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**INTERNATIONAL ASSOCIATION  
FOR MASS COMMUNICATION RESEARCH**

**ASSOCIATION INTERNATIONALE  
DES ÉTUDES ET RECHERCHES SUR L'INFORMATION**

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May 1980

Dear Friends and Colleagues,

You may remember that in my letter of November last, I reported that at its July meeting the International Council had recommended that the presidential letter should be "broken-up" into sections or chapters, perhaps in different colours, and that whenever possible the Association's Sections, National Councils, special groups, and observers at international meetings should present reports which could be included in "the letter". We attempted this in November, your reactions were favourable and encouraging and, as you will see, we are trying it again this time. I hope you continue to find it helpful. We include with this letter a list of publications which members have sent to us, more information about the Caracas Conference, a recruitment letter (which you might care to use yourself), a list of new members, and the monograph, Mass Media and National Cultures, from the Warsaw Conference.

I am sorry that the distribution of the monograph is somewhat later than we originally anticipated, but not all the contributors met their deadlines, and the printers have been slower than we hoped. Still, I am grateful to all those who did contribute, both with regard to the main chapters and the bibliographical material.

As you know, UNESCO subsidizes the cost of producing the monograph. We very much appreciate this help, but it needs to be remembered that, whereas the UNESCO subsidy has remained at the same level over the past six years, the costs of printing and distribution have not. The production of conference monographs now represents a considerable drain on our limited resources.

Our research cooperation with UNESCO on the Foreign Images study, as outlined in my last letter, and more recently on the Media Portrayal of Development Problems project, provide good examples of both the difficulties and advantages of the relationship we have with UNESCO in assisting that organization to carry out its research programme. The Foreign Images study, which is being carried out in over 20 countries by IAMCR individual members or affiliated institutions, stems from a resolution of the UNESCO General Conference held in Nairobi in 1976 but, apart from a small grant to facilitate an initial planning meeting, the project was not included in UNESCO's budget provision for the appropriate period. This meant that all the participants in this most challenging, multi-nation research exercise had to find their own funds to carry out the UNESCO recommendation. It says a great deal for the ingenuity, and above all for the commitment, of IAMCR members to the UNESCO communication programme that this ambitious project is well on its way to a successful conclusion, and should provide a sound base for further research developments.

I am pleased to report that UNESCO has now agreed to make a contribution to the travel costs of the next "Images" meeting where a small working group of four will prepare a composite report for presentation at Caracas. Nevertheless, the problems of this general relationship remain, and are further illustrated by the fact that we were able to have the vital pre-analysis and aforementioned working group

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

meetings for the Foreign Images study only by linking up with another UNESCO project, this time one which stems from the 1978 General Conference. This, in turn, will involve those of our members who wish to participate in the research in further expenditure. IAMCR individuals and institutions still have to meet most, if not all, of the costs of carrying out this particular part of the UNESCO programme, and they are still expected to fulfil certain contractual obligations (which might govern publication rights) as well.

I would like to make it absolutely clear that these remarks are not made in criticism of the UNESCO Secretariat, with whom we have a good working relationship, and whom we know have an extremely difficult task attempting to meet worthwhile, if at times somewhat unrealistic, objectives with totally inadequate funds. In fact, we could well help the Secretariat, as well as enabling Non-Governmental Organisations like ourselves, to function more effectively, if we all brought pressure to bear on our respective UNESCO National Commissions, emphasising that it is not enough for national governments to propose and support resolutions, laudable though these may be, at UNESCO General Conferences, Executive Boards and the like. They must also be prepared to provide the necessary financial backing, so that the resolutions may be translated into the appropriate economic, political and social action.

The UNESCO communication programme is woefully under-financed at the present time and, unless there are radical changes, it will certainly not be able to cope with the challenge set by the MacBride Commission. The International Council feels that it is our responsibility, as the leading Communication NGO, to draw attention to these problems, and to seek to remedy the situation. With this in view, a small group of our members, drawn from the International Council, are currently attending to these and related matters.

At another level, appropriate to its role and function, IAMCR is also attempting to meet the challenge which stems from the terms of reference, proceedings and report of the MacBride Commission, by arranging for a special plenary session on the Report to be held at the Caracas Conference. This will be on Thursday morning, 28th August. Cees Hamelink will be in charge of the arrangements for the session, which will be chaired by Luis Ramiro Beltran. It is hoped that at least one member of the Commission will be present, and that copies of the Report will be available beforehand for all participants. UNESCO have promised to help facilitate this.

