

**IAMCR** **Newsletter** **AIERI**

Volume 1 • Number 2 • February 1991

**PRESIDENT'S COLUMN**

Cees J. Hamelink, President

It is a great pleasure to write this first presidential column. This is particularly so since from the Bled conference on a great deal of activity has developed. As this newsletter goes out to all the 2300 members of the Association, it also provides an opportunity to address a much wider constituency than those with whom the transfer of presidency was celebrated at the lake of Bled. As I gather from so many comments, the 17th IAMCR Conference and General Assembly have been experienced by the large majority of participants as very stimulating and as promising for the Association's future. I have used the occasion of the farewell of Jim Halloran after 18 years of presidency to express our appreciation and respect for his excellent leadership and I am pleased we could confer upon him the honorary presidency for life. Thanks to the generous assistance from a great number of our members we could also give him a material elevation in the form of a wooden bench to be used at patio-time and for sedentary reflection on our "muddling through".

Peggy Gray was also profusely thanked for all her services to the Association and she was made honorary member for life. Peggy was also presented with a concrete token of gratitude: a fax machine. As she succumbs to the most fashionable ideology of our time - "faxism" - she will continue to implement that theological mystery of ubiquity. If these two honorary colleagues count on peaceful retirement, they are as wrong as Lord Kelvin (President of the Royal Society, 1890 - 95) when he predicted "Radio has no future" and "Heavier than air flying machines are impossible". They may actually be surprised with the level of activity we shall manage to confront them with. This may remind them of the story of the Canadian pacifist who decided to move to a quiet part of the planet where peace was guaranteed. After months of deliberation he chose the remotest and safest spot on the atlas. In March 1982 he moved to the Falklands Islands, just five days before the start of the Falklands war! Once again, Jim and Peggy, thanks very much and we shall know where to find you!

Since so many topics were discussed at Bled by the Executive Board, the International Council and the General Assembly, it is hardly possible to report about all of them in this column. Allow me to single out some issues that I think are of paramount importance. The full records of the various meetings at Bled will be made available in due time.

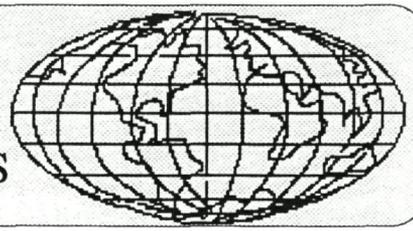
As this column is written I receive a report with the results of the evaluation of the Bled conference. This report was prepared by Samo Kropivnik and Anton Kramberger of the Faculty of Sociology, Political Science and Journalism at the University of Ljubljana (see page 6). In the next Newsletter, I would hope wcan  
(continued on page 2)

**IAMCR TO SPONSOR  
BOOK SERIES**

At the August 1990 meeting in Bled, the IAMCR International Council approved the following proposal for an IAMCR book series.

1. IAMCR plans to pursue on an experimental basis the publication of a series of books —solo or multi-authored— arising from the intellectual work of its sections and working groups. The hope is that from one to threebooks will be published each year.
  2. Proposals for books may be submitted by any IAMCR section or working group on any relevant theme. The proposals are to be submitted to the IAMCR International Council Publication Committee following instructions announced in the IAMCR newsletter (see page 4). An overview of the general criteria for proposals is as follows:
    - a) Proposals may be submitted for books to be published in English, French, or Spanish.
    - b) Proposals must address themes relevant to the submitting section or working group and must meet these criteria: make a major contribution to the literature, be international in scope, and represent quality scholarship.
  3. A minimum of 75% of the royalties from the publication of each book will go to the IAMCR and will be specifically earmarked as a translation fund. When this fund is large enough, a request will be issued to IAMCR sections and working groups for proposals for books which will require translation.
  4. Those submitting a proposal on behalf of an IAMCR section or working group may also submit a budget to cover a modest lev-
- (continued on page 4)

**TABLE OF CONTENTS**



Book Series Information.....	1, 4
IAMCR/AIERI Governing Bodies.....	10
News from Administrative Office-English.....	7-8
News from Administrative Office-French.....	7-8
News from Administrative Office-Spanish.....	7, 9
Newsletter Information.....	9
President's Column.....	1-3
Reports from Bled.....	6
Section News.....	5

## President's Column

(continued from page 1)

draw some good lessons from Bled for the conference in Guaruja, Brazil.

### Management

The re-organization of IAMCR management was discussed on the basis of a number of guiding principles. These were: the development of an institutional model that facilitates efficient and effective forms of decentralization; the need of regionalization, professionalization and delegation of activities; active participation of the membership; transparency of decision-making and accountability of management.

In the light of these principles decisions were taken on the organizational division of labour, the establishment of the administrative office and the finances. In order to delegate a variety of tasks that need to be performed a number of committees was set up (for their composition, see page 10), the decision was taken to establish an independent administrative office, and a budget for incidental investment and operational expenditure was approved. The Executive Board discussed its future role and decided to assign specific tasks to all its members. In the division of labour it was decided that Vice-President Hamid Mowlana will act as Deputy President, whereas Vice-President Eapen will act as Deputy Treasurer. It was also decided by the General Assembly that the Association needs a clear set of procedural rules. The Legal Committee has been requested to design these rules of order for submission to the next meeting of the Assembly in 1992.

The committees that were formed at Bled have all immediately begun their work and have embarked upon a variety of activities. The current Newsletter provides an excellent illustration of the commitment of members to the sharing of tasks. If I may just make an exception, I would like personally thank Janet Wasko and Robin Cheesman for their readiness to function as editors of the Newsletter. In this Newsletter you will also find other signs of new work undertaken by the Publications Committee. I am quite confident that before too long you will hear from the other committees as well. The list that provides with information about the committees is also meant to invite you to participate in their work.

