INTERNATIONAL ASSOCIATION
FOR MASS COMMUNICATION
RESEARCH

ASSOCIATION INTERNATIONALE
DES ETUDES ET RECHERCHES
SUR L'INFORMATION

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AMSTERDAM,

GENERAL ASSEMBLY

HELD AT VEVEY (SWITZERLAND) ON JUNE 19 AND 20, 1961

Report of the main proceedings

OPENING BY THE PRESIDENT

President Nixon, in opening the meeting on June 19, reviewed the development of mass communication research throughout the world - a subject that he is treating more fully in a volume to be published by UNESCO. He expressed the opinion that international contacts among scholars in the field of mass communication could stimulate a development similar to what cross-national contacts and studies brought to the social sciences in the nineteenth century.

THE SECRETARY GENERAL'S REPORT

The Secretary General, Professor Fernand Terrou, being unable to attend the first day's session of the Assembly, Professor Jacques Kayser reported on his behalf on the Association's activities during 1960 as follows:

SECTIONS. In accordance with the resolution passed by the last General Assembly, during the meeting of 14th March, 1960, the Bureau has definitely set up four sections, viz:

(1) The Section for Historical Studies, Chairman: Prof. Giuliano Gaeta, of the University of Trieste in Italy;

(2) The Section for Juridical and Political Science Studies, Chairman: Prof. Fernand Terrou, Director of the Press Institute of the University of Paris;

(3) The Section for Psycho-Sociological Studies, Chairman: Dr. Wilbur Schramm, Director of the Institute of Communications Research of the University of Stanford in the U.S.A.;

(4) The Section for Economic and Technical Studies, Chairman: Mr. Marcel Stijns, Honorary President of the International Federation of Journalists in Brussels.

Chairman and members of each section are to organize the work of their section and to evolve their own programme. Members of the Association have, therefore, been asked to state which section or sections they wish to join, and on which subject or subjects they particularly wish to work.

It seems that the moment has now come:

(a) to get the work of the sections going, particularly so as these offer the best opportunity for specialist members to form working groups and to start their co-operation.

(b) to co-ordinate all the work. To this end it will be necessary to allow each section a certain measure of autonomy and a considerable degree of freedom in the way it wishes to handle its own work. At

the same time, because various facets of one subject are being studied simultaneously, it is important that the work of the different sections should be effectively and efficiently co-ordinated. This can be achieved by establishing close contact between the chairman of the various sections or any other member who may be responsible for the work of his section. The Bureau will, therefore, submit the best possible method to the different sections to be examined by them. The sections are to meet now, at the same time as the General Assembly.

COUNCILS The Canadian Institute for Communications has now definitely been set up and has been admitted as a member of the Association.

The Belgian National Council has definitely been set up as a body with special functions: the Belgian Association for the study of Journalism.

The Council on Communication Research of the Association for the Training in Journalism has been accepted as the National Council for the United States of America.

Mr. Jorge Fernandez, Director of the C.I.E.S.P.A.L. has agreed to form a regional Council for Latin America as well as to be the Association's correspondent for that Continent.

Endeavours are being made to establish a similar regional Council in Asia. However, various difficulties of a special kind are still in the way of achieving this. It must be confessed that it is as yet extremely difficult to get any replies at all.

MEMBERSHIP. A considerable number of private people and institutions have applied for membership in the course of 1960, so that the number of personal members is now about 220 and that of institutions about 80.

DOCUMENTATION - BIBLIOGRAPHY and THE BULLETIN. Under the present circumstances and with the means available, it is as yet impossible for the Secretariat to keep and catalogue every publication appearing anywhere in the world on the nature, working and importance of mass media and the problems relating thereto. So far, we have limited our activities in this field to two main ovjectives:

(1) To collect as much information as possible of a kind suitable to be distributed, on:

(a) work in hand or planned;
(b) research and documentation centres;
(c) all publications bearing on communication problems such as books, periodicals, articles, etc., etc.;
(d) all documents which could be used for research, viz. in the legal and economic field and that of other professions.