This proposal was confirmed at the April meetings of the Executive Board and the International Council, which were held in Prague, courtesy of our colleague, Alice Bunzlova, and the Czechoslovakian National Union of Journalists. Eighteen members of the International Council, plus Peggy Gray (Administrative Secretary) and Wolfgang Seeger (UNESCO), were present at what turned out to be a most successful business meeting, hopefully paving the way for a further period of development, achievement and progress over the next four years.

I would like here to record my appreciation of the generous hospitality offered by our hosts, and of the fact that so many members of the Council attended, even though they had to meet their own travel costs.

The most important task before the Board and Council was to prepare a list of nominations, having due regard for geo-political and disciplinary representativeness, for membership of the Board and Council over the next four years. This list would then be submitted for approval at the Caracas General Assembly.

Prior to the Prague meetings, I had written to all members of the Association asking for their nominations and suggestions, and I had also written to members of the Board and Council having in mind, particularly, those who had been "silent" for some considerable time, indicating that if I did not hear from them before

the Prague meeting it would be assumed that they no longer wished to be members of the Board or Council. In replying, some members (see below) formally intimated that they wished to resign, but there are a few others from whom we have not heard.

In making its recommendations to Council, the Board gave full consideration to all the proposals and suggestions that had been received, as well as to the factors indicated above. After considerable discussion, the Council unanimously approved the list, a copy of which is enclosed. This list, subject to slight amendments, following some clarifications which I was asked to attempt, will now be submitted for approval to the General Assembly in Caracas. It was decided that, for the time being, there would be no nomination to the post of Assistant General Secretary.

Although the International Council hopes that the list (which was very carefully prepared with representativeness and other relevant factors in mind) will meet with the Assembly's full approval, it need not be regarded as a final, unalterable list. The International Council will meet again immediately before the General Assembly, and further suggestions and proposals may still be considered. I would welcome your comments on all these matters.

The Council also decided to attempt to eliminate the confusion which some members thought was being caused by the practice of making joint appointments to the presidencies of the Association's Sections. It was agreed that, in future, there would be just one president for each Section, and that this person would automatically be a member of the International Council, as provided for by the Statutes. Robin Cheesman, Olga Linne, Breda Pavlic, Gunter Heidorn and Martin Loeffler were confirmed as presidents of Political Economy, Social Psychology, International Communication, History and Legal Sections respectively. Bill Melody was appointed as president of the new Communication Satellite and Technology Section. Presidents of the two other Sections (Bibliography and Professional Training) are Vice Presidents of the Association.

Since the Prague meeting, I have heard from one of our members (Professor Robert Lindsay, 11 Hillside Court, St Paul, Minnesota 55108, USA) who would like to see the Association establish a Section on Communication Development. He will be attending the Caracas Conference, and would be pleased to hear from all interested members so that the necessary proposals may be put before the General Assembly. Vidal Beneyto, on behalf of the International Sociological Association, has suggested that we might hold a joint session at Caracas on Political Communication. We welcome this, as we do our other cooperative arrangements with the Association for Education in Journalism, the International Organization of Journalists, and the World Association for Public Opinion Research. We are also exploring the possibility of developing closer working relationships with the International Communication Association.

Returning to the Prague meeting, I reported to the Council that owing to pressure of work and an inability to participate and contribute as they would wish, Bogdan Osolnik, Otto Roegele, George Gerbner and Bronislaw Golebiowski had tendered their resignations from the International Council. Council unanimously endorsed my letters of thanks and appreciation for their services, which I had sent to these members, and Council agreed to propose to the General Assembly that ex-Vice President Osolnik should be made a life member of the Association. It was also agreed to propose that the same honour should be conferred on another esteemed Vice President, Professor Fattorello, who had not been able to attend the Prague meeting.

The question of voting by proxy at the General Assembly was also raised at the Council meeting, and I was asked to remind members of the appropriate clause in the Statutes which states:

"Collective members shall be represented by delegates of their own choice, including delegates attending in their capacity as individual members. Individual members may be represented by other members of the Association if this representative produces a written and signed mandate before the votes or elections. A representative, be he individual member or not, cannot represent more than one member, collective or individual." (Art. 5: p3)

It would assist our administration if those wishing to vote by proxy at the Caracas General Assembly informed Peggy Gray about this, with the necessary written and signed mandate, before the start of the Conference.

