

INTERNATIONAL ASSOCIATION FOR MASS COMMUNICATION RESEARCH

MINUTES OF THE MEETING OF THE EXECUTIVE COMMITTEE

FRIDAY - 20 SEPTEMBER, 1974

KARL MARX UNIVERSITY, LEIPZIG, D.D.R.

(1) The President opened the Meeting in the presence of Löffler, Mond, Kempers, Schiller, Gebner, Dajani, Edelstein, Nordenstreng, Hulten, Zassoursky, Martelanc, Klimes, Pisarek, Heidorn, Gabor, Smythe, Fattorello, Bourquin, Beneyto, Dusiska, Treffkorn (Observer from UDJ), and Willings (Observer from Unesco).

(2) APOLOGIES

Apologies were received from: Escargot, Bellanger, Maletzke, Marinovic, Noelle-Neumann, Osolnik, Riegel, Suffert and Terrou.

(3) PRESIDENT'S REPORT

The President presented a report on the development of the Association since he assumed office following the meeting of the Assembly in Buenos Aires. Membership, which was at a very low ebb, had increased steadily over the period and thirty-five countries were now represented. Signs for the future were most encouraging, and enquiries about the Association were being received from all over the world.

An effective co-operative working relationship had been established with Unesco at several levels, and they had agreed to support the publication of a bibliography and monograph. It was also reported that possibilities for co-operation were being explored with other international bodies such as the International Communication Association, the Association for Education in Journalism, and the International Sociological Association. The sections of the Association were not equally active, but the sections dealing with Professional Training, Satellites, Technology, Social Science, and International Understanding were all functioning; and those dealing with Legal Affairs, History, and Bibliography were particularly active and successful.

The President went on to remind members that despite the undoubted progress and good signs for the future, much remained to be done before the Association could be said to be living up to its aims and objectives. More members were required, especially younger researchers and scholars from the developing countries, and a much more active work-oriented programme should be developed.

The need to re-examine the Statutes was also raised, with a view to streamlining and improving the constitution, organization, administration and general operations.

The Report was received and approved. After a lengthy discussion on the aims, purposes and future prospects of the Association, it was resolved to recommend to the General Assembly that a Statutes Committee with the widest possible terms of reference should be set up and should report back with its recommendations so that the necessary changes (if any were proposed) could be brought about at the next General Assembly in September 1976. It was also proposed that the Assembly would be asked to approve the membership of this Committee as the President, the Secretary, Kaarle Nordenstreng

and Tomo Martelanc. Dr Martin Löffler agreed to act as legal adviser.

(4) FINANCIAL REPORT

- a) The Report was received and approved.
- b) The Report reflected an improving situation because of the increased membership, and there was an overall balance in hand of 17,997 Swiss Francs at 1st January 1974. Nevertheless it was agreed that there was a need to build up a much stronger financial base if only to facilitate more frequent meetings of the Bureau and Executive. It was decided that what funds were available should be used for meetings and general administrative purposes rather than for the financing of special projects.
- c) Following a long discussion on the question of increased membership fees and the related matter of categories of membership, it was resolved to recommend no changes until after the Statutes Committee had reported back to the next General Assembly. However, in principle it was accepted that subscriptions would probably have to be increased, and that there were clear anomalies with regard to the institutional subscription rates.

(5) PUBLICATIONS

After a discussion on the proposals that had stemmed from the earlier meeting, it was resolved that for the time being the Association would not undertake the publication of its own journal. The decision of Unesco to support the publication of a Monograph/Bibliography was very much appreciated, as was the decision of those responsible for other journals to cover the affairs of the Association in these journals.

(6) RATIFICATION OF MEMBERSHIP

With regard to "new members" and applications for membership of the Association, it was agreed that the President would send a complete list of all members (including "new members") to all members of the Executive as soon as he had completed this list. It was further agreed that if the members of the Executive did not reply within a period of 30 days, their acceptance and approval would be taken for granted. It was necessary to send a list of all "members" because in many cases old members were - strictly speaking - lapsed, or at least had not paid their dues for some time. In future the President would adopt a similar procedure, sending lists of new members from time to time. The 30 days law would apply.