(2) To prepare basic copy on all work and researches in hand.

In the first place, the Secretariat will endeavour to collect the fullest possible information about all work in hand or planned, in order to make sure that this information can be made available to the members by publication in the Association's Bulletin.

Two numbers have already been published; the first, with a separate English and French edition, the second as one, bilingual, issue. The contents of the third number, now being prepared, deals mainly with the report of the work of the International Congress in Stockholm, and further with a report on the various questionnaires used by the Juridical Section.

Some of our members, and particularly Prof. Schramm, have remarked that it seemed preferable for the Bulletin to be mainly devoted to the publication of bibliographies specially relating to communication. They feel that the Bulletin can be particularly useful in this field. This entirely confirms our own first conception of the Bulletin as such. As the work of the sections progresses, and as new correspondents will increase the number of those already established, this should gradually become easier.

It is particularly in this field that the work of the Sections is sure to become more and more important. For they are ultimately responsible for collecting the material for the Bulletin, by carefully choosing their own specialists who, in turn, are capable of selecting and assembling this material with genuine knowledge. This also applies to the basic documents. It is with this in mind that the Section for Juridical and Political Science Studies has already taken upon itself to collect fundamental copy, and has sent a circular to its members to this effect.

TERMINOLOGY. The first work on press terminology completed by a group of French specialists, has been sent to a number of specialists in other countries (Germany, England, U.S.A., Italy, Poland, Czechoslovakia and the U.S.S.R.) in order that they may add their comment and so help prepare the first official set of translations.

STUDIES ON THE PROFESSIONAL SECRECY. The studies on the Professional Secrecy (joint studies with the International Press Institute) have been found to require much more time than was originally enviseaged. This delay has been mainly caused by the illness of two collaborators: Prof. Sawicki, Dean of the Law Faculty at the University of Warsaw, who was to report on the results of the research in the countries of Eastern Europe; and Mr. Edward Harold Wall, Secretary General of the Law Society in London, who is in charge of the work in Great Britain. Additional delay was caused by the failure of the specialists representing Latin America to respond within the time limit set originally.

Fortunately, Prof. Sawicki has now written to say that he hopes to finish this work quite soon; and Mr. Wall also let us know that, with the assistance of others, appointed by him, he hopes to send us his report within a month. Mr. Fernandez has agreed to see to it that the report relating to Latin America will be completed by May next.

Since the general and international features of this subject, as well as the remaining chapters (on France, Italy and Spain) are in the meantime being edited by the I.A.M.C.R., we may confidently expect this part of the work to be ready by May. There is no need to stress the fact that this part of the work, now having been undertaken by the I.A.M.C.R., normally would have taken much longer, and, moreover, that this is most difficult to execute. However, it is of the greatest importance that this work should be done as well as possible because of the intrinsic value of thus obtaining a reliable sociological and legal survey of this extremely delicate aspect of mass communication.

GENERAL STUDIES AND RESEARCH ON THE LEGAL ASPECTS OF MASS MEDIA. These studies have been undertaken and executed in accordance with

the conditions set down in the UNESCO contract. It is true that this work has taken up much more time, and turned out to be much more expensive than was at first thought to be the case. All these delays, however, as well as the extra expenditure, have been due to various causes, such as: the length and diversity of the texts, viz: legal professional and conventional ones, as well as the constant changes in the regulations and, last but not least, the difficulties inherent to obtaining complete information in some countries, those in Eastern Europe and the Near East particularly.

In order to put the finishing touches to this work, especially with regard to summarizing the law studies as well as those of various mass media - which was all the more necessary - it was unavoidable to agree to an extra extension of the term of six months. Moreover, it was necessary to keep in mind the conclusions arrived at during the Santiago meeting on top of those passed at Dakar as well as the material on the protection of journalistic production. Finally, the documentation and other information collected at Santiago made it necessary to revise certain chapters entirely.