So far there has been a very good response to the involvement of more members in the Association's endeavours. Among the examples are proposals I have received for our Public Relations strategy and for the establishment of an IAMCR post-graduate Summer School.

Offers from members to assist our promotional efforts are of course very welcome. Jörg Becker provided a splendid example of such assistance by providing the Association with the space for free advertising in the conference programme for Telecommunications in a Common European House in Moscow, December 1990.

### Administrative Office

In accordance with the decision of the General Assembly the administrative headquarters have now been established in Amsterdam. Some members have already wondered whether there is any significance in having an office on a street named after that famous Boy Scout Baden Powell with his peculiar prescriptions for a healthy lifestyle.

With external subsidy two office units have been acquired and office equipment has been purchased. It has been an extraordinary learning exercise to deal with such classical logistical problems as securing telecommunications and as the twelfth telecom engineer arrives to explain why all his eleven colleagues did everything wrong you begin to long for good old-fashioned carrier pigeons, horses and runners.

Anyway, now that most problems seem to be overcome, we shall accommodate the January 1991 meeting of the Conference Committee as the first IAMCR meeting to take place at the new office.

We have installed the facilities for electronic mail at the office and are consulting with Howard Frederick (President of the International Communication Section and involved with such NGO networks as PeaceNet and GeoNet) and Thomas Jacobson (University at Buffalo and initiating the ComDev project: an online community for international and development communication). We shall explore the feasibility of the function of the IAMCR office as referral service for a variety of documentary and bibliographic inquiries.

A substantial volume of correspondence reaches us at the office and this facilitates regular input on members' activities and whereabouts. Inevitably, some pieces of news are saddening, and in this context I should particularly mention the announcement of the death of our colleague Florian Fleck. Prof. Fleck has been for many years an active and loyal member of the Association and he shall be remembered as a talented and cordial friend and colleague.

### External Relations

It was decided at Bled that the Association expand its relations with international and regional organizations that are active in our field. In this light it was proposed to request Unesco an upgrading of our consultative status, to establish links with other United Nations bodies, to invite the major regional associations to operate as our regional representatives, and to negotiate with a number of international non-governmental organizations the status of associate member. Since Bled the formal request to Unesco has been made and negotiations with such bodies as ITU and WIPO have begun. An official protocol of agreement with the African Council on Communication Education (ACCE) has been signed in a ceremonial session at Ouagadougou in Burkina Faso (October 1990). It was indeed a heartening experience and also good fun to swap papers and pens with ACCE president Dr. Tom Adaba. At the meeting of COMNET Directors in Nairobi (December 1990) it was decided to exchange the status of associate member between IAMCR and COMNET. Discussions are taking place with such organizations as the International Federation of Journalists, the World Association for Christian Communication, Article 19, and the Commonwealth Association for Education in Journalism and Communication. The next meeting of the International Council will address the logistics of IAMCR representation in the various organizations with which we become affiliated.

The General Assembly also responded to a request to join the initiative to form an International Federation of Communication Associations. The resolution by which the Assembly decided not to accept the invitation reaffirmed the basic function of the IAMCR as an international forum for all researchers and others involved in mass communication and pointed to the emerging federal structure of the Association through the extension of its national, regional, and international relations.

Late January the Association shall participate in a European media researchers consultation held at Amsterdam. The Netherlands Press Foundation has been asked by Unesco to convene this meeting to explore the need and feasibility of increased pan-European cooperation in the field of communication research. If the meeting expresses the desirability of a European forum the IAMCR policies adopted at the Bled Assembly will encourage a very close institutional linkage between a possible European Association and the IAMCR.

## President's Column

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### Conferences

The Conference Committee for the 1992 conference is to meet at the Amsterdam office January 25 and 26. At this meeting the planning for the programme of the August 1992 event in Brazil will begin. The next Newsletter will provide the details. The 1992 conference should be a memorable experience as we reflect on the Indians discovering Columbus 500 years ago and as we celebrate the 35th anniversary of our Association.

During the Bled meeting our Turkish colleagues did offer hospitality for the next meeting of the International Council. Immediately after Bled we began to plan with them a Council meeting that -- through the services of the Turkish Communication Research Association -- would be combined with an international conference in Istanbul. This conference would also offer an opportunity for the heads of sections to convene sessions during the period in between two major conferences. With the development of the war in the Gulf, however, it became very uncertain whether those interested in attending the Istanbul meeting would feel comfortable in travelling to Turkey. I did consult with members of the Executive Board and the International Council as well as with our Turkish counterparts. As it became clear that it would be impossible at this time to plan for a well-attended meeting in June, the decision was taken to postpone the conference for the time being.

Obviously, there has to be a meeting of the International Council and I have begun to explore various options for this event. Members of the Council shall be informed as soon as an alternative location has been identified. I would hope that the new site also offers the possibility for section meetings. The heads of sections shall be informed about this soonest. The Executive Board wants to register its sincere appreciation for the efforts the Turkish colleagues have invested already and hopes we shall be able to have the conference later in this year.

For the years ahead possible sites for our bi-annual conferences are being discussed with members in the Netherlands, Germany, Jamaica, Malaysia, Japan and Kenya. With the assistance of Prof. Awatef El-Rahman of Cairo University I am exploring the possibility of holding the International Council meeting in 1993 in the Arab region in combination with a major scientific congress jointly convened by Arab colleagues and the IAMCR.

