INTERNATIONAL ASSOCIATION FOR
MASS COMMUNICATION RESEARCH

Lausanne, February 1st 1967

6th letter from the President

Dear colleagues and friends,

In this beginning of the year, let me express to you my heartiest wishes. I hope that, thanks to you all, 1967 will be as beneficial to our association as 1966 has been, and that the impulse given will still be amplified for the best renown of the I.A.M.C.R., and of the cooperation between all research men in the field of information.

First of all, I want to give you some flashes from the last Executive Committee meeting which was held in November, partly in Paris and partly in Cracovia. These two meeting showed, as was the case in Herceg-Novi, the vitality of our association and the numerous interests which it raises.

List of members

A few years ago, we set up a list which we sent to each of you. But our association includes a great number of "migrating birds", so that the accuracy of this index is limited. Even the secretary's office has some difficulty to maintain a regular contact! Several of you have recently written to ask that this index of addresses be put up to date, and we have decided to do it, the more so that it is one of the first mission of the I.A.M.C.R. to facilitate and promote relations between research men and scholars of the whole world.

Therefore, we enclose with this letter an answer-card which you will only have to complete and return to us. Thereupon we shall take the liberty of requesting from one of you in each country, that he tries to trace those of our members who would not have replied. If some of you would already register themselves for such a barren but necessary task, we would be very grateful. Once this will be done, we shall sent to each of our members a copy of a list which we shall endeavour to keep up to date.

Yearly subscription

The foregoins has certainly shown you that, on this point too, things are not perfect. During several years, as the advantages provided by the I.A.M.C.R. were rather modest, we have not insisted on this point, leaving it to the good will of our members.

But this year, we believe that we are authorized to draw your attention to this problem. Indeed, during these last months, the work carried out in the midst of the I.A.M.C.R. has been constantly increasing. In spite of that fact, too many of our members neglect to fullfil their financial duty. We therefore request you to kindly think of paying regularly your yearly subscription, which, furthermore, is a trifling one, (Sw.Frs. 50.- or US $ 12.- for individual members).

The index of research men and that of the studies under way, as well as the bulletin prepared by your general secretary, professor Klimes, devoted to our meeting in Herceg-Novi, will only be sent to those members which will have paid their yearly subscription. We know we are insisting on the subject, but please believe that we are compelled to do so if we want to be in a position to pursue and extend our activities.

I hope that 1967 will give me the opportunity to see each of you during one or the other of the numerous meetings fore sean in our program:

Next meetings

Mr. Marinovic announced the organisation of a symposium, which will be held in the beginning of september 1967 at Ljubliana (Jugoslavia). The provisional program includes four subjects:

1.- Contemporary theories on mass communications, and the phenomenon of communications in the light of social sciences;

2.- The contemporary processes and public opinion;

3.- International communication and the possibilities of understanding;

4.- The freedom of information and the United Nations.

Mr. Bellanger informed us of a discussion on legal documentation, which will be held in Paris towards the end of 1967, in cooperation with Professor Terrou and the French national commission for the UNESCO.

Mr. Löffler has also pointed out that the members of the legal section are invited to follow tho work of the Congress of the German national section, which will be held on June 5 and 6, 1967, in Mayence, on the subject : The public and the mass-media, with the coopération of Professor Clausse.

In Automn or Winter 1967, Professor Roegele, from Leipzig, would like to o ganize in Leipzig or Munich a meeting of the historical section, devoted to the methodology of the stor of journalism.

Professor Vladimir Klimes would assemble, as from July 1967, im Prague, the Executive Committee and a commission entrusted with the problems of terminology.

Professor Angel Benito, of the University of Navarre, Pampluna (Spain) invite for April 1968 the Executive Committee for a Symposium.

The Xth anniversary of the I.A.M.C.R. should be celebrated in December 1967, in the house of the UNESCO in Paris, at the same time as the conference on legal problems.

General Meeting of 1968

The general meeting of Herceg-Novi has decided that the next general meeting will be held at Oxford, under the condition that visas be formally issued to all members who would apply for them, in particular to the citizens of Eastern countries. If difficulties are encountered in this respect, the Executive Committee has been authorized by the Herceg-Novi meeting to choose another place of meeting. An invitation has been received from Santander (Spain).

Professor Gerbner (Annenberg School, University of Philadelphia), has formally informed the IAMCR that a general meeting could be held in Philadelphia in 1968, 1970 or 1972.

Lodging and travelling facilities will be offered to the members of the Congress. It has been decided to retain this invitation for 1972, as the meeting of 1970 is to be held, on principle, in Moscow.

Publication of the works of the legal section

Mr. Löffler announces the publication in the near future of his works, by the editors Beck of Munich, in French, German and English. The French and German texts are ready.

Please, believe me, dear colleagues and friends,

Very sincerely yours,

Bourquin

Jacques Bourquin
President

NB: The VIth Technical Conference, organized by the International Federation of New paper Publishers, will be held in Paris the 14th and 15th of November 1967. The agenda is the following: electronic and computer in type-setting research, ink and newsprint, photocomposition and offset, stereotyping problems, colour printing a.s.o.

The Executive Committee of F.I.E.J. will accept a limited number of IAMCR members, who are Kindly asked to send their application immediately to the President, J. Bourquin, Petit-Chêne 18 3, 1003 Lausanne, Switzerland.