

President:
PROF. JAMES D. HALLORAN, Director
Centre for Mass Communication Research
University of Leicester
104 Regent Road, Leicester, LE1 7LT, England

Secretary:
DR. TAMAS SZECSKO
Mass Communication Research Centre
Hungarian Radio and Television
Akademia utca 17
H-1054 Budapest, Hungary

**INTERNATIONAL ASSOCIATION
FOR MASS COMMUNICATION RESEARCH**

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

Administrative Office:
Centre for Mass Communication Research, University of Leicester
104 Regent Road, Leicester LE1 7LT, England. Tel. Leicester (0533) 555557

NEWS ITEMS JANUARY 1986

The President, Peggy Gray and all those at Headquarters send best wishes to all members for 1986. This message of good will is unfortunately somewhat belated, but late arrival of printed material from Prague and New Delhi prevented despatch before Christmas which had been the original intention. Still, every cloud has a silver lining and the delay now makes it possible for a bumper New Year package to be sent to all members. Colleagues in Prague and India are to be congratulated on producing the monograph and Conference material respectively. Headquarters would welcome comments on the monograph, and suggestions for future publications.

NEW DELHI CONFERENCE

It is hoped that the other material in this package giving details of travel, accommodation, programme, registration, etc. will persuade members that here is an offer they cannot really refuse. Everything seems well set for a highly successful and enjoyable Conference. The programme looks exciting, innovative and challenging, the facilities luxurious, the post-Conference opportunities extremely inviting and the cost decidedly modest; altogether a truly outstanding bargain.

The Editor of *Gazette* intends to bring out a special issue of the journal on the occasion of the Conference which will be made available to all participants (enquiries to Frans Kempers) and Binod Agrawal will be pleased to hear from those who would like to visit Indian Universities to lecture or to contribute in some other agreed way, either before or after the Conference.

UNESCO via the Intergovernmental Council of the International Programme for the Development of Communication (IPDC) will again be able to offer assistance to some Third World members involved in the work on text books of the Professional Education Section. UNESCO may also be able to provide some help to members from the Third World who contribute to the work of the International Communication and Communication Technology Sections.

NB: PLEASE NOTE CAREFULLY THE VARIOUS CONDITIONS,
PROCEDURES, DEADLINES, ETC. GOVERNING TRAVEL,
REGISTRATION, SUBMISSION OF PAPERS, ETC.

The President is currently making further enquiries about the possibility of obtaining subsidies with regard to Conference travel etc. from various other sources. He would be pleased to have advice and suggestions from members. As always, the President will provide written formal invitations to participate in the New Delhi proceedings to those who would find such invitations helpful in obtaining assistance.

It is not too late to write to Tamas Szecsko in Budapest about the bibliography on the Conference theme.

Turn over ...

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

BUSINESS OF THE INTERNATIONAL COUNCIL

Thirty two members, plus Peggy Gray and Alan Hancock, attended the meeting of the International Council which was held in Paris on 25th September 1985. The host was Francois Xavier Hutin and once again the Association is indebted to him and his colleagues for their generous hospitality. The meeting was an interesting and productive one, and this was not unconnected with the extremely good attendance. It is an excellent sign of the health and vitality of the Association that so many members should be willing to attend, usually at their own expense, and at some inconvenience.

Most of the topics and issues covered by the Council in its deliberations were not really new, but the discussions did reflect a recognition of and response to changing circumstances and demonstrated that the Council was determined to do its utmost to ensure an active and expanding future for the Association.

Apart from matters related to the New Delhi Conference - dealt with elsewhere in this package - and such aspects of formal business as financial statements, reports from sections and from representatives, a brief indication is given below of the main issues covered by the Council. It should be noted that in quite a number of cases the "decisions" reached have to be submitted to the General Assembly for formal ratification.

FUTURE CONFERENCES

It was formally confirmed that the 1988 Conference and General Assembly would be held in Barcelona, Spain. It was further provisionally agreed that in 1990 the venue would be in Yugoslavia, 1992 Brazil and 1994 Canada.

PUBLICITY, PROMOTION AND MEMBERSHIP

The promotion brochure had been well received (copies are still available for those who would like to undertake distribution at conferences, meetings, etc.) and the response had been encouraging if not overwhelming. Generally, however, the membership position remains one of "stable instability" some in - some out. It was decided to make a special effort to reduce lapsation to a minimum and some members will have already heard from Olof Hulten in this connection. Again, the response to Olof's reminder and request has been observable rather than outstanding.

NB: THE PRESIDENT AND OFFICERS WOULD BE MOST GRATEFUL IF ALL THOSE WHO HAVE NOT PAID THEIR DUES FOR 1984, 1985 AND 1986 WOULD ATTEND TO THIS MATTER IMMEDIATELY. AN INVOICE IS ENCLOSED, WHERE APPROPRIATE. APOLOGIES TO THOSE WHO RECEIVE AN INVOICE WHO DON'T DESERVE ONE!