### Finance

In the future if there are important financial developments the Treasurer will report about them in the Newsletter. Presently I want to draw your attention to the information about finance matters in the section from the administrative office. The financial situation of the Association, as Jim Halloran has tirelessly explained, remains stable, not unhealthy, but vulnerable and somewhat artificial as subsidy continues to be needed for the provision of the administrative infrastructure. It would be unrealistic to just relax and expect the Fund-raising Committee to come up with creative and feasible recommendations. In addition to what the Committee may propose, we should also realize that the financial position would be a great deal more secure if we could persuade more members presently covered under institutional arrangements to become individual members.

As a new President one obviously wants to make a difference and not emulate one's predecessor. Regarding finances, however, I have the distinct wish to follow Jim's footsteps and as he did so often to remind you what a wonderful idea it is to pay your dues in time.

### Future

With the resolutions of the General Assembly at Bled the Association is definitely setting out a course for its work in the years ahead. To a large extent this course reflects new institutional arrangements and external affiliations. Although this is essential we should not lose sight of the fact that the rationale for the Association's existence is primarily of an intellectual, substantial nature. All the organizational planning we exercise will have to be measured against how we perform as an international academic forum that facilitates an ongoing debate in which a diversity of disciplinary backgrounds, epistemological positions, normative systems, and cultural experiences are mutually acknowledged while at the same time challenging each other. It may well be that the only universally shared position in scientific activity can be that our intellectual position are essentially contestable. If this is so, the IAMCR has as crucial mandate to create the climate in which this continuous contestation can search for truth, relevance, transparency and insight. As the Association is primarily a community of individual scholars, we have to be divided and have to guard against the hegemony of any particular orientation. This would seem to be a major challenge as the field of communication research outgrows its parochial (largely conventional, Western biases) and confronts the real world. In this confrontation we need the maturity of a paradigmatic pluralism that guides the exploration of cross-cultural conflict and cross-cultural consensus.

The first IAMCR president Fernand Terrou has observed many years ago that the Association has grown out of the need of international collaboration "without which no scientific progress is possible". Now that we have created this expanding international forum we have to design a communications format that enables us to make progress in scientific as well as in human development.

The latter seems essential especially as this column is written on January 14. In his study of world history Arnold Toynbee has observed that there seems to be an inverse correlation between the technological sophistication of a civilization and its moral maturity. Current events seem to depressingly demonstrate the validity of that observation.

Amsterdam January 14, 1991



## McLuhan Award

The selection process for the 1991 McLuhan Teleglobe Canada Award is underway. This international prize in communications was created in 1983 by the Canadian Commission for Unesco in association with Teleglobe Canada. The award is given every two years to an individual or group whose work has contributed to a better understanding of the influence of the mass media and technology on society, science, the arts, or contemporary culture.

The winner of the McLuhan Teleglobe Canada Award receives a cheque for \$50,000 and a commemorative silver medal. Nominations should be submitted to the Canadian Commission for Unesco by 30 April 1991. Only candidates nominated by National Commissions for Unesco will be considered by the Canadian jury.

The official text of the Regulations governing the Award or other information is available from the National Commissions for Unesco or the Canadian Commission for Unesco, 99 Metcalfe St., P.O. Box 1047, Ottawa, Canada, K1P 5V8. Phone +613-598-4325. FAX +623-598-4390.∞

## NEW IAMCR BOOK SERIES

(continued from page 1)

el of expenses in connection with the production of the book.

5. All book proposals will be refereed as follows:

a) Each proposal will be reviewed by all members of the Publication Committee.

b) In addition, each proposal will be reviewed by two IAMCR members other than those involved in the book or the International Council who are expert in the focal area of the book.

c) Reviews will be compiled and the Publication Committee will make a recommendation to the Executive Board as to which volumes should be formally pursued.

d) For those volumes which the Executive Board agrees to pursue, an editorial supervising panel will be appointed from the IAMCR membership by the Publication Committee. This panel, consisting of three individuals, one designated as coordinator, will work with the book's authors/editors as the manuscript develops and oversee a referee process before the volume actually goes to press.

e) All book ms must be cleared by their respective supervising panels as ready to go to press before publication. In cases of conflicts in judgment between the supervising panels and submitting authors or editors, the matter will be addressed by the

Publication Committee. If the matter is not resolved at this level, it will be referred to the Council.

6. Publisher(s) for these volumes will be selected in an open bidding process. Three publishers will be selected for the initial contract period—one each for English, Spanish and French volumes. The selection process will be as follows:

a) All IAMCR members will be invited, via the newsletter, to submit names of publishers who might be interested in bidding.

b) A request for bid will be sent to all nominated publishers.

c) The publications committee will review these proposed bids and make a recommendation to the Executive Board for a set of publishers who best meet the needs of IAMCR.

d) The criteria for selecting publishers will be as follows: willingness to enter into flexible contract with IAMCR for zero to maximum three books per year; willingness to give IAMCR complete editorial control over the selection and content supervision of the volumes; willingness to provide advances against royalties to cover expenses; reputation as a quality publisher; reputation as an efficient publisher; ability to distribute books efficiently across national borders; and, level of royalty offered.∞



## CALL FOR BOOK PROPOSALS

**\*\*DUE MAY 15, 1991\*\***

The IAMCR Publication Committee invites proposals for single or multi-authored books to be included in the IAMCR book series (see story above).

Proposals for books to be published in English, French, or Spanish may be submitted by any IAMCR section or working group on any subject relevant to that section or working group. **Proposals will be accepted only from sections or working groups, not from individuals.**

To submit a proposal, you must follow these rules:

1. While the proposal may be for a book to be published eventually in English, French, or Spanish, proposals must be submitted **in English**. The reason is that the thirteen member Publication Committee and the Executive Board share only English in common. The proposal need not be long, however, and readers will allow for less-than-perfect English in evaluation.

