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**INTERNATIONAL ASSOCIATION
FOR MASS COMMUNICATION RESEARCH**

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

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May 1978

Dear Friends and Colleagues,

I am sorry not to have written to you before this, but I have been very busy both here at Leicester with my own work, and here and elsewhere attempting to deal with the expanding programme of our rapidly developing Association.

I represented the Association at the recent International Seminar on Infrastructures of News Collection and Dissemination in the World. This was held in Stockholm as part of the work programme of the International Commission for the Study of Communication Problems. As you know, the setting up of this Commission stemmed from a decision taken at the UNESCO General Conference in Nairobi in 1976 that "a review should be undertaken of the totality of the problems of communication in modern society". A daunting task to be sure, and one which, if my interpretations of the Stockholm proceedings are correct, is likely to produce a great many difficulties before - if ever - it is satisfactorily completed.

However, it is a task in which IAMCR certainly ought to be involved, and the nature of this task as well as the nature and degree of our possible involvement and contribution figured prominently in the discussions of the International Council which met in Leipzig from 10th to 12th April.

I also hope that these and related matters about the future of our Association will be thoroughly discussed at the next General Assembly in Warsaw. In fact, it was with this in view that the International Council asked some members - Dajani (Lebanon), Dusiska (DDR), Gerbner (USA), Hamelink (Netherlands), Martelanc (Yugoslavia), and Robinson (Canada), to present brief position papers on this important topic at the Warsaw Assembly. It was also agreed that similar short papers might also be presented on the nature and possible future development of the Association's Sections. I would like all members to contribute to the Assembly proceedings in Warsaw when I shall report in full on the outcome of this and other relevant meetings of the International Council.

I feel that the Leipzig meeting of the International Council, where we were pleased to enjoy the hospitality of our hosts, Dusiska and Heidorn, marked an important point in the development of the Association. In the past, apart from the meetings held at the time of the two-yearly General Assembly, there had been very few meetings of the International Council or its predecessor, the Executive Committee. This was mainly due to financial reasons, I presume. But the Leipzig meeting was attended by 26 members, several of whom had travelled thousands of miles, having made their own arrangements to cover travel costs. I was most encouraged by this response, and very satisfied indeed by the quality and outcome of the meeting. It was well worthwhile, and I hope it will be possible for more such meetings to be held in the future.

In addition to the matters already mentioned, the discussion at the Council meeting covered a wide variety of topics, including the work of the Association's Sections, the role and status of National Councils, the composition and representativeness of committees, recruitment of new members - particularly young people, policy with regard to publications, future conferences, membership subscriptions, and so on.

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

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On this last matter it was decided to recommend to the General Assembly that, with effect from January 1979, a sliding scale for institutional membership fees should be introduced as follows:

Up to 10 members in the institution	200 Sfr
11 to 15 " " " "	300 Sfr
16 to 20 " " " "	400 Sfr
Over 20 " " " "	500 Sfr

Other fees would remain unchanged.

During the discussion on National Councils it was stressed that the existence of a National Council in a country in no way precluded individual or institutional membership. In fact, wherever possible such forms of membership should be encouraged in addition to National Council membership. According to the Statutes (13a and b) it would appear that National Councils would normally be expected to stem from the initiatives of those who were already individual or institutional members, and who would wish to preserve this status.

In reporting on the continued progress of the Association, I was pleased to be able to inform the International Council that steps were being taken to re-form a National Council in France. I was also pleased to present the names of 72 individual and 20 institutional new members from 30 different countries for formal ratification since 1976. The Association now has members from 55 different countries, and an approach is being made to UNESCO to change our status with UNESCO as a Non-Governmental Organization from Category B to Category A.

At the Leicester General Assembly in September 1976 it was agreed that, if at all possible, the 1980 General Assembly and Scientific Conference should be held in the Third World. Venezuela and Nigeria were suggested as possible venues. At the Leipzig meeting I was able to inform the Council that I had just heard from Professor Antonio Pasquali, a member of the International Council, who is Director of the Instituto de Investigaciones de la Comunicacion at the Universidad Central de Venezuela, that Venezuela (Caracas) would be able to act as host in 1980. Obviously detailed arrangements have still to be worked out, but I was asked by the Council to invite all the Association's members, in this Presidential Letter, to comment on this decision and to give an indication, even at this early stage, of the likelihood of their being able to attend the proposed Venezuelan meeting which will probably be held in late August 1980. One reason for this is that there are possibilities of arranging relatively cheap charter flights from some central point or points in Europe, and Peggy Gray and Cees Hamelink have already started to make enquiries in this connection. So please let me have your comments.