MEETINGS, CONGRESSES and CONFERENCES.

a) The Board met in Paris in March 1960;

b) The International Congress held in Stockholm in 1960 proved to be very satisfactory in every respect;

(c) Members, representing the Association, have attended various international conferences on information media. The Chairman of the Psycho-Sociological and of the Juridical and Political Science Sections attended the international conference at Bangkok, organized by UNESCO, for the development of information media in South-East Asia. Although they were present in their function of their Government's delegation, they found plenty of opportunities to talk about the work of the I.A.M.C.R., so much so, that the Association was officially invited to assist in the research work to be undertaken in this part of the world.

In their quality of UNESCO experts they also attended the Santiago Conference on the development of information media in Latin America (February 1961). The final report of this meeting mentions the work of the I.A.M.C.R. and was inspired to a considerable extent by the work schedule of the I.A.M.C.R., particularly with regard to its research programme. Moreover, the organizers of this meeting had asked the President of the I.A.M.C.R. to report to this Conference on the aims and work of the Association.

Similarly, the Chairman of the Section for Juridical and Political Science Studies was invited, as such, to present a report on the international colloquy held at Dakar on 4th June, 1960. Furthermore, the I.A.M.C.R. was invited to join its research work on juridical matters to that sanctioned by this meeting in the first of its final resolutions.

The President of the I.A.M.C.R. was asked, as such, to present a report to the Assembly of the I.F.N.P., which had just been held in New York, and in the course of which the interest of the I.F.N.P. in the work of the Association was stressed once more.

Representatives of the I.A.M.C.R. were also officially invited to participate in the Congress of the International Federation of

the Periodical Press in Berlin, as well as to attend that of the International Association of Editors at Annecy, and the Congress on the productivity of communications in Rome.

Summing up, it may be noted that:

(1) In accordance with decisions taken by the Bureau during its meeting of 14th March, 1960: the Secretariat has presented to the Director General of UNESCO all particulars necessary in order to obtain the status of Consultative Member.

(2) The General Conference of UNESCO, held during November and December 1960, has:

(a) unanimously approved a resolution proposed by France, in accordance with the motion passed during the General Assembly of the I.A.M.C.R. in Milan, to include in its work schedule the promotion of all means for the conservation of photographs, films and other material of visual nature.

(b) approved the work schedule with regard to making contracts with the Association for the publication of a Bulletin, bibliographies and analytical surveys of reserach work; as well as for the preparation of work such as comparative law on the subject of information, the mutual influence of mass media, etc. etc.

FINANCIAL STATEMENT. The statement of accounts by the comptrollers of the accounts, Messrs. Pierre Favre, Managing Director of Publicitas S.A. of Lausanne, and Hans Rebstein, B.A. (Political Science), also of Lausanne, was read. They found all accounts to be in order and thanked the Treasurer for all the work in keeping them so.

HISTORICAL SECTION. The Historical Section held a meeting on June 20. Because of the absence of Prof. Gaeta Prof. Kayser took the chair.

Questionnaire relati to the contents of newspa ers. Prof. Kayser o d e nce ing o he sugges ions made y Pro essors Dahl, Gaeta and Luykx. Mr. Prinet, Magazine Section of the Bibliothèque Nationale (Paris), explained the purpose of this questionnaire and recommended certain formula's which were unanimously accepted. Mr. Klimes reported about some experiments carried out in Czechoslovakia.

The final version of the questionnaire is to be completed in accordance with Mr. Prinet's suggestions by a Commission composed of Messrs Prinet, Klimes and Gaeta. This questionnaire is to be limited to existing newspapers only. A special adaptation will have to be made for papers which have ceased publication , this adaptation to be made by Mr. Prinet. Both questionnaires are to be sent to UNESCO in accordance with the plan agreed upon in Stockholm.

Methodolo of the histor of rinted news a ers. Prof. Kayser as wri en o e mem ers o e Comm ee a preliminary draft for "directions for the composition of newspaper monographies". Messrs. Emery and Nelson have approved this draft and Mr. Olscha has commented upon some of the details. Prof. Kayser is to draw up the definite text.