2. A proposal must include the following sections:

a) Name, address, phone #s, and other means (e-mail, fax) of reaching the one person who is the book's coordinator (the book's author or editor or a representative of the section or interest group).

b) A letter signed by the section head or interest group convenor indicating that the proposal is a submission from that group.

c) A book title.

d) 1-3 page description of the overall focus of the book including indication of why the book is needed and what it will add to the literature.

e) A chapter by chapter listing with abstracts of each chapter.

f) The names and addresses of all proposed contributors.

3. In order to be included in the book selection process for 1991, proposals must reach all thirteen members of the Publication Committee by May 15. A copy of the names and addresses of the individuals to whom copies are to be sent may be secured from

the coordinator of the Publication Committee at any time. **PLEASE NOTE: it is the responsibility of each section and interest group to get copies of their proposals out to all members of the Publication Committee by the deadline.**

4. All proposals must be submitted using a cover sheet as the top page. This cover sheet will be provided when you write to the Publication Committee coordinator indicating that you are planning to submit a proposal.

5. For a list of the names and addresses of all committee members and a copy of the proposal cover page, or for further information contact the coordinator of the IAMCR Publication Committee: Brenda Dervin, Department of Communication, 205 Derby Hall, 154 N Oval Mall, Ohio State University, Columbus, Ohio 43210 USA. Phone: +614-292-3400. Fax: +614-292-2055. E-mail, internet: dervin.1@osu.edu.∞

## CALL FOR NOMINATIONS OF PUBLISHERS

**\*\*DUE APRIL 1, 1991\*\***

IAMCR members are invited to submit nominations for potential publishers of books in the IAMCR book series. Names of publishers who distribute books in English, French, or Spanish are invited. All nominated publishers will be contacted by the Publication Committee and invited to submit a bid. (For more information on the book series, see story above.)

**NOMINATIONS OF PUBLISHERS ARE DUE BY April 1, 1991** to the coordinator of the IAMCR Publication Committee: Brenda Dervin (see address above).∞

## News from Sections

### Comm Tech Section Plans ICA Panel

"Global Telecommunication Networks: The National Policy Interface" is the title of a panel planned for the 41st Annual Conference of the International Communication Association, Chicago, Illinois, USA, 23-27 May 1991. The panel is sponsored by the Communication Technology Section with the support of the Communication and Technology Interest Group (ICA).

The globalisation of telecommunication networking is well underway. Network providers are jockeying for position to supply global services. The Uruguay Round of negotiations on trade in services and the International Telecommunication Union are setting the international policy framework. Domestic policy processes in industrial policy, trade policy, regulation, and standardization have implications for the international framework. This panel seeks to present research on the intersection between national and international policy making in telecommunication.

The session will provide a meeting place for Communication Technology Section people and a social event will be arranged.

Panel participants were to be confirmed by the end of January 1991 by sending an abstract (not exceeding 400 words) and your fax/telephone/telex number to Dr. Robin Mansell, Communication Technology Section President, Science Policy Research Unit, University of Sussex, Falmer Brighton, E. Sussex, BN1 9RF, UK FAX +273-685865; phone +273-678165. Abstracts were to be received by 15 January 1991.∞

### Political Economy Section

At the Bled meeting, the Political Economy Section agreed to solicit ideas and suggestions for upcoming meetings and distribute an address list of section meeting participants.

The theme of the section's meetings in Brazil will be "Rethinking Political Economy." A wide range of session topics were suggested during the Bled meeting. Further ideas are solicited, and a call for papers will be issued later in the year.

Other section activities may include meetings in conjunction with the International Communication Association, the Union for Democratic Communications and the Colloquium on Culture and Communication.

Send thoughts on Brazil conference topics and other activities or requests for more information to: Vincent Mosco, Mass Communication Program, School of Journalism, Carleton University, Ottawa, Canada K1S 5B6. Phone: +612-788-7426. FAX: +613-788-5604. E-mail, Bitnet: Vincent\_Mosco@Carleton.CA.∞

### Announcement

#### Vacant Position: Director of CMCR Leicester

Due to the imminent retirement of Professor James D. Halloran the post of Professor and Director of the Centre for Mass Communication Research at the University of Leicester will fall vacant from 1 October 1991. An advertisement inviting applicants for this important and prestigious post will shortly be placed in the British press.

For further details please contact Hilary Whitbread, Staffing Office, Fielding Johnson Building, University of Leicester, University Road, Leicester LE1 7RH, United Kingdom.∞

### History Section

The History Section sponsored two sessions at the 17th IAMCR conference in Bled. Several important matters were taken up at the business meeting. The first was the announcement of Gunter Heidorn's resignation as section head. Members expressed their regrets and their appreciation for all that he has done for the section. GeeGee Robinson was then confirmed as chair of the section. Mary S. Mander was named co-chair.

Members discussed a range of issues, including membership in the section and a newsletter. A mailing list, with fax and phone numbers was proposed, to circulate along with a one-page biography, including a selective bibliography, and a few sample publications of each member. After deciding to merge the history interest group with the section, the remainder of the meeting was devoted to the program for the next conference (see below).

In October the mailing list was completed and sent out with the call for papers. This material was sent to several association newsletters, including the Journal of Communication for the Intercom column. The section would like to send material to history associations in South America, Africa, the Middle East and Asia. Any IAMCR members who are aware of such organizations are asked to forward addresses to Mary S. Mander, School of Communications, Pennsylvania State University, University Park, PA 16802, U.S.A.

On a sad note, the section recently learned of the unexpected death of friend and colleague, Dr. Florian Fleck, of the Institute of Fribourg in Switzerland, and extend deepest condolences to his family and friends.

