

INTERNATIONAL ASSOCIATION FOR
MASS COMMUNICATION RESEARCH

Lausanne, April 25, 1967.

7th letter from the President

Dear colleagues and friends,

Three months have elapsed since I sent you my last circular letter. Three months which were filled with activity for our office, even though the results thereof do not yet appear to you.

I confess that the situation of the I.A.M.C.R. does not fail to worry me, although certain accomplishments may be credited to us. The very liberal organization of our Association certainly grants us many an advantage, but it implies on the part of every one a personal cooperation which replaces the administrative tightness which we did not want. I am ready still to make greater efforts in order to facilitate the easy running of the I.A.M.C.R. but alone, or assisted by a few faithful members only, I am afraid I cannot do much! Any members who remains static neglects or even prejudices the cause which is dear to us. My dear Colleagues, you are all men of science, research men, but I fear that a number of you do neglect a bit certain "trifling" details which are, however, indispensable, if we want to defend with success the noble ideals which incited us to become united.

List of members

In this regard, I refer to the beginning of my letter Nr.6. For your information, I wish to point out the following result:

From the 300 answer-cards which were sent out, 70 only have been returned up to now. It is unthinkable that we have today a loss of more than 75 % in our records. I am inclined to believe that a great number of you failed to return the said answer-card to our office. We therefore are sending the same card to all those from whom we did not hear. And only within a month shall we set up the list of those members which it would be necessary to trace. In this respect, I take the liberty to again appeal to your good will in order that all those who might help us enter their names. Up to now, only Professor F.Eberhard, in Berlin, has been kind enough to accept this thankless task.

I would like to conclude with an optimistic note: Mr.J.Klapper, Manager of the Columbia Broadcasting System(CBS) Inc. in New York, has offered us an extraordinary contribution of 250 dollars in order to help us carrying out that indispensable work. I want to thank him once more for this very sympathetic friendly advance.

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Subscriptions

Up to-date, we have received 45 personal or institutes' subscriptions: It is obviously quite insufficient to cover our needs. I hope that everybody will be kind enough to make an effort in this connection too. Besides, I have noticed that the fluctuation varies from country to country. Thus, for instance, more than half our German friends have sent in their contribution, and I thank them very much for it, whereas in another country, in which we have about thirty members, none of them has paid the yearly fees, and two only have sent back their answer-card.

I therefore request all those who will receive a reminder attached to this letter to be kind enough to send us the amount requested without delay.

Index of research men and studies under way

The inquiry which we carried out last year with the assistance of the UNESCO will be taken up again. We are going to try to complete it and put it up to-date: it is a very great work for our office, but I am convinced that the result thereof will be worth while. You will receive all necessary details within a month approximately, as I must go to Paris in the next few days in order to determine with the UNESCO the final method to be followed. I hope that everybody will understand the interest of this inquiry and grant us their assistance.

Bulletin

There too, the situation is not very bright, I wrote several times to our General Secretary, Professor V.Klimes, in Prague. His silence does worry me and I hope that he is still in good health. Our eminent General Secretary had undertaken to have printed the collection of all communications made in Herceg-Nowie. However, I gathered at the time all the texts for our records and I have a complete file at my disposal in Lausanne. If I do not hear from Prague, I am going to have the booklet printed in Switzerland, as soon as possible, as I want that these very interesting documents may also be profitable to those who could not come to Yugoslavia.

Our meetings

I wish to remind you of the meeting called on June 5 and 6, 1967 in Mayence(Mainz) by our friend, Dr Loeffler, from Stuttgart. The programme appears to be very attractive and several members of the I.A.M.C.R. -in particular Professor G.Clausse and Mrs.Dr.Noelle-Neumann-, will deliver lectures.

You might apply for more detailed information to the Deutsche Studiengesellschaft für Publizistik, Königstrasse 1a, 7 Stuttgart, Germany.

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In our last letter we mentioned Professor Roegele, from Leipzig. It was a mistake which we want to correct; as everybody knows, Professor Roegele is the Manager of the Institute for Journalism in Munich. The meeting of the Commission for History will be held in that town, probably from November 20 to Nov.22,1967. I shall give you all necessary details in my next letter.

The meetint foressen in Pampelune(Spain) , in the Spring of 1968, is being confirmed. I shall communicate all required information in due time.

I am without news regarding the organization of your further meetings and I request the interested parties, namely Professors Marinovic, Simpson, Bellanger and Terrou, to let me have the necessary data:

Publications from our members

I would very much appreciate if any member who publishes articles in scientific papers would inform me accordingly and, if possible, send us a few copies for our documentation, -and also to enable us to meet the requests which we receive. I had the pleasure to receive a very interesting booklet on the organization of the Institute of our friend, Professor W.Haacke, from Göttingen. On the other hand, the last number of the review "Journalisme" of Strasbourg, included a communication from said Prof.Haacke and a very bright article from our friend, Prof.V.Kafel, from Warsaw.

We could also insert in our next bulletin a short summary of the books published by our members in 1966 and 1967. Please, let us know; without undue modesty, any information about the works you may have written in the meantime.

Looking forward to hearing from you, I remain, dear colleagues and friends,

very sincerely yours

Jacques Bourquin
President

Bourquin