

1003 Lausanne, Petit-Chêne 18 B  
January 20, 1968

10th Letter from the President

Dear colleagues and friends,

At the beginning of this new year, I would like to wish you all happiness, good health and professional success for 1968.

The mitigated satisfaction I felt last year as to the future of our Association has been well strengthened since, and I hope the I.A.M.C.R. will enjoy greater success still this year.

At long last, I have the pleasure to enclose herewith our Bulletin No 7/8, which contains the full report of the conferences presented on the occasion of our last General Assembly at Herceg-Novci. Only those who have paid their 1967 membership fee, or who have got in touch with us one way or another, will find this document enclosed. For all the other members, I am attaching hereto, and for the last time, an answer-card. I shall then await some kind of news from them until the end of February at the latest. Passed this date, much to my regret, I shall have to cancel their names from our records.

In order to make up for these "blanks", I do ask each of you to send me the addresses of some colleagues or institutes that should - to your minds - become members of our Association. I shall be happy to forward to them full details concerning our activities.

- Address list

Once again I am stating a certain number of modifications to help you keep your address list up to date. I would appreciate it very much if each of you would check up the list concerning his own country and let me have his remarks. I am planning to have this list re-print just after our next General Assembly, taking into consideration all the alterations occurred in the course of the year.

- 1968 Projects

The investigation we are presently carrying on for the account of UNESCO is progressing normally, though at different speeds depending on the country involved. I shall not state names, but however I wish to thank particularly our Belgian and German friends for their considerable assistance. Those of our colleagues who should not have been reached by our

inquiry are requested to inform me as soon as possible, so that I can get in touch with them.

In the course of last year, we forwarded the provisional edition of this study to over a hundred people who had asked for it and I think having thus served the name of our Association. By the end of Spring 1968, the new edition should be ready to be sent off.

The Italian National Centre for Mass Communication Research is about to publish the Italian parts of these two repertories.

- Service to our members

In as much as possible I answered numerous questions coming from all over the World, and I am ready to carry on, provided the means we have at our disposal here in Lausanne allow me to do so.

In this respect I have a few suggestions to submit to your attention; the first one being especially destined to those of our members who publish a scientific review : I would like them

- to send me copy of their mailing list, and
- to make me an offer for a hundred copies of their publication.

It is known that the fees incurred for the print of a hundred extra copies are generally low and this would enable us to offer to our members a new kind of contribution, which would certainly be appreciated. As to the mailing list, it would make it possible for us to get in touch with people or institutes still unknown to us, so as to group all the scientists, professional training and research centres.

The other suggestion concerns all our members : language difficulties prevent us from knowing of very important studies published in various countries. I am planning to include in each of my letters one or two texts of about 5 to 10 pages each which have originally been published in languages unknown to most of us : I am particularly thinking to languages from Scandinavia or Eastern Europe. It is understood that my assistance would only consist in diffusing these texts in French and English, the texts being submitted to us in either of these two languages, or in German. I call on your active cooperation to help me in this project, since it is evident that an association such as ours can survive and progress only if each of his members is ready to devote a little part of his time to it.

I have not yet received a reply to the suggestions I made to the Centre of Cracovia with respect to their project of European bibliography, which compels me to delay a little the indications I want to give you about it.

- Subscription fees

As a conclusion to this first part, I would like to invite you to pay your yearly membership fee in accordance with the indications attached hereto. As you know, the I.A.M.C.R.\* supported only by the contributions of its members, and you will certainly understand that I insist a little on this material (\*) is

aspect, all the more because the printing of our Bulletin proved rather expensive as compared to our modest treasury.

In order to be able to satisfy all the requests addressed to us, I am willing to consider the forwarding of about 50 "special copies" of one of your publications as equivalent to an individual subscription.

- News from our members

From November 20 to 25 was held in Düsseldorf the 17th Course for Professional Training in the field of Journalism. On this occasion, many of our members, among whom was Professor Ronnenberger, presented lectures.

Last month, the Gesellschaft für Deutsche Presseforschung (Research Centre for the German Press) held its General Assembly under the presidency of Mr. Eberhard-Lutz, and commemorated the 10th anniversary of its foundation. Prof. Henk Prakke and Prof. Kurt Koszic lent their scientific cooperation to this meeting.

The Centre International d'Enseignement Supérieur du Journalisme also celebrated its 10th anniversary at the end of 1967. To succeed to Mr. Marcel Stijns, who died last year, the Board of Directors unanimously appointed M. Pierre Archambault as Vice-President.

The Board of Directeurs of the Institut Français de Press also held a meeting recently. In accordance with the statutes, Dean Renouvin has been designated to take over the presidency of the Executive Committee from our friend Claude Bellanger.

On November 24 and 25, our eminent colleague Prof. Hennart, Director of the Ecole Supérieure de Journalisme de Lille organized an important international conference, devoted to the enterprise press.