Papers for the History Section meetings in Brazil should address the following topics: (1) history of broadcasting and cinema, (2) historiography in communications research, and (3) history of the press and journalistic values. Papers that address these topics in the context of South America are especially desirable.

Abstracts of 250-300 words are due July 1. A committee will review proposals and notify prospective panelists by September 15. Accepted papers will be due June 1, 1992.

Send abstracts to: GeeGee Robinson, Chair, History Section, Graduate Program in Communications, McGill University, 3465 Peel Street, Montreal, Quebec, Canada H3A 1W7.

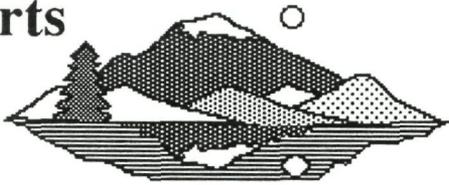
Send a copy to: Mary S. Mander, Co-chair, History Section, School of Communication, 110 Carnegie Building, Pennsylvania State University, University Park, PA 16802, USA.∞

### International Communication Section

The International Communication Section is producing a list of section members and will distribute news by electronic and physical mail in the future. The section also is making preparations for the Brazil conference and would like suggestions for the section's themes at the Brazil meeting. (Please no paper submissions or abstracts at this time.)

Send suggestions, requests to be included on the mailing list or for more information to: Howard Frederick, Section Head, Institute for Global Communications, 3228 Sacramento St., San Francisco, CA 94115, USA. Phone: +415-923-0900. FAX: +415-923-1665. E-mail, Internet: cdp!hfederick@labrea.stanford.edu; UUCP: uunet!pyramid!cdp!hfederick. Or, Abbas Malek, Section secretary, Dept. of Radio, Television and Film, Howard University, Washington, DC 20059, USA. Phone +202-483-5352.∞

## Reports from Bled



### The International Mass Communications Research Community: As You Like It

Results are available from a survey and interviews of participants at the 17th IAMCR Congress in Bled, Yugoslavia, August 1990. Members of the Faculty for Sociology at the University of Ljubljana collected participants' opinions about different aspects of international conferences. The report was written by Anton Kramberger and Samo Kropivnik.

The main aim was to discover if some status attributes control the opinions of the conference participants and if distinctive sub-groups could be recognized as important factors in further development of the Association. Status attributes included sex, IAMCR functionary, paper presenter, chairperson, university as a residence institution.

Data were collected by two different instruments: by a classic (written) survey questionnaire (about international scientific meetings as a modern phenomenon) and by a battery of computer assisted personal interviews (about the Bled event).

The report's findings indicate that some formal status determinants did have an important impact on respondents' opinions. The results revealed what respondents think of specific aspects of international conferences and the Bled conference. However, the researchers caution that the results should be read as "...expressions of a tendency rather than as confirmatory conclusions."

The survey about international conferences found that the most important scientific communications for a participant's professional development are activities like reading books, journals (less valuable for female participants) and personal contacts. Conferences are important for career and business development (especially for paper presenters) but still less than publishing an article or book or having strong personal contacts with acknowledged people.

For male academic staff, the most important way to "enter the business career" is to join an expert mission; for female participants, the biggest opportunities are small group professional meetings.

According to respondents, international conferences contribute more to differentiation than to integration of scientific fields. For IAMCR functionaries, the only salient motive for attending conferences, which distinguishes them from other participants, seems to be contacts with new people.

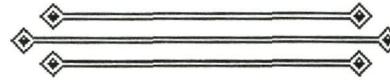
People are coming to conferences mainly on their resident institution's expenses (especially for chairpersons in comparison with others), sometimes on their own (more so for female participants than for males), but very seldom on a third institution's expenses. About 20 per cent of the population participate in a conference mainly because they have a paper to present. Otherwise they would stay at home.

In the computer assisted interviews about the Bled Congress in general, the report notes that the respondents were sharply

### Comic Art Working Group

Papers of historical and contemporary significance on cartoons and comics of France, Germany, the U.S., and the Philippines highlighted the fourth biennial session of the Comic Art Working Group in Bled.

Discussion included comments from participants and future plans for the group's meeting in 1992. For more information, contact John A. Lent, Radio-TV-Film Dept., Temple University, Philadelphia, Pa., 19122 U.S.A. ∞



### Working Group on Media and Cultural Policy in Small European Countries

The Working Group on Broadcasting (Media) and Cultural Policy in Small European Countries has prepared lively minutes of their meetings in Bled, which include a history of the working group and its purpose, details of their two sessions, and a list of members.

To receive a copy of this material or for more information, contact Jean-Claude Burgelman, Vrije Universiteit Brussel, Pleninlaan 2, 1050 Brussel, Belgium. ∞

### As You Like It

(cont.)

divided on the usefulness of simultaneous interpretation from English during the conference. The borderline, however, was not based on one's nationality or citizenship, for the results indicate that paper presenters think that simultaneous interpretation from English was a waste of time and money. Non-paper presenters disagreed.

IAMCR functionaries were more satisfied with accommodations and technical equipment, while people coming from non-university institutions were more sensitive about technical equipment. As for the section meetings in Bled, respondents felt that the unification of a theme was the most important factor in good section work and a precondition for a high level of discussion. This was most important for university-based participants. In addition, IAMCR functionaries were more likely to give higher marks to thematic unification and to the level of discussion.

Finally, the respondents thought that bad timing of section work (with consequences such as extensive reading of articles, disintegration of theme, etc.) was not a negligible problem and mainly connected these troubles with the inappropriate choice of a section's chairperson.