The histor of Broadcast ', Television and the Cinema. The Commission as expresse e wis or ne o o ogica s udies o be undertaken for the development of the history of these subjects. The Bureau and its president especially, will entrust the work for these preliminary papers to specialists.

Election of the Bureau. In order to make it easier to keep to the statutary rotation of members, the President, Prof. Gaeta, resigned his place on the Board. He was appointed Honorary President, and as such will continue to be a member of the Bureau. Mr. Klimes was then unanimously elected President and the other members of the Board were all re-elected in their various functions.

Preparations for the International Congress of Scientific History 1965. Prof. Luykx suggested that the participation of the Commission in the work of the Congress be studied without delay. This is agreed upon and this study is entrusted to a group under the chairmanship of Mr. Klimes. Members of this group include Professors Luykx, Gaeta, Olscha, Godeschot and Kayser.

ECONOMICAL AND TECHNICAL SECTION. This Section met on June 20 and was presided over by Mr. Marcel Stijns (Brussels).

The meeting examined a draft classification of documentation about the economics and technics of the printed press. It was decided to circulate the document among all members interested in view of its completion and to establish a similar classification about problems related to radio, TV and news film.

JURIDICAL AND POLITICAL SECTION. This Section held a meeting under the presidency of Prof. Fernand Terrou. The working-programme outlined by the president and unanimously accepted by the Section contains the main items already mentioned above in the Secretary General's report.

PSYCHO-SOCIOLOGICAL SECTION. This Section discussed various possibilities of research which might be undertaken. Prof. Paul Lazarsfeld suggested that the Association would undertake motivation research concerning the choice of and the preference for research topics with researchers.

The members agreed that the Section's president, Dr. Wilbur Schramm, would be invited to appoint a small committee under his own chairmanship shich would draw up a research programme to be proposed to the next General Assembly.

ELECTION OF A NEW SECRETARY GENERAL. As Professor Fernand Terrou had resigned his function of Secretary General the General Assembly had to elect a new Secretary General.

Vice-President, Jacques Bourquin, proposed the following motion:

THE INTERNATIONAL ASSOCIATION FOR MASS COMMUNICATIONS AND RESEARCH, convened for the general assembly on 20th June, 1961, at Vevey (Switzerland), profoundly regrets the irrevocable decision made by Professor Fernand Terrou to resign his function of Secretary General. The Association wishes to express its warmest gratitude for the magnificent achievements accomplished by Professor Terrou as its founder, its first president and secretary general.

The Association, as an expression of its gratitude, hereby elects Professor Terrou to be its Honorary President.

Since the Statutes of the Association do not provide for the function of honorary president, it has been found necessary, in consequence of this election, to adapt those with the usual formalities, stipulating that the honorary president is to be a member, with full rights and duties, of the Association's Board.

The Association, moreover, acknowledges the fact that the Honorary President, Professor Terrou, undertakes the function of

president of the Juridical Section and, as such, is to be a member, with full rights and duties, of the Association's Executive Council; that the said Professor Terrou is to be solely responsible for the direction of any research work he is to complete, which he has already begun or which he may wish to undertake in future; that he will co-ordinate all research work carried out up till the present.

In order to fill the vacancy occasioned by the resign of Professor Terrou, the Assembly decides:

(1) that Professor Jacques Kayser, Deputy Secretary General, be elected Vice-President, in which function he will be entirely responsible for his special duties, viz: to keep up and promote tha Association's contacts in the Latin Countries (Central and South America, France, Italy, Spain, Portugal, the French speaking African countries and the Mediterranean territories) as well as in the People's Democracies (U.S.S.R., Poland, Hungary, Roumania, Bulgaria, Czechoslovakia, Jugoslavia, Albania, the German Democratic Republic, the People's Republic of China, etc.)