The Institut Italien de Publicistique, to which our Vice-President Francesco Fattorello collaborates actively, celebrated at the end of last year the 20th anniversary of its academical activities.

The dynamic responsible for our technical section, Mr. Charles Minassian, 176 rue de Charonne, Paris 11, is particularly active and helpful for our Association, and we would like to thank him hereby. Many of his projects are about to materialize and we shall let you know more about them in due course. However, Mr. Minassian feels a bit isolated and has asked us to mention that he is looking for specialists in the field of computers, photo-composition, offset and other systems of print, tele-transmission of image and text by means of hertzian wave or satellite.

- General Assembly 1968

Thanks to the obligingness of our friend Angel Benito, Director of the Instituto de Periodismo at the University of Navarra, and to the diligence of our Vice-President Francesco Fattorello, and despite all the difficulties, our General Assembly has been set up.

The date of April 26 has been definitely chosen for the General Assembly, which will be held at Pampelona, immediately after an important international colloquy dedicated to the formation of professors of journalism in the World. This symposium has been fixed on April 24 and 25. We know these dates will not be convenient to everyone, but we did our best to take into account the desire of the greater number of members.

We have already contacted the "reporters", but we shall await their definite acceptance before submitting you the detailed agenda. You will receive it together with the official invitation in the course of the month of February. We here and now ask you, dear colleagues, to keep these dates free and do your best in order that we can all meet in this beautiful and welcoming city of Pampelona, chief town of the Province of Navarra.

As to the other manifestations foreseen for 1968 and 1969, I kindly refer you to the calendar attached to my last letter.

Looking forward to hearing from you soon, I remain, dear colleagues,

very sincerely yours.

The President :

*Bourquin*  
Jacques Bourquin

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PUBLICATIONS FROM OUR MEMBERS

- In the Supplement of the December issue, No 48, of the German Review ZV+ZV, "Archiv für Steuerrecht", appeared an article by Martin LOEFFLER :  
"KAUF UND VERKAUF VON VERLAGSOBJEKTEN"
- By the same author, in the weekly "Zeit" No 47 of 1967, an article about a possible law to fight against press concentrations.
- M. Wilmont HAACKE forwarded to us a special copy of "Jahrbuch Absatz und Verbrauchsforschung". His article bears the title of :  
"REISEBERICHT, REISEFEUILLETON UND REISEWERBUNG".
- By the same author, in "Verlags Praxis" No 10 of 1967 :  
"PUBLIZISTIK - GESANG ZWISCHEN DEN LEHRSTUEHLEN".
- M. Jean-Louis HEBARRE published, in the September issue of the German review "Der Journalist", a long article about the editors' societies in France.

- Mr. Charles MINASSIAN wrote two articles for the French review "Caractère"
  - "EXPERIENCE POSITIVE : UN QUOTIDIEN FINLANDAIS COMPOSE PAR ORDINATEUR (Positive experiment : a Finnish daily composed by computer), published in the May 1967 issue.
  - "COMPOSITION DE PLUS EN PLUS AUTOMATIQUE" (Composition always more automatical) published in the September issue.
  
- M. Georges MOND forwarded to us copy of his recent studies, among which we note :
  - "LE DROIT DE LA PRESSE ET LE STATUT JURIDIQUE DE PUBLICATION DANS LES PAYS SOCIALISTES EUROPEENS" (The right of the Press and the Juridical Statute of Publication in the East-European Countries), published in "Notes et Etudes Documentaires".
  - "LA PRESSE COMMUNISTE - GROUPE DE PRESSION" (The Communist Press a Pressure Group ?), published in the "Canadian Slavonic Papers Col. III/1966.
  - "LE CONTROLE POLITIQUE DE L'ADMINISTRATION EN URSS", (Political Control of the Administration in the U.S.S.R.), a part of which appeared in the 1966 Annuaire of the Research Centre for USSR and the East-European Countries;
  - This same article, more developed and written in collaboration with Madeleine Spiegler, was published in the Revista Espanola de la Opinion Publica No 7, Jan/March issue (1967).
  
- M. Francois ARCHAMBAULT sent us a special copy of his article
  - "LA CONCURRENCE DANS L'INFORMATION" (Competition in Communication published in "Humanisme et Entreprise No 45, October 1967 issue.
  
- From Mr. Gabriel ELORRIAGA, we received a special copy of his article published in the August-September issue, Nos 254/255 of "Synthèses" :
  - INFORMATION ET SOCIETE (Mass Communication and Society).
  
- Professor Francesco FATTORELLO asked us to announce the publication of the 4th edition of his work :
  - INTRODUZIONE ALLA TECNICA DELLE INFORMAZIONI" (Introduction to the Technique of Mass Communication).

However, I would like to point out that these bibliographical notes are far from being complete, as well as the news concerning our members' activities. Most of them have been collected from our readings, but wouldn't it be better if everyone would let me have direct the information about himself.

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