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INTERNATIONAL ASSOCIATION
FOR MASS COMMUNICATION RESEARCH

ASSOCIATION INTERNATIONALE
DES ÉTUDES ET RECHERCHES SUR L'INFORMATION

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29th September 1978

Dear

Following our deliberations at the Warsaw Council meeting and General Assembly I now have great pleasure in formally inviting you to attend the next meeting of the International Council of IAMCR which will be held at Beaumont Hall, University of Leicester, England from 11th to 13th July 1979.

It is proposed that members should arrive at the Hall in time for dinner (1900 hours) on Wednesday July 11th, that the whole of Thursday July 12th should be given over to intensive and extensive discussion on the Association - past, present and future developments - and that there should be a formal business meeting of the Council on Friday July 13th.

Accommodation and all meals etc., will be provided free of charge to members from dinner on Wednesday July 11th to tea (1630 hours) on Friday July 13th. Special additional accommodation arrangements may be made for those wishing to stay overnight in Hall on Friday or for early arrivals on Tuesday night. Members will be responsible for their own travel arrangements and expenditure.

Those of you who attended the Warsaw meetings will not need reminding of the importance of the forthcoming Leicester meeting. The Association has progressed almost unbelievably over the past few years and it is now necessary for the governing bodies of the Association to take stock, consolidate the undoubted gains, look to the future and give an inspiring lead to the general membership. This is what they were elected to do but rarely in the past have they functioned in this way.

The meeting of the Council in Leipzig earlier this year marked the beginning of a change in this respect and represented a significant step in the right direction. But, unfortunately, due to circumscriptions which appear to have been inherent in the organizational structure of our General Assemblies and Conferences, and the ever increasing pressure and amount of important business, we were unable to maintain progress in this direction at the Warsaw Assembly.

Now, however, the proposed Leicester meeting offers an unparalleled opportunity for a full, deep, wide ranging and searching discussion about the role, function and future of our Association. The fact that thanks to the co-operation of the University I am able to give nine months advance notice of this meeting should ensure a full attendance from members who will have had ample time to prepare for the meeting and make all the necessary arrangements.

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From the Office of the President:
Professor James D. Halloran

I urgently request you to attend this vital meeting, and I feel sure I can count on your support and co-operation to make it an outstanding success and a further step forward in the continuing progress of the Association.

I would appreciate an early reply, but please let me know if you require any further information.

Yours sincerely,

James D. Halloran