Thinking further ahead, it was proposed to hold the 1982 meeting in Paris. One of the main reasons for this is that 1982 marks the 25th anniversary of the Association, which was founded and had its legal seat in the French capital. I have made an initial approach to our French colleagues, and hope to be able to report back on this quite soon. As to 1984, I shall await your Orwellian suggestions with some trepidation!

I understand from the report of Dr Jerzy Oledzki, and from more recent information from the Polish organizers, that everything looks set fair for an excellent Warsaw Conference. It has been a pleasure working with the Polish organizers, and with the Programme Committee. Peggy Gray and I have been to Warsaw twice, and Jerzy Oledzki

visited us here in Leicester for a few days earlier in the year. The Warsaw meetings will now be held in the College of Music, and not in the Palace of Culture as originally intended. Personally I think the change is a beneficial one - the facilities in the College are first class. Accommodation will be in three nearby hotels. I look forward to the occasion very much indeed.

Early registrations for the Conference have been most encouraging, and it is already clear that there will be well over two hundred participants, and these do not include the many Poles who are also expected to be there. It is not yet too late to register, but please do remember that for registrations after the end of May the organizers, understandably, will have to charge an excess fee of \$65 USA. Those wishing to avail themselves of the economical group travel arrangements from London to Warsaw should contact Peggy Gray at Leicester immediately. There are still a few places available.

I understand from some of you that in the distribution of registration forms for the Conference, the international postal service has not been at its most efficient. I am sorry about this, but I do know that the Polish organizers sent forms on two separate occasions to all members of the Association. Do let me know if you encounter any problems or difficulties, but naturally all enquiries about the Conference should normally be made to Dr Jerzy Oledzki, Institute of Journalism, University of Warsaw, 00-046 Warszawa 64, Nowy Swiat 69, Poland.

In addition to the main sessions, and the special session on Thursday organized by our Professional Training Section jointly with the Association for Education in Journalism and the International Organisation of Journalists, the latest information is that the following Sections will also meet on Thursday, 7th September:

Social Psychology	(Edelstein, USA)
Bibliography	(Pisarek, Poland)
History	(Heidorn, DDR)
Legal	(Loeffler, FRG)

Other section meetings may also be arranged.

The following small group, round table or workshop meetings will also take place:

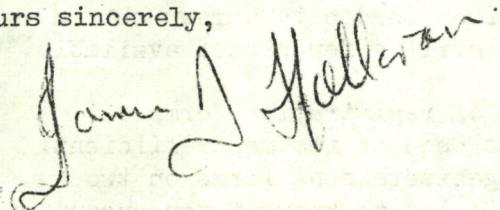
The Economics of Mass Media and Communications	(Szecsko, Hungary)
Communicator Research	(Robinson, Canada)
Mass Communication Research in Latin America	(Pasquali, Venezuela)
Materialistic Theory	(Cheesman, Denmark)
International Understanding - A View from Japan	(Iritani, Japan)
Mass Communication and Older People	(Kent, USA)

There may be other meetings, and I apologise for any omissions in this letter. However, not being mentioned in this letter is not really important. What is important is to remember that anyone who wishes to organize a small group, workshop, round table etc. on any relevant topic should simply write to Jerzy Oledzki (preferably, but not necessarily, after contacting some members who may have similar interests). I know he will do his best to provide the facilities and make the necessary arrangements. Those who would like to have papers distributed at Warsaw should also contact Dr Oledzki.

Although it was agreed that our main sessions should be characterized by a few invited papers and focussed discussions, every opportunity will be given for contributions from the floor at these main sessions, and for the widest possible participation in the conference of all members via the other arrangements referred to above. Do avail yourself of these opportunities.

Hope to see you in Warsaw.

Yours sincerely,



James D Halloran
President - IAMCR

PS Several of our members are also members of the International Sociological Association, the IX World Congress of which will be held in Uppsala, Sweden, on 14th to 19th August 1978. I have been asked to draw your attention to the fact that the Mass Communication Section of ISA will hold meetings on the 15th, 16th, 17th and 18th. The Association for Education in Journalism, with whom we have a close working relationship and some overlap in membership, has its annual meeting in Seattle, USA on 13th to 16th August; the International Institute of Communications has its Annual Conference in Yugoslavia on 11th to 14th September, and the Eighth Prix Jeunesse International will be held in Munich from 26th May to 3rd June.

PPS I apologise for the delay in sending you the latest IAMCR Monograph, as promised in earlier letters. The difficulties in producing this have now been overcome and you should have it within a month or so.