

INTERNATIONAL ASSOCIATION
FOR MASS COMMUNICATION RESEARCH

Petit-Chêne 18 B, 1003 Lausanne
May 1st, 1971

22nd Presidential Letter
Or.Fr./Trans. Engl.

Dear colleagues and friends,

As announced in Presidential Letter 21, our association will participate in the International Symposium organized by the Center for Public Opinion and Mass Communications Research at the Faculty for Sociology, Political Sciences and Journalism of the University of Ljubljana, the Yugoslav Institute of Journalism, Belgrade, the Institute for Social Studies, Belgrade, the Institute for Social Management, Zagreb, and the Yugoslav Radio and Television (JRT).

This Symposium, entitled "NEW FRONTIERS OF TELEVISION", will take place from June 2nd to June 4, 1971, at Lake Bled, Yugoslavia.

All IAMCR members are cordially invited to participate in this congress and can still send their application for participation to Mr. Tomo Martelanc, Faculty for Sociology, Political Sciences and Journalism, University of Ljubljana, Titova 102, Ljubljana, Yugoslavia. But you have certainly received directly from the organizers a detailed programme of the symposium. It will be divided into four main subjects, each one being approached under various aspects by eminent specialists.

1. Television and International Understanding
2. Television and Social Change
3. Television and Communication by Satellites
and a round-table discussion on
4. Education of Personnel for New Tasks of Television.

As you will notice, all four subjects coincide with sections working with IAMCR and respectively presided by :

Mr. Bogdan Osolnik (International Understanding)
Mr. Alex S. Edelstein (Socio-Psychology)
Mr. Dallas W. Smythe (Communication Satellites)
Mr. Francesco Fattorello (Professional Training).

On this occasion, members of the Permanent Bureau and of the Executive Committee are convoked on Saturday, June 5, at 9.00 a.m., at Villa Bled.

The agenda will include a presidential report on IAMCR activities since the Constance congress, as well as reports by the Secretary General and some Presidents of Sections. We shall also discuss IAMCR activity programme for 1971/1972.

We would like to add that the place where the symposium will be held, Villa Bled, is sure to provide a most agreeable environment. Being formerly the residence of the Yougoslav Royalty, this beautiful property is now used for representation by President Tito. It is remarkably furnished and situated in a magnificent park.

You will certainly remember the generous hospitality which was offered to us by our Yougoslav friends on the occasion of the Herceg-Novı general assembly (1966) and of the Ljubljana colloquium (1968). At that time, you had already had the opportunity of admiring Bled. We do hope that again many of you will be able to come to Bled at the beginning of June and that again, - and thanks to our Yougoslav friends - after having studied and discussed important problems, the coming symposium will be an opportunity of confirming and tightening the links of friendship between our members.

On the other hand, those who shall not be able to come to Bled will have an opportunity of meeting from July 4 to 8, 1971, in ALGHERO (Sassari, Sardinia), where our eminent colleague Marcello Eydalin will inaugurate the SARDINIAN INSTITUTE FOR MASS COMMUNICATION RESEARCH. All our members who are interested in attending this event are kindly requested to apply directly to : Mr. Marcello EYDALIN - Via Stresa 98 B, Roma, Italy.

Finally, the next meeting of the BUREAU and EXECUTIVE COMMITTEE is convoked on November 10, 1971, in BARCELONA, during the Symposium on "INFORMATION AND SOCIAL INTEGRATION", organized by the Institute of Social Sciences of the University of Barcelona, from November 8 to 12, 1971. All members who plan to participate in this symposium are requested to send their application directly to Mr. Jorge Xifra, Director of the Institute of Social Sciences, Carmen 47, Barcelona, Spain.

You will also find hereafter new modifications to our address list, which should help you keep it up to date. Several members have informed us of errors in the Constance participants list. We thank them for having written to us and give hereafter the necessary rectifications.

We have also received an important number of very interesting books and studies published by our members. A bibliography will appear in our next presidential letter.

We look forward to meeting many of you at one or another of the above meetings and in the meantime,

we remain

yours very sincerely.

Your President

Jacques Bourquin