Annual subscriptions have been kept low quite deliberately; running and administrative costs are at a minimum (largely because of hidden subsidy); the Association also benefits from much voluntary work, and inclusive conference fees are far lower than those charged by comparable organisations. The Association can keep to this and maintain its programme only if members regularly pay the modest dues which are requested.

The International Council ratified the membership of 37 new individual members and 10 new institutions covering 89 new members. Countries represented for the first time were Costa Rica and Uruguay

UNESCO

The Documentation Centre at UNESCO was seriously understaffed but a study of COMNET was being carried out at Laval University with Canadian support.

It was agreed that Tamas Szecsco would represent IAMCR at the Sofia General Conference. A copy of his formal presentation is available on request.

The proposed withdrawal of certain member states from UNESCO was discussed. The President reported that he was a member of the executive of the "Keep Britain in UNESCO" Campaign, but that he was not very optimistic about the outcome.

The President, Hamid Mowlana, Herbert Schiller and Husamettin Unsal contributed to a UNESCO symposium on Media, Terrorism and Violence in Istanbul and the President, Cees Hamelink, Tamas Szecsco, Bill Melody and Olof Hulthen would be amongst the members participating in the UNESCO Gothenburg meeting on Collaborative Research in the New Communication Technologies.

ADMINISTRATION, ORGANISATION AND FINANCE

The Council discussed the general financial situation, particularly with regard to changing circumstances and possible future changes and developments. It was agreed that should it become necessary, the cost of clerical assistance at Leicester could be paid from IAMCR funds.

There was general discussion about the possibility of sharing the administrative tasks between the officers of the Association and related institutions, and about the need to use computers/word processors as much as possible. It was announced that the membership would be computerised and that a list of tasks undertaken by HQ administration would be prepared so that the Council could see what was involved.

It was agreed that publications and public relations were matters which might be dealt with by the General Secretary or Vice President and need not be centralised in Leicester: the promotion brochure and New Technology questionnaires represented the first attempts at this kind of division of labour. However, it was recognised that in the interests of efficiency and economy, the general administration must remain centralised.

It was agreed that the President, Treasurer, Secretary General and a Vice President should explore:

- (a) Means of facilitating the payment of membership dues.
- (b) Ways of subsidising members, particularly from the Third World, for the Delhi Conference.
- (c) The financial implications of producing a regular newsletter or occasional papers.
- (d) Ways of organising differential fees for Third World members.

PUBLICATIONS, JOURNALS, ETC.

The possibility of producing some kind of IAMCR publication or of linking up with an existing journal was discussed at length. Within the general discussion, topics covered included the need to publish in various languages, editorial control, the possibility of publishing in countries without convertible currency, difficulties for Third World members, the need for any publication to relate directly to IAMCR policy, the need to increase individual subscriptions to meet the cost of a publication or journal and the possibility that payments should be made from the Association and not from individual members. All these points were raised in relation to reports about enquiries into the possibility of cooperation with several journals in Europe and the USA.

Turn over ...

As always, the financial implications of any such arrangements created considerable apprehension, and doubts were also expressed about the problems that might be encountered in establishing editorial offices and services. It was clear from earlier discussions that it would not be possible to locate the editorial offices in Leicester, although the Secretary General might possibly undertake editorial and administrative functions, that would need to be more clearly defined, in Budapest. It was also suggested that there were enough "competing" journals in the field already and that the main problem was not in establishing new journals, but in attracting writers of the necessary quality to existing journals. More specific and very detailed discussions on the possibility of establishing a link with the Journal of Communication also took place, but in the end the idea was rejected primarily on financial grounds.

POSSIBLE CHANGES IN STATUTES WITH PARTICULAR REFERENCE TO CHANGES IN SECTIONS

Not for the first time there was a long discussion about the role in the Association of Sections, Working Groups and the like, Sections currently having a privileged position. A Sub-Committee (Halloran, Martelanc, Robinson, Szecska, Hulsten) was established to deal with these and related issues, and charged with advising the President on any necessary action which would have to be taken with regard to possible changes in the Statutes. Questions included in the Committee's remit included:

- (a) Limitation of membership of International Council and Executive Board to two consecutive sessions (eight years).
- (b) Rotation of membership of International Council and Executive Board to be introduced from 1988.
- (c) The need to redefine the role and function of Sections, Working Groups, etc.
- (d) The positions of Heads of Sections and Working Groups and the status of Heads of Sections in relation to the International Council and Executive Board.
- (e) Whether any member of the International Council or Executive Board should hold more than one office, e.g. Vice President and Head of Section.

It was noted that any proposed changes in Statutes must be sent to all members before the end of June 1986.

It was agreed that:

- (a) No decisions about the establishment of new Sections should be made until the more fundamental questions raised above had been settled.
- (b) It would be helpful to have another meeting of the International Council before New Delhi.

It is with deep regret that we have to inform members of the death on 3rd October 1985 of Professor Francesco Fattorello. Professor Fattorello was a founder member of the Association, and served it admirably for many years, particularly as Head of the Professional Education Section.

All members will be sorry to hear of the serious illness of Vice President Walery Pisarek, Head of the Bibliography Section. However, we hope we can look forward to a complete recovery and that he will be fit enough to join us in New Delhi.