At the Prague meeting, the Council was pleased once again to recognise and approve the development and expansion of the Association, by ratifying the membership for 29 new individuals and 8 new institutions. As always, however, these additions to our ranks do not represent a net gain, because there are always some "old members" who fall by the wayside. As far as we can ascertain, this loss is due more to negligence than to deliberate intent, but it is still a loss which we would prefer not to have. I am sorry that, in accordance with our Statutes, we are obliged to send out lapsation notices from time to time. I hope all concerned will respond immediately to the ones which accompany this letter, and that all members will take action to ensure a regular payment of dues, preferably by annual bankers order.

Following the decision of the July Council meeting, we have been engaged on a recruitment drive over the past few months. The main aim of this was not solely to increase membership per se, but to increase or establish membership in areas and countries where, hitherto, the Association had not been very prominent. So far our efforts have enjoyed a modest success, but we must do better if we are to have membership in the number of countries that UNESCO requires of its Status A NGO members. Although we have members in far more countries, and a more balanced international distribution of members than any other communication association in the world, this is not yet sufficiently comprehensive. We have developed tremendously in recent years, but we must do even better in the future. I appeal to all of you to help us in this recruitment campaign, particularly with a view to increased membership in the Third World. If every member set out to recruit one other member - sorry no prizes - we would have no trouble at all in meeting our objective.

The Caracas Conference and Assembly is nearly upon us, and I look forward to a stimulating and enjoyable meeting. I can assure you that our Venezuelan hosts have certainly done their utmost to ensure a successful occasion. We know that for so many of our members the travel costs are high, but we also know, and are very pleased and encouraged to know, that despite this so many members intend to go to Caracas.

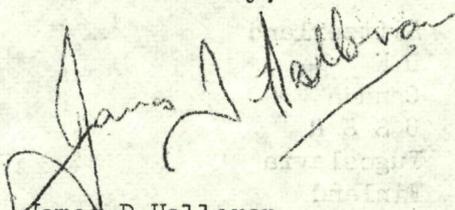
I have also just heard, following lengthy negotiations, that UNESCO has agreed to aid the travel of eight of the contributors to the Caracas Conference. We had hoped for a larger subsidy, which would have enabled us to help more members, but UNESCO has severe budgeting problems, so we must be thankful for what we have.

Let me please remind you that it is still not too late to register for the Conference. Those of you who have left your decision to the last minute, please get in touch immediately with Dr Gonzalo Palacios, P O Box 60.102, Caracas 106, Venezuela, and Mrs Peggy Gray at the Leicester headquarters.

Looking further ahead still, Francis Balle has confirmed that our 1982 Conference will be held in France (although not necessarily in Paris), some time in July or August. We will be pleased to hear from you if you have anything to suggest (date, venue, theme, etc.,) about the 1982 Conference.

Looking forward to hearing from you all, and to seeing many of you in Caracas.

Yours sincerely,



James D Halloran  
President - IAMCR

P.S. I have just heard from Alex Edelstein that he would like to organize a group at the Caracas Conference to discuss Public Opinion and Democratic Theory. All those interested should write to him at the School of Communications, University of Washington, Seattle, Washington 98195, USA.

P.P.S. The Monograph and publications list will be sent under separate cover.

INTERNATIONAL ASSOCIATION FOR MASS COMMUNICATION RESEARCH

Nominations for Executive Board and International Council unanimously agreed by International Council at its meeting in Prague on Wednesday, 23 April 1980, for submission to the General Assembly in Caracas, Venezuela, 28 August 1980.

EXECUTIVE BOARD

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A BUNZLOVA	Czechoslovakia	O HULTEN	Sweden
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F FLECK	Switzerland	T SZECSKO	Hungary
M DJORDJEVIC	Yugoslavia	Y UCHIKAWA	Japan
K EAPEN	India	A WERNER	Norway

Two places remain to be filled -- probably one from the Arab world, and the other from Africa.

PRESIDENTS OF SECTIONS

R CHEESMAN	Denmark	)	
G HEIDORN	D D R	)	
O LINNE	Denmark	)	
M LOEFFLER	F R G	)	
W MELODY	Canada	)	
B PAVLIC	Yugoslavia	)	

These are ex-officio members of the International Council