The researchers point out that results do not display a "common opinion" of the entire population of conference participants, and represent only a brief illustration about the situation at Bled. Opinions were collected from highly motivated groups, but, for the most part, these represented opinion leaders in the organization. However, they point out that it is still worthwhile to offer "...orientations toward the 'possible' common opinion of the organization" which may include some dynamic components for further IAMCR development.

For more information or a copy of the report, contact Kramberger or Kropivnik at the University of Ljubljana. ∞

**General**

A new administrative office for the Association has now been set up in Amsterdam. The address is "Aeckerstyn", Baden Powellweg 109/111, 1069 LD Amsterdam, The Netherlands. For mail we would prefer if the Post Office could be used: P.O.Box 67006, 1060 JA Amsterdam. The telephone number is 31.20.6101581 and the fax number is 31.20.6104821. The office can also be reached by E-mail through BitNet: hamelink@iamcr.nl.

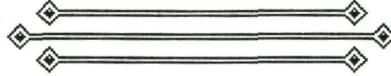
The office has begun to develop a database for the management of all information related to the membership. This will obviously take some time and we shall have to bother you in the near future with inquiries about the correctness of data we hold about you at headquarters. This will enable us to provide you with an updated and accurate membership list. The database will also serve the Association's financial administration.

**Finance**

With the transfer of the administration to Amsterdam, a number of changes related to membership dues had to be implemented. These refer mainly to the currency, modes of payment, and bank connection. All the pertinent information can be found on the invoice form that accompanies this Newsletter.

There are two observations to be made in this connection. Firstly we would like to reduce the losses that are implied in international financial transactions as a result of the provision percentages due to the banks. Therefore, it would be most welcome if you can assist the Association by selecting the least expensive modes of payment. These are **Eurocheques in Dutch currency and postal giro in Dutch currency**. As a matter of fact the really cheapest way of receiving payments is through **cash in registered letter**.

(continued on page 8)

**NOUVELLES DU BUREAU ADMINISTRATIF****Généralités**

Un nouveau bureau administratif s'est créé à Amsterdam à l'adresse suivante: "Aeckerstijn", Baden Powellweg 109/111, 1069 LD Amsterdam, Pays-Bas. Nous préférierions que le courrier soit envoyé à notre boîte postale: P.O. Box 67006, 1060 JA Amsterdam. Le numéro de téléphone est 31.20.6101581 et le numéro de télécopieur est 31.20.610 4821. Il est également possible de joindre le bureau par e-mail via Bitnet: hamelink@iamcr.nl.

Le bureau a commencé à développer une banque de données pour gérer toute l'information concernant les membres. Ceci prendra vraisemblablement du temps et nous devons très bientôt vous importuner avec des questions dont le but sera de contrôler l'exactitude des informations que nous possédons à votre sujet au bureau central. Nous pourrions de cette manière vous fournir une liste précise des membres. La base de données sera également utilisée pour l'administration financière de l'Association.

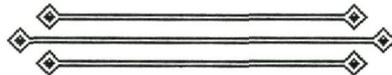
**Finances**

Le transfert de l'administration à Amsterdam nous a obligé à

modifier la cotisation des membres en ce qui concerne les devises, les modes de paiement et les transferts bancaires. Toutes les informations à ce sujet se trouvent sur la facture ci-jointe.

Deux observations sont à faire à ce sujet. Premièrement, nous désirons réduire les pertes relatives aux transactions financières internationales résultant des pourcentages bancaires. C'est pourquoi nous vous serions reconnaissants d'aider l'association en choisissant les modes de paiement les moins coûteux tels que **les eurochèques en monnaie néerlandaise et les comptes-chèques postaux en monnaie néerlandaise**. En fait, la manière la moins coûteuse pour recevoir des paiements est de payer en **argent liquide envoyé par lettre recommandée**. Deuxièmement, la situation financière de l'association serait grandement améliorée si plus de collègues posaient une candidature d'adhésion individuelle. La répartition actuelle entre les membres adhérant individuellement et ceux adhérant sous couvert d'une organisation est de 560:1740. Il devrait être possible d'améliorer

(continued on page 8)

**NOTICIAS DESDE NUESTRA SEDE ADMINISTRATIVA****Generalidades**

La Asociación ha establecido una nueva sede en Amsterdam. Su dirección es "Aeckerstyn", Baden Powellweg 109/111, 1069 LD, Amsterdam, The Netherlands. Sin embargo, le rogamos utilizar nuestra dirección postal para dirigirnos su correspondencia: P.O.Box 67006, 1060 JA, Amsterdam.

El número de teléfono de la Asociación es 31.20.6101581, y el número de Fax es 31.20.6104821. Si lo desea, también puede comunicarse con nuestra sede por correo electrónico (E-mail), vía BitNet:hamelink@iamcr.nl.

Hemos comenzando a montar una base de datos en la nueva oficina administrativa, para manejar toda la información relacionada con nuestros afiliados. Como es de comprender, ello tardará algún tiempo, e implicará también recurrir a su colaboración en un futuro próximo, remitiéndole algunas preguntas para cotejar los datos de afiliación con los que disponemos por el momento. Esto nos permitirá poner a su disposición una lista de afiliados precisa y actualizada. Dicha base de datos también servirá para apoyar la administración financiera de la Asociación.

**Estado Financiero**

Al trasladar la administración a Amsterdam, se hizo necesario implementar un número de cambios en los procedimientos establecidos para efectuar el pago de las cuotas de afiliados. Estos cambios tienen que ver principalmente con el tipo de moneda usada, las modalidades de pago, y las transacciones bancarias. Encontrará toda la información pertinente en la factura que acompaña nuestro boletín, 'IAMCR NEWSLETTER'.