(2) that Professor Martin Rooij, Director of the Instituut voor Perswetenschap in Amsterdam, be elected Secretary General, in which function his duties will include the administrative work of the Secretariat, and to keep up and promote the Association's contacts with the English speaking and the German speaking countries, with the Scandinavian and Arabian countries and with all those countries not mentioned sub (1)

(3) that the Honorary President, Professor Terrou, the President, Mr. Raymond Nixon, and the Secretary General, Professor Rooij, undertake to keep up and prom te all contacts with UNESCO,

(4) that the Historical Section as well as that for Juridical and Political Studies continue to have their seat at the Association's permanent address: 27, rue St-Guillaume, Paris 7e.

(5) that the Association's Administrative seat, consequently, in future is partly to be transferred to the Instituut voor Perswetenschap, Keizersgracht 604, Amsterdam C. (Netherlands), whereas the Association's official seat, in accordance with the statutes is to remain at the Institut Français de Presse, 27, rue St-Guillaume, Paris 7e.

(6) that a meeting of the Executive Council be convened at the Association's permanent seat in Paris, before the end of 1961.

This motion was passed with 76 votes for, one against and 17 abstentions.

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AMSTERDAM,

Interim Progress Report on the Association's activities

(1 July 1961 - 30 November 1961)

1. General Assembly in Vevey (Switzerland).

The IAMCR held its two-yearly General Assembly at Vevey on June 19 and 20, 1961. A summary of the proceedings is annexed to this Report (Appendix I). In this summary the report presented to the Assembly on behalf of the former Secretary-General, Mr. Fernand Terrou, and reviewing the state of the Association at that time, has been inserted.

2. Election of a new Secretary-General.

As Mr. Terrou had communicated to the Association's Bureau that he wanted to resign, the Assembly had to elect a new Secretary-General. On a motion presented by Vice-president Jacques Bourquin (and mentioned in the Assembly report) the Assembly elected Dr. Maarten Rooy as Secretary-General and Mr. Jacques Kayser as Vice-President to whom the special task would be assigned of entertaining IAMCR's relations with national councils and members in the Latin and socialist countries. Both accepted their new office during the session.

However, the French National Council on Information, convened shortly afterwards, rejected the Vevey decision (as it pointed out in a resolution sent to the President by letter of September 1, 1961), because the Council considered the said decision to be incompatible with IAMCR's Statutes and therefore null and void. The President replied to this communication that convening a special General Assembly, as the French Council was suggesting, seemed to be unrealistic, but that he would submit the French views and any specific proposals which the French Council might wish to place on the agenda, to the Executive Committee to be convened in February 1962.

The correspondence between the French Council and President Nixon, as well as a letter on the same subject from Mr. Bellanger to the President, are annexed to this Report (Appendix II).

On account of the stand taken by the French Council Mr. Kayser decided not to assume his duties as Vice-President.

3. Transfer of the Secretariat to Amsterdam.

In July the newly appointed Secretary-General was empowered

by the President, who was travelling in Asia at that time, to take all necessary action in order to protect the Association's vital interests. He visited Paris at the end of July, with the first aim of negotiating with UNESCO's Department of Mass Communication on the still pending matter of the 1961 contract. He also tried to have a meeting with Mr. Terrou on this occasion, but the same did not think an interview opportune as the French Council was still engaged in formulating its objections against the Vevey election.

Therefore, the new Secretary-General thought it wise to limit his activities to the most necessary measures and to entertain informal contacts with Paris in order to ascertain whether, and if so, when the establishment of a basis for co-operation between Paris and Amsterdam, at least on practical measures, would be feasible.

On November 3, 1961 the Secretary-General wrote a letter to Mr. Terrou asking for his practical co-operation in order to ensure that the necessary administrative measures would be taken and that the obligations of the 1961 contract concluded with UNESCO would be implemented.

The Secretary-General assumed this attitude because he thought it his duty to contribute to the maintenance of the Association's unity in view of the position taken by the French Council. But it may be clear that at the same time this attitude had the effect of delaying the development of secretarial activities.

4. The 1961 contract with UNESCO.

The July negotiations with the UNESCO Department of Mass Communication had led to the mutual notion that the 1961 contract had to be restricted to activities which could still be undertaken in view of the fact that the year was already advancing. Therefore, the duration of the contract was limited from July 1, 1961 to the end of February 1962 in which month the Executive Committee would be convened in order to review IAMCR's general position and to outline a policy for the next future.