(7) ELECTION OF OFFICERS

The Standing Bureau, being elected for 4 years in 1972, members were not up for re-election, although it was pointed out that some members were inactive, and that this meant that some areas were not being adequately represented. However, it was resolved to leave the situation as it was for the next 2 years, particularly in view of a possible change in Statutes.

As far as the Executive Committee was concerned, it was pointed out that according to the Statutes members are elected for 4 years, half retiring after 2 years - so formally there ought to be re-elections for half the positions on the Executive Committee. However, such had been the record-keeping of the past, it was impossible to determine which half should be re-elected. It was resolved that despite the apparent irregularity, in the circumstances, there was little choice but to recommend to the Assembly that all those who were elected at the 1972 General Assembly should remain in office until the next General Assembly.

(8) RESIGNATION

The decision of Tomo Martelanc to resign from his post of joint president of the Section for Professional Training was noted and would be put before the General Assembly.

(9) 1976 CONFERENCE AND ASSEMBLY

- a) It was confirmed that it would be recommended to the General Assembly that the next Assembly and Conference would be held in Leicester in 1976. After a lengthy discussion about the relationship between UNESCO and IAMCR, it was also agreed to recommend that the theme of the Conference should be in accordance with UNESCO's Programme and Policy - "Mass Media and Man's View of Society. UNESCO envisaged being able to support the Conference, and one of the Conference meetings would be based on UNESCO-supported research within the general theme mentioned above.
- b) It was also resolved to recommend that a programme committee, consisting of the President, the Secretary, Kaarle Nordenstreng and Herb Schiller, should be set up to plan the Conference programme.

(10) FUTURE CONFERENCES AND GENERAL ASSEMBLIES

It was resolved to recommend to the General Assembly that, subject to formal confirmation from Polish colleagues, the 1978 Conference and General Assembly should be held in Warsaw. There was a suggestion that Canada or a developing country might be the venue in 1980.

(11) VOTE OF THANKS

Members of the Executive were unanimous in expressing their deep appreciation and thanks to Professor Emil Dusiska and his colleagues, to the Department of Journalism of the KMU, Leipzig, the Union of Journalists of the G.D.R., and the National Committee of the A I.E.R.I. in the G.D.R. - for their hospitality and for the excellent way in which the Conference arrangements had been organized.

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INTERNATIONAL ASSOCIATION FOR MASS COMMUNICATION RESEARCH

MINUTES OF THE 9th GENERAL ASSEMBLY

Saturday - 21 September 1974

NEW TOWN HALL, LEIPZIG, D.D.R.

(1) PRESIDENT'S REPORT

The President presented the report previously accepted by the Executive, on the development of the Association since he assumed office following the meeting of the Assembly in Buenos Aires. Membership, which was at a very low ebb, had increased steadily over the period and thirty-five countries were now represented. Signs for the future were most encouraging, and enquiries about the Association were being received from all over the world.

An effective co-operative working relationship had been established with Unesco at several levels, and they had agreed to support the publication of a bibliography and monograph. It was also reported that possibilities for co-operation were being explored with other international bodies such as the International Communication Association, the Association for Education in Journalism, and the International Sociological Association. The sections of the Association were not equally active, but the sections dealing with Professional Training, Satellites, Technology, Social Science, and International Understanding were all functioning; and those dealing with Legal Affairs, History, and Bibliography were particularly active and successful.

The President went on to remind members that, despite the undoubtedly progress and good signs for the future, much remained to be done before the Association could be said to be living up to its aims and objectives. More members were required, especially younger researchers and scholars from the developing countries, and a much more active work-oriented programme should be developed.

The need to re-examine the Statutes was also raised, with a view to streamlining and improving the constitution, organization, administration and general operations.

The Report was received and approved.

(2) STATUTES

On behalf of the Executive the President recommended that a Statutes Committee with the widest possible terms of reference should be set up, and should report back with its recommendations so that the necessary changes (if any were proposed) could be brought about at the next General Assembly in September 1976. The recommendation was approved, and the Assembly also approved that the membership of the Committee should be: the President, the Secretary, Kaarle Nordenstreng, Tomo Martelanc and Gunter Heidorn. Dr Martin Löffler agreed to act as legal adviser.

