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Dear Friends and Colleagues:

I write first of all, albeit a little belatedly, to send you good wishes for 1976, and secondly to send you additional information about our next General Assembly and Scientific Conference which will be held in Leicester from 30 August to 4 September. I look forward to seeing you all there.

Since I wrote to you last with the preliminary notice of the Conference I have been most encouraged by the response from members all over the world. To judge from the letters we can look forward to one of the best attended and most internationally representative conferences we have ever had. I enclose an information sheet and registration form and I would be grateful if you would complete the form and return it, together with the registration fee, as soon as possible. The earlier the better from our point of view as far as administration is concerned.

Plans for the main Conference sessions are progressing quite satisfactorily and the response to the invitations sent out by me in the name of the Programme Committee to key-note speakers and discussants again augurs well for the Conference. However, some replies are still awaited and, because of this, I am not yet in a position to finalize the programme or provide precise details of speaker, topic etc. for each of the main Conference sessions.

Nevertheless, I am sure that you will be pleased to learn that all those mentioned below have already either finally or provisionally accepted invitations from the Programme Committee to provide key-note papers or act as formal discussants. Professor George Gerbner, The Annenberg School of Communications, Philadelphia; Dr. Lothar Bisky, Zentralinstitut für Jugendforschung, DDR; Mr. Tamas Szecsko, Hungarian Radio and Television; Dr. Armand Mattelart; Professor Elisabeth Noelle-Neumann, Institut für Demoskopie Allensbach and University of Mainz; Dr. Jay Blumler, University of Leeds; Professor Thomas Guback, University of Illinois at Urbana; Professor Jan Ekecrantz, Stockholm University; Professor U. Saxer, Zurich University; Professor Dr. Hertha Sturm, Internationales Zentralinstitut für das Jugend-und Bildungsfernsehen, Munich; Professor Percy Tannenbaum, University of California; Dr. Luis Beltran, Centre de Recherches pour le Development International, Ottawa; Mr. Neville Jayaweera, World Association for Christian Communication, London; Professor Michael Bishop, University of North Carolina; Professor Alfred Opubor, University of Lagos; Dr. F. Okwu Ugboajah, University of Lagos; Professor Dr. Firdus Dzinic, Institute for Social Sciences, Belgrade; Professor Alex Edelstein, University of Washington; Mr. Tapio Varis, University of Tampere; Dr. Cees Hamelink, Lutheran World Federation, Geneva; Dr. Theodore Glasser, the University of Iowa; Mr. Stuart Hall, University of Birmingham; Professor James Carey, University of Illinois at Urbana-Champaign; Professor Edwin Parker, Stanford

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

University; Professor Tom Burns, University of Edinburgh; Dr. John Lent, Temple University, Philadelphia; Dr. Ramona Rush, University of Florida; Dr. John Pollock, Rutgers State University of New Jersey; Dr. Walery Pisarek, Press Research Centre, Cracow; Mr. Philip Harris, University of Leicester; Mr. Peter Golding, University of Leicester.

I would be grateful if those of you to whom formal invitations to contribute, either as speaker or discussant, have been sent but who have yet to reply would let me have their decision immediately. In accordance with our constitution, in inviting our speakers and discussants we had representativeness (disciplinary, regional, etc.) in mind, but if those invited do not reply it is difficult to realize the objective. Without your co-operation it is impossible to provide a stimulating and balanced programme.

I am very grateful to all those others who have written offering to make a contribution at the Conference. The Programme Committee welcomes this enthusiasm and wishes it would spread to the silent ones referred to above. We certainly hope that no one has been or will be discouraged by the new approach adopted by the Committee for the 1976 Conference. It is possible, however, that my last letter was not clear enough about this new approach and that some confusion ensued. I apologise for this, but I shall now try to make amends with a further, and I hope clearer explanation.

After studying the letters and requests from several members, and following their own lengthy deliberations in Rostock, the Programme Committee decided that there would be four main plenary sessions and that in each of these on Tuesday and Wednesday there should be two (possibly three) main papers from invited contributors, and that these papers should represent opposing - or at least different - approaches to the main theme of the session. In addition there would be three or four invited discussants at each session who would speak directly to the papers which they would have had time to study before the Conference. The intention behind this was to give more focus to the discussions, to encourage meaningful dialogue, and to facilitate the integration or co-ordination of the various contributions. We wished to avoid the all too common situation where speaker after speaker either states his viewpoint or gives an account of his research (excellent though it may be) which does not obviously relate to the common core or theme of the session.

A consequence of this decision, which was considerably influenced by the comments and suggestions of members, is that compared with past years there will be fewer formal papers at the main sessions, but there need not be - in fact there ought not to be - fewer contributions, for there will be plenty of time in the plenary sessions for contributions from the floor which we hope will focus on the subject under discussion. These contributions will probably stem from the research interests and activities of members and, of course, they may wish to bring the relevant papers to the Conference and distribute them. We would welcome this. Moreover, facilities will be made available for those who would like to organize or participate in ad hoc small group meetings outside the main Conference sessions. Additionally, throughout the Conference it will be possible for those who wish to pursue a particular line of interest, work on a given topic, or exchange ideas on common problems, to reserve special tables for a working lunch or dinner. The Sections of IAMCR will also meet. I appreciate that it is sometimes helpful, for

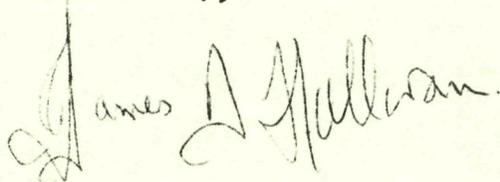
administrative reasons in one's institution, for intending participants to receive an invitation to make a contribution at a scientific Conference. Bearing in mind what I have just written about the nature of contributions, should anyone wishing to contribute in that way require an invitation please let me know and I shall do my best to oblige.

I hope that has clarified the situation. I can assure you that we wish to encourage maximum participation in discussions on the themes we have chosen for the main sessions. We look for focus, discipline and depth, rather than simple reduction. But please let me know if you have any queries.

The Monograph on The Mass Media and Socialization, which I referred to in earlier letters, is now in the final stages at the printers and you should be receiving a copy quite soon. I shall also be writing soon about the work of the Statutes Committee, and providing you with an up-to-date list of publications, papers, etc. which I have recently received. I thank all those who keep me informed of their activities in this way.

Membership of the Association continues to increase steadily, if not dramatically, and you could help our membership drive by telling people about our work and about the forthcoming Leicester Conference. If you all introduced one new member in 1976 it would be a great step forward.

Yours sincerely,



James D. Halloran
President - IAMCR

PS. I have just heard from the President of the History Section, Prof. Dr. Günter Heidorn, that the theme for the meeting of the History Section (Thursday, September 2nd) will be "Methodology and Methods in the Research of the History of the Press and the other Mass Media". Further details about the work and activities of the History Section can be obtained from Prof. Heidorn at the University of Rostock/GDR, Fliederweg 16.

PPS. I enclose an invoice for the 1976 subscription, but please ignore this if you have already paid it or made arrangements for it to be paid.

If those who "forgot" to pay their dues in 1974 and 1975 took this into account when writing their cheques it would be very much appreciated.