Debemos hacer dos observaciones a este respecto. En primer lugar, quisiéramos reducir las pérdidas que implican las transacciones financieras internacionales, debido a las cuotas de manejo cobradas por los bancos. Por lo tanto, nos agradecería mucho si usted colabora con la Asociación, seleccionando una de las maneras menos costosas de efectuar su pago. Por lo tanto, nos agradecería mucho si Usted colabora con la Asociación, seleccionando una de las maneras menos costosas de efectuar su pago. **Estas formas consisten en adquirir 'Eurocheques' en moneda holandesa, o remitirnos un giro postal, también en moneda**

(continued on page 9)

## NEWS FROM THE ADMINISTRATIVE OFFICE

(continued from page 7)

The second observation is that the financial situation of the Association could be greatly improved if more colleagues decided to apply for ind ship. It has been practice that the correspondent member of an institution would receive two copies of all IAMCR mailings for further distribution. We would like to encourage that all those interested in IAMCR matters have their own copy of the Newsletter. This can be achieved by applying for individual membership or - in cases of institutional membership - by paying individually a minimal subscription fee which covers the production and distribution costs. The annual amount for two issues is Dutch Fl. 25,00 or US\$ 15,00 to be transferred in one of the modalities as indicated in the invoice form.

### Bled Conference Papers

Papers given at the Bled conference have been collected and are now available for reproduction and distribution. You will find with this newsletter the list of papers that can be ordered from the administrative office. As some orders may involve small amounts only, we have proposed modes of payment that do not cause problems for the Association. The list does contain all those papers that could be reproduced in a recognizable format. Unfortunately, some papers reached us in a quality of print that made photocopying an exercise in futility.

### Documentation

It would seem useful if we begin to develop at the administrative office a systematic collection of documentation that reaches us in the form of newsletters, books, periodicals and grey materials. We would like to encourage members who may have materials they consider of interest for the association's holdings, to send us these. This may include books published by members.

### Future Conferences

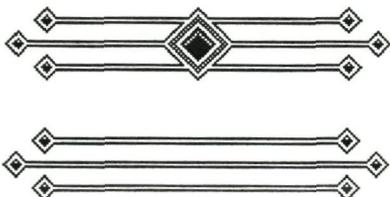
Presently preparations are in full swing for two conferences: the meeting of the International Council in 1991 and the 18th IAMCR Scientific Conference and General Assembly in Brazil from 16-21 August 1992. The conference committee met after the deadline for this newsletter and more details will reach you with the next issue of the newsletter.

### Brochure

A new brochure with basic information about the Association has been produced and is available for use. If you are interested in assisting the Association's PR, please let us know and we shall send you the number of brochures you may want to distribute. This can be very usefully done as you attend conferences, seminars etc. There are also membership application forms and let us know in case you know of an individual or institution we should send these forms to.

### Sections and Committees

At the Bled conference new sections were established, new section presidents were elected, and a series of new committees were inaugurated. Sections and committees are important instruments in the decentralization of Association activities. A full listing of those involved with sections, committees as well as with other bodies is provided here to facilitate direct contacts between the membership and these various groupings.∞



## NOUVELLES DU BUREAU ADMINISTRATIF

(continued from page 7)

cette situation, même modérement.

### La Newsletter

La distribution de ce bulletin d'informations concerne les finances. Nous avons décidé d'envoyer ce numero du bulletin à toutes les personnes concernées adhérant sous le couvert d'une organisation, afin de renseigner individuellement tous les membres de l'Association sur les nouveaux moyens de communication.

Il était d'usage que les membres adhérents sous couvert d'une organisation reçoivent deux exemplaires du courrier AIERI afin qu'ils les distribuent. Nous souhaitons à présent que toutes les personnes concernées par les questions de l'AIERI reçoivent leur propre exemplaire du bulletin.

Ceci peut se faire, soit en posant sa candidature pour une adhésion individuelle, soit en payant une cotisation minimale pour l'abonnement, qui couvre les coûts de production et de distribution. Le coût annuel pour deux exemplaires est de 25 florins ou de 15 U.S. dollars qui doivent être versés selon le mode indique sur la facture.

### Documents de conférence BLED

Les documents de la conférence Bled ont été rassemblés et sont maintenant prêts à être reproduits et distribués. Vous trouverez ci-joint la liste des documents que vous pouvez commander au bureau administratif. Etant donné que certaines commandes ne représentent que de petits montants, nous vous suggérons d'utiliser les modes de paiement présentant le moins de problèmes pour l'Association. Sur cette liste figurent les documents qui pourraient être reproduits dans un format courant. Malheureusement, certains documents nous parviennent dans un état tel qu'il nous est impossible de les photocopier.

### Documentation

Il est utile de conserver systématiquement la documentation qui parvient au Bureau administratif sous forme de bulletins d'informations, de livres, de revues et de littérature grise. Nous encourageons vivement les membres qui possèdent de la documentation pouvant être utile à l'Association, de bien vouloir nous les faire parvenir. Ceci inclut les livres édités par les membres eux-mêmes.

### Prochaines conférences

Nous sommes en train de préparer deux conférences: la conférence du Conseil International en 1991 et la 18ème conférence scientifique et assemblée générale de l'AIERI au Brésil, du 16 au 21 Aout 1992. Le comité de conférence s'est réuni après la date limite de production de ce numéro du bulletin. Nous serons donc à même de vous fournir de plus amples détails dans le prochain numéro.

