association could be more effective - although it would be a mistake to expect that on certain issues the Association would be able to speak as with one voice. The President concluded by saying that the nature and extent of the Association's impact and effectiveness was largely up to its members. The report was approved.

4. (continued)

- b) The Assembly ratified the decisions of the International Council
- (i) not to join the UNESCO Association of Non-Governmental Organizations;
  - (ii) that IAMCR members should be encouraged to make their individual contributions to the policies and programmes of UNESCO, as they considered appropriate;
  - (iii) that this also would be the best way of dealing with the MacBride Commission, although it was suggested that small, ad hoc meetings or consultations might be useful;
  - (iv) that UNESCO should be urged to make more effective use of IAMCR as an NGO, both in preparing and executing its programme, and should be advised as to how it might best call on the expertise and services of IAMCR members;
  - (v) that whenever possible IAMCR observers should attend the appropriate UNESCO meetings and conferences and that, in the interests of economy, these would normally be those residing near the conference venue;
  - (vi) that UNESCO and its officers should be thanked for their continued assistance, particularly with regard to the General Assemblies, conferences and publications.
- c) It was noted that IAMCR headquarters had, at the request of UNESCO, undertaken the design, planning and coordination of the multi-national Foreign Images Study, but that UNESCO was not financially supporting this research.

5. Financial Report

- a) The financial statement previously circulated showed a balance of Swiss Francs 43,235.99 at 30 June 1978, compared with Sfr. 32,791 at 30 June 1976, although there were some payments outstanding which made the picture seem slightly healthier than it really was. Income was well in excess of expenditure, and was mainly from membership subscriptions; expenditure was still primarily in connection with administration, travel, programme committee meetings, etc. It was noted, however, that there were considerable hidden costs. The voluntary work of Peggy Gray and others at the Leicester Centre, and other institutional subsidies, meant that administrative costs were much lower than would otherwise be the case. The Association was solvent but not affluent, and the existing financial arrangements were only adequate given the existing level of activity and the hidden subsidies. Should it ever be decided to embark on more ambitious programmes (and the formation of new sections and the development of section programmes was relevant in this connection) then additional resources would have to be found and/or a different financial structure adopted. Members were asked to give thought to such possibilities before the next Assembly. The report was approved and the existing policy confirmed.
- b) A sliding scale for membership dues for institutions was approved as follows:
- |      |     |                        |
|------|-----|------------------------|
|      | 200 | (up to 10 members)     |
| Sfr. | 300 | (11-15 members)        |
|      | 400 | (16-20 members)        |
|      | 500 | (more than 20 members) |
- c) Members were requested to attend to the regular payment of their membership dues and were reminded of the new automatic lapsation clause in the Statutes.

6. International Council

- a) The Assembly was informed of the resignation of Antonio Pasquali (because of his UNESCO position). He would be replaced by Oswaldo Capriles and Francis Balle would take over the vacancy occasioned by the tragic death of Claude Bellanger. This would be for the remainder of the four-year term.
- b) The Assembly was reminded that all places on the International Council and Executive Board would fall vacant in August/September 1980, and elections would take place at the next General Assembly. It was agreed that it would be most helpful if, before that time, members could give some thought to this important matter and pass on their thoughts, recommendations, and even specific proposals or nominations to the President who, following discussion with the Secretary and the International Council, would then be in a better position to ensure the efficiency and fairness of the electoral procedures. It was noted that, according to Statutes, the International Council must be "representative" with regard both to geographical and disciplinary considerations.

7. Caracas Conference

- a) It was agreed that the Programme Committee for the 1980 Conference, in addition to the ex officio, President and Secretary, should consist of Nabil Dajani, Cees Hamelink and Elisabeth Noelle-Neumann. It was further agreed that Fernando Reyes Matta should be coopted, as also should two members of the Venezuelan Organizing Committee.
- b) The President was asked to approach UNESCO, and possibly other bodies, with a view to obtaining a larger support grant for travel than in the past.
- c) It was agreed that the theme of the 1980 Conference would be New Structures of International Communication? - The Role of Research.
- d) It was agreed that the idea of members writing to headquarters with suggestions about the Conference was very important and should be encouraged.

8. Relationship with Other International Bodies

The President commented on the close working relationship which existed with the AEJ, and noted with great satisfaction the productive nature of this relationship as manifest in the programme of the Warsaw Conference. It was reported that Luis Beltran and Tamas Szecsko had agreed to act as "liaison officers" with IIC and ISA respectively. It was also agreed to seek to work closely with all bodies in similar and related areas of research and study, and in particular to explore the possibility of establishing some form of cooperative relationship with ICA.

9. Sections

- a) Reports were received and approved from the Sections of the Association.
- b) It was announced that Alex Edelstein had formally resigned from his presidency of the Social Psychological Section. In a vote of thanks, the President proposed, and it was unanimously agreed, that the Association owed a great debt to Professor Edelstein for his work on behalf of the Association.

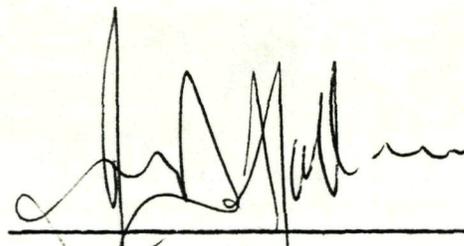
It was further announced that the International Council had asked Annette Suffert and Olga Linne to take over from Alex Edelstein in heading the work of this Section and that they had agreed.

- c) Following a lengthy discussion it was agreed that ~~tree~~ new sections should be formed, namely Political Economy, International Communication and Communication Satellites and Technology.
- d) The International Council was instructed to give very careful consideration at its next meeting to the general question of the role and function of sections and more specifically to the programme of the new sections and the appointment of heads of sections.

10. Future Development of the Association

Although some position papers had been prepared it was decided that time was not available for an adequate discussion of the many points relating to this very important topic. On the proposal of the President the Assembly agreed that members of the International Council, and other members of the Association who so wished, would prepare position papers on The Past, Present and Future of the Association and that these would be distributed as a "collection" to all members of the Association and form the "agenda" for a special meeting of the International Council.

- 11. The Assembly was unanimous in its appreciation of the hospitality and efficiency of our Polish hosts throughout the period of both Conference and Assembly.



James D. Halloran, President - IAMCR

28/8/1980