In this contract signed by the President on September 3, 1961 the Association undertook to implement its programme, and in particular:

1. ensure publication of the study on professional secrecy and the press, in English;
2. continue the study on comparative legislation of the information media;
3. publish one issue of the IAMCR Bulletin; and study the possibility of issuing the Bulletin in a new form in 1962;
4. convene a meeting of the Executive Committee in February 1962 to prepare the future programme of the Association.

Though no budget breakdown of the total fee of Am.$ 6000,- was included in the contract, UNESCO pointed out by letter that the contract was providing for the following:

I.	Study in professional secrecy .....$	1,500
II.	Study on comparative legislation .....$	500
III.	Bulletin .....$	1,500
IV.	Meeting of Executive Committee .....$ (travel and per diem for the members of the Bureau + interpreters)	1,500
V.	Expenses of Secretariat .....$	1,000
	$	6,000

5. Study on professional secrecy

It is regrettable that it appeared in October that Mr. Terrou was not in the position to meet IAMCR's obligations towards the International Press Institute on this joint study, though he was invited several times by IPI to complete his part of the said study. IPI's Executive Board communicated to the Secretary-General on October 5, 1961 that it felt obliged, unfortunately, to cease collaboration with the Association. It asked Mr. Terrou to send back the material which it had already prepared in contributing to the joint study. On October 16, 1961, IPI informed the Secretary-General that this material had been duly received in Zürich.

This cours of events is the more regrettable because this joint study was one of the main tasks undertaken by IAMCR's Juridical & Political Section. IPI will now publish the said study on its own behalf in a slightly modified form. IAMCR's name will not be attached to this study by which also the Association could have contributed to a better understanding of the rather intricate professional secrecy problems.

Under the present circumstances IAMCR should be prepared to see its total fee from the 1961 contract to be diminished by $ 1500.

6. Study on comparative legislation.

In his letter of November 3, 1961, the Secretary-General asked Mr. Terrou to inform him on the progress made concerning this study, part of the work undertaken by the Juridical & Political Section. Up till now he has not yet received any reply. So he has no knowledge whatever of the present state of affairs in this respect.

7. Publication of the third issue of the Bulletin.

The Secretary-General was informed that the texts for this publication had been prepared by the Paris Secretariat. Mr. Terrou has been asked to send the material to Amsterdam.

All measures have already been taken that the texts, when received from Paris, will be edited and printed after the model used up till now. This issue will be sent to the members as soon as possible afterwards.

Meanwhile the Secretary-General negotiated with the publisher of the mass-communication quarterly GAZETTE on a feasible project to incorporate the Association's Bulletin in this journal in the course of 1962. These negotiations have led to a provisional financial agreement which, in the Secretary-General's opinion, will be acceptable to the Executive Committee. His proposal to the Executive Committee will also include a revised composition of GAZETTE's Editorial Board which will guarantee a due representation of the Association.

8. Meeting of the Executive Committee.

The members of the Executive Committee are informed on the possible dates in February next on which the meeting may be held in Paris. UNESCO's Department of Mass Communication has also been consulted in this matter.

The Secretary-General is preparing a report to the Committee on the future policy which seems to be advisable, and in particular on the following subjects:

a) Principles of a revision of the Association's Statutes which contain various unsatisfactory provisions;
b) A better scaling of membership dues for members-institutions in order to ensure a better own income to the Association for its administrative operations;
c) Incorporation of the Bulletin in GAZETTE;
d) Research projects to be undertaken by the Sections under a new UNESCO contract to be concluded in 1962.

As to these projects the Secretary-General has already consulted the Sections on the basis of suggestions made by UNESCO's Department of Mass Communication concerning the Association's possible contribution to the implementation of UNESCO's programme for the development of information media in less developed countries (ref. Mr. Gjesdal's letter to IAMCR's President of August 7, 1961).