Continued -

(3) FINANCIAL REPORT

On behalf of the Executive, the President submitted the Financial Report.

- a) The Report was received and approved.
- b) The Report reflected an improving situation because of the increased membership, and there was an overall balance in hand of 17,997 Swiss Francs at 1st January 1974. The Assembly recognized that there was a need to build up a much stronger financial base if only to facilitate more frequent meetings of the Bureau and Executive. It also accepted that what funds were available should be used for meetings and general administrative purposes rather than for the financing of special projects.
- c) The recommendation was accepted that no changes should be made in membership fees and categories of membership until after the Statutes Committee had reported back to the next General Assembly. However, in principle it was accepted that subscriptions would probably have to be increased, and that there were clear anomalies with regard to the institutional subscription rates.

(4) PUBLICATIONS

The recommendation of the Executive that for the time being the Association would not undertake the publication of its own journal was accepted. The decision of Unesco to support the publication of a Monograph/Bibliography was very much appreciated, as was the decision of those responsible for other journals to cover the affairs of the Association in these journals.

(5) 1976 CONFERENCE AND ASSEMBLY

- a) The recommendation that the next Assembly and Conference would be held in Leicester in 1976 was approved. It was also agreed that the theme of the Conference should be in accordance with UNESCO's Programme and Policy - "Mass Media and Man's View of Society". UNESCO envisaged being able to support the Conference, and it was agreed that one of the Conference meetings would be based on UNESCO-supported research within the general theme mentioned above.
- b) The recommendation that a Programme Committee, consisting of the President, the Secretary, Kaarle Nordenstreng, Herb Schiller and Elisabeth Noelle-Neumann, should be set up to plan the Conference programme, was approved.

(6) FUTURE CONFERENCES AND GENERAL ASSEMBLIES

It was resolved that, subject to formal confirmation from Polish colleagues, the 1978 Conference and General Assembly should be held in Warsaw. There was a suggestion that Canada or a developing country might be the venue in 1980.

(7) RELATIONSHIPS WITH OTHER ASSOCIATIONS

The President and France Vreg spoke on the relationship between IAMCR and ISA, and on the possibilities for future co-operation in seminars, research projects etc.

(8) RELATIONSHIPS WITH UNESCO

John Willings, the observer from UNESCO, spoke at length on the possibility of co-operation between UNESCO and IAMCR. IAMCR has a Non-Governmental Organization/Category B status with UNESCO.

(9) ELECTION OF OFFICERS

The President reported that the Standing Bureau, being elected for 4 years in 1972, members were not up for re-election, although it was pointed out that some members were inactive, and that this meant that some areas were not being adequately represented. However, it was resolved to leave the situation as it was for the next 2 years, particularly in view of a possible change in Statutes.

As far as the Executive Committee was concerned, according to the Statutes members are elected for 4 years, half retiring after 2 years - so formally there ought to be re-elections for half the positions on the Executive Committee. However, such had been the record-keeping of the past that it had been impossible to determine which half should be re-elected. It was resolved that despite the apparent irregularity, in the circumstances, there was little choice but to accept the recommendation of the Assembly that all those who were elected at the 1972 General Assembly should remain in office until the next General Assembly.

(10) SECTIONS

- a) Reports were received from the following sections: History, Legal, Social-Psychology, International Understanding, Bibliography, Satellite, Technology, Professional Training.
- b) It was resolved that the Satellite and Technology sections should be merged.

(11) RESIGNATION

The decision of Tomo Martelanc to resign from his post of joint president of the section for Professional Training was accepted.

(12) VOTE OF THANKS

Members of the Assembly were unanimous in expressing their deep appreciation and thanks to Professor Emil Dusiska and his colleagues, to the Department of Journalism of the KMU, Leipzig, the Union of Journalists of the G.D.R., and the National Committee of the A.I.E.R.I in the G.D.R. - for their hospitality and for the excellent way in which the Conference arrangements had been organized.

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SECRETARY

PRESIDENT

3/9/76