### Brochure

Une nouvelle brochure contenant les informations principales sur l'Association est maintenant disponible. Si vous désirez aider le chargé des relations publiques de l'Association, dites- le nous, et nous vous enverrons le nombre de brochures que vous désirez distribuer. Ceci serait très utile lors de conférences, de séminaires, etc. Des formulaires de demande d'adhésion sont également disponibles. Si vous connaissez des personnes ou des organisations intéressées dans cette adhésion, faites-le nous savoir!

### Sections et comités

Lors de la conférence Bled, de nouvelles sections ont été créées, de nouveaux présidents de sections ont été élus, et une serie de nouveaux comités ont été inaugurés. Les sections et les comités jouent un rôle important dans la décentralisation des activités de l'Association. Aussi, afin de faciliter les contacts directs entre les membres et les différents groupements, nous joignons à ce bulletin une liste exhaustive des personnes travaillant pour ces sections, ces comités et autres organisations.∞

## NOTICIAS DESDE NUESTRA SEDE ADMINISTRATIVA

(continued from page 7)

holandesa. Incluso, la forma más barata de pagar es enviándonos efectivo por carta certificada o recomendada. Nuestra segunda observación es que las finanzas de la Asociación podrían mejorar significativamente, si un mayor número de colegas optara por afiliarse a título individual. La proporción actual de afiliaciones individuales, en comparación con las institucionales, es de 560 : 1740. Creemos que es posible cambiar esta proporción, aunque sea modestamente.

### El Boletín Informativo "IAMCR Newsletter"

La distribución de este boletín tiene relación con nuestras finanzas. Con el fin de familiarizar a todos nuestros socios afiliados con este nuevo medio de comunicación, hemos decidido enviar este ejemplar a todas las personas cubiertas por una afiliación institucional. Anteriormente era nuestra costumbre enviar dos copias de todo envío postal de IAMCR a una persona dada en cada institución afiliada, para que ésta a su vez se encargara de divulgar el material. Ahora queremos fomentar la iniciativa de que todo interesado(a) en las actividades de IAMCR reciba su propio ejemplar del boletín. Esto puede lograrse o bien solicitando la afiliación individual, o bien pagando por aparte un costo mínimo de suscripción al boletín, que cubra los costos de impresión y distribución, en el caso de personas que hagan parte de la nómina de una entidad afiliada. El porte anual para recibir los dos números correspondientes es de 25 florines o 15 dólares, a ser pagados por una de las dos modalidades indicadas en la factura.

### Las Ponencias de la Conferencia en Bled

Han sido recopiladas las ponencias presentadas en la conferencia que tuvo lugar en Bled, Yugoslavia, y están disponibles para su reproducción y circulación. En este número encontrará la lista de ponencias que pueden ser solicitadas a nuestra oficina administrativa. Como algunos pedidos pueden ser bastante limitados, sugerimos modalidades de pago que no conlleven dificultades para la Asociación. La lista contiene todas las ponencias que pudieron ser reproducidas en formato reconocible. Lamentablemente, algunas ponencias nos llegaron con tan mala calidad de impresión, que esto hizo imposible su reproducción.

### Documentación

Consideramos de gran utilidad comenzar a reunir en nuestra sede una colección sistematizada de toda la documentación que nos es remitida en forma de boletines, libros, publicaciones periódicas y memorias oficiales. Deseamos aprovechar esta oportunidad para solicitar a nuestros afiliados cualquier material bibliográfico que consideren de interés para dicha colección. Tendremos además mucho gusto en recibir obras publicadas por nuestros afiliados.

### Conferencias Proyectadas

En la actualidad se están llevando a cabo los preparativos para dos conferencias: la primera conferencia será la próxima reunión del Consejo Internacional y el otro evento en preparación es la 18ava Conferencia Científica y Conferencia General de IAMCR, que se llevará a cabo en Brasil entre el 16 y el 22 de agosto de 1992. El comité encargado de organizar esta conferencia se reunió después de cerrada esta edición, así que quién lo desee, encontrará más detalles sobre dicha conferencia en el próximo boletín.

### Folleto de Divulgación

Hemos editado un nuevo folleto con información básica sobre la Asociación, y está disponible al público interesado. Si Usted estuviera dispuesto(a) a ayudar a la Asociación en sus relaciones públicas, por favor déjenoslo saber y le enviaremos un número de folletos para su divulgación. Esto puede ser muy útil cuando asista a congresos, conferencias, seminarios, etc. También le agradeceremos nos comunique si tiene conocimiento de personas o enti-

dades que podrían estar interesadas en afiliarse a nuestra Asociación, y a quienes podríamos remitirles nuestros formularios de inscripción.

### Secciones y Comités

En la conferencia de Bled, se crearon nuevas secciones de la Asociación, fueron elegidos presidentes para estas secciones, y se lanzaron una serie de nuevos comités de trabajo. Las secciones y los comités de trabajo son ambos herramientas fundamentales para descentralizar las actividades de la Asociación. Encontrará en esta edición un listado completo de los participantes de las distintas secciones, comités y otros cuerpos organizativos de la Asociación, con el fin de facilitar el contacto directo entre los afiliados y estas agrupaciones.∞



Next Issue's Deadline:  
November 15th

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The IAMCR/AIERI Newsletter is published at least two times each year. Each issue includes news of IAMCR business (sections, committees, task forces, etc.) and news from individual IAMCR members (conferences, projects, publications, jobs, professional activities, honors, etc.). At least 25% of each issue is reserved for news from individual members, which will be included after necessary editing on a first submitted, first-included basis as space is available. Submissions may be in English, Spanish or French and will be published in that language.

This issue has been prepared in Eugene, Oregon, and printed and distributed from IAMCR headquarters in Amsterdam. For more information, contact the IAMCR at the address above.

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