9. Organisation of the Secretariat.

In view of the scarce contacts between the Paris seat and the Amsterdam secretariat, the Secretary-General decided to set up a new secretarial administration. New stationary has been printed and the membership-list has been addressographed

As soon as the summary of the Vevey proceedings has been mimeographed copies will be sent to the members, together with an invitation from the Treasurer to pay him the 1961 membership dues which have not yet been collected by Paris.

The financial administration, which up till now was divided between Paris and Lausanne, is now centralised in Lausanne, the Amsterdam secretariat undertaking the administrative contacts with the members. The Secretary-General is

getting advances from the Treasurer to cover secretarial expenses for which he will duly account, also in view of the financial statement to be presented to UNESCO under the 1961 contract.

The new organization of the secretariat had to be done by the Secretary-General personally. In the future, however, various tasks will be delegated to staff-members of the Amsterdam Press Institute under his supervision.

10. Bibliography Influence of T.V. on children.

Among the unfinished business the Secretary-General found when he took office, there is also the above-mentioned bibliography to be completed under a special contract which was signed with UNESCO in December 1959. Dr.Wilbur Schramm (Stanford, USA), who had undertaken to compose the bibliography has covered 90% of the quantative work by collecting material on U.S., Canada, United Kingdom, Australia and Japan. Dr. Schramm thinks the material sent to him on Eastern Europe is most unusable, because most of the titles sent him are not in the nature of research articles. The small number of annotations of French articles sent to him by Mr. Terrou do not seem to be complete. At any rate this material has been forwarded to him at such a late date that his time-schedule planned for the completion of the study has been completely thrown off. For this reason Dr. Schramm is no longer in the position to complete the study before January 1, 1962, the date on which the special contract will expire.

Consultations between UNESCO, Dr.Schramm and the Secretary-General have led to the last's proposal to UNESCO that a new special contract on this subject will be drafted which would expire on December 31, 1962. Dr. Schramm has already promised that he would be in the position to complete the study for our Association and UNESCO during 1962.

According to Dr. Schramm's project the small book will consist of two main parts:

a) a long essay on the state of knowledge concerning the effect of television on children;
b) an annotated bibliography of scholarship on this topic.

The essay written by Dr. Schramm himself will be the most important of the two, because it will have to interpret the scholarship.

It is to be hoped that UNESCO will be in the position to conclude such a new contract with our Association.

11. Special relations between UNESCO and IAMCR.

On October 18, 1961 UNESCO's division for relations with international organizations wrote a letter to the Secretary-General by which information on the Vevey Assembly, on the Association's membership and on its activities and future projects was asked for. This division was in need of this information in order to take into consideration the Association's application for the establishment of relations with UNESCO.

The Secretary-General answered that at the moment he was not in the position to provide for the information needed, on account of the above-mentioned difficulties in transferring the secretariat to Amsterdam. He advised UNESCO to postpone a decision on the said application till IAMCR's position would be cleared up by the decisions to be taken by the Executive Committee in February 1962. A copy of this reply was sent to UNESCO's Department of Mass Communication.

12. Conclusion.

From this Report it may become clear that the new Secretary-General, since the time he took office, was confronted with special difficulties which caused a delay in resuming the activities needed in order to bring the Association on the move again. These difficulties have nearly been overcome by now, at least in the field of administrative measures.

The Secretary-General is confident that a sound preparation of the February-meeting will enable the Executive Committee to establish a new basis for a future development of the Association's activities.

As to the financial support from UNESCO, the Secretary-General thinks that the failure of meeting the obligations concerning the study on professional secrecy should have this consequence that the Association will not be entitled to receive a sum of $ 1500 provided for in the 1961 contract in this respect. Therefore, in accordance with the President, the Secretary-General proposes that the second payment ($ 3000) to be made under this contract if this Report would satisfy UNESCO, will be limited to $ 1500, because the Association will not be able to account for any expenses made for the completion and the publication of the said study.

The Secretary-General

Maarten Rooy

Amsterdam, November 30, 1961.