

INTERNATIONAL ASSOCIATION FOR MASS COMMUNICATION RESEARCH

Minutes of the Meeting of the International Council

Friday, 13th July 1979

Beaumont Hall, University of Leicester, England

NB: The meeting of the International Council recorded in these minutes was preceded by a thorough, comprehensive, although relatively informal discussion on Thursday, 12th July, on the Past, Present and Future of the Association. In this discussion, which was based, in part, on a previously circulated collection of papers under the same title, numerous topics were covered from financial, organizational and administrative matters, through publications and publicity, to wider political and ideological concerns. Votes were not taken, and members were certainly not unanimous on all issues, but the discussions made it easier for the Council, at its formal session on 13th July, to reach decisions at several levels about the future of the Association. These discussions and "decisions" are reflected in these minutes.

1. a) The President opened the meeting at 0930 hours in the presence of:

J. Beneyto	F. Kempers	W. Pisarek
A. Bunzlova	O. Linne	G. Robinson
E. Dusiska	T. Martelanc	H. Schiller
M. Eydalin	E. Noelle-Neumann	A. Werner
C. Hamelink	K. Nordenstreng	Y. Zassoursky
O. Hulten	B. Pavlic	

Mrs Peggy Gray was present as administrative secretary.

b) Apologies were received from:

A.M. Auda	H.H. Fabris	H. Mowlana
F. Balle	F. Fattorello	A. Opubor
L. Beltran	G. Feliciano	B. Osolnik
J. Bourquin	G. Gerbner	Y.V.L. Rao
P. Campeanu	B. Golebiowski	O. Roegele
N. Dajani	G. Heidorn	P. Sepstrup
N. de Camargo	P. Levy	A. Suffert
A. Edelstein	M. Loeffler	T. Szecsko
		Y. Uchikawa

2. The previously distributed minutes of the meeting of the International Council, which was held in Warsaw on the occasion of the 11th General Assembly and Scientific Conference on the 4th-5th September 1978, were approved and signed as a correct record of that meeting.

3. Business arising from the above minutes

The President reported

- a) that there had been some delay in the processing of the Association's application for NGO Status A with UNESCO. The application had been acknowledged, but the outcome was not yet known;
- b) that the Association, because of its status with UNESCO, had appropriate status with the U.N. and assurance had been given that, in the future, the Association would receive all relevant information from UNESCO;
- c) as with the two previous conferences, UNESCO would again provide financial support for the preparation and publication of a monograph based on the proceedings of the main sessions at the Warsaw Conference. The UNESCO grant would be at the same level as in previous years. As a result of this, and because of inflation, IAMCR would have to meet a proportion of the publication and distribution costs from its own funds.

4. President's Report

a) The President reported on

- (i) the generally satisfactory progress of the Association, and how he had represented it since the last meeting of the International Council;
- (ii) selected issues that had been discussed at the informal meeting of the Council on 12th July.

b) It was resolved that

- (i) a new "sectional format" should be adopted in the Presidential letter - the letter being broken down (e.g. different colours for different parts) into appropriate parts or sections, according to subject matter;
- (ii) whenever possible, reports from IAMCR official observers to UNESCO and other relevant conferences, should be included in the letter;
- (iii) all Sections should report regularly on their progress and programmes, and that these reports should be included in the Presidential letter;
- (iv) the President should ask all Presidents of Sections to provide reports on their programmes early in 1980, and certainly in time for the next meeting of the International Council (see below);
- (v) a "questionnaire" should be sent to all members with a view to obtaining a record of members' publications, research and teaching interests, membership of professional and academic bodies, etc. Information obtained in this way would be published in the Presidential letter, probably in addition to the "members' publications list" which had been produced for some years;
- (vi) ideally, the letter should be produced at least three times per year, although the timing of the publication would be governed by available information and relevant activities;

- (vii) consideration should be given to those members of the International Council who were not able to attend meetings. For example, in addition to the minutes of the meetings, lists of new members and other relevant papers should be sent to them;
- (viii) the President should give attention to the issue of voting by proxy mail (see Statutes) with regard to the meeting of the International Council and General Assembly. Firm decisions should be taken on this at the next Council meeting, and results conveyed to members before the Caracas meeting;
- (ix) there was an urgent need, particularly with regard to (a) our application for NGO Status A, and (b) our claim to be a genuinely international association, to engage in a thoroughgoing, comprehensive recruitment campaign. There were many countries, especially in the Third World, that were not represented in the Association. Members of Council would write to the President with lists of individuals, institutions, associations, etc., that should be approached with a view to their becoming members.

5. Financial Statement

The financial situation was reasonably satisfactory, if regarded solely in the limited and subsidized way we had become accustomed to regard it over the past decade. The balance in hand of approximately Sfr. 50,000 was healthier than it had ever been before, but basic costs were forever increasing, and it was recognized that some of the "hidden costs" of the past with regard to administrative and secretarial servicing, etc., could not remain hidden forever. Income was almost entirely from membership dues, and payments here were not as regular as they might be. Income was not really adequate to meet real running and servicing costs, let alone the additional activities which might stem from other legitimate initiatives from the Sections and elsewhere.

It was resolved that the President should write to all members re. payment of dues, etc., and it was accepted that, in future, the Association would have to meet more of the real costs of servicing, administration, etc., than it had done in the past.

6. Caracas Conference

The President, Peggy Gray, Cees Hamelink and Kaarle Nordenstreng reported on the meetings of the Programme Committee and on other business with regard to the forthcoming Caracas Conference. (See attached for notes on main meeting.)

The reports were accepted, and it was resolved that, in addition to accepting the principles of the general programme, as outlined in the notes,

- a) a full session should be given to a discussion of the report of the MacBride Commission;
- b) special efforts should be made, via UNESCO support and in other appropriate ways, to ensure a satisfactory attendance at the Conference. It was recognized that, for the first time, for most members the financial burden would be considerable. The President, encouraged by UNESCO's promise at the Allensbach meeting of extended financial support, would take up this matter with UNESCO and other bodies.

- c) following the successful joint meeting at Warsaw with the Professional Training Section, AEJ and IOJ, Professor Zassoursky, again in cooperation with these and other institutions and associations such as IPI, FIEJ, AMIC, CIESPAL, would organize a special symposium at the Caracas Conference on THE TRAINING OF JOURNALISTS IN THE FRAMEWORK OF THE NEW INTERNATIONAL INFORMATION ORDER.

7. New Members

A list of new applications for membership (attached) was presented and approved.

8. International Council Membership

According to Statutes, all officers of the Association, members of the Bureau and International Council would have to be elected/re-elected at the Caracas General Assembly.

a) It was agreed

(i) that prior to the General Assembly the International Council, at its next meeting, would prepare a list of nominations for submission to the General Assembly;

(ii) that immediately prior to the next Council meeting, the Bureau would meet to present a list to the Council;

(iii) that the President would write to all members of the Association asking for their suggestions, nominations, etc.

b) The resignation of Dr Antonio Pasquali (Venezuela) because of his UNESCO appointment was accepted with regret. It was resolved that for the remainder of the period (to the Caracas Conference) the vacancy on the Council would be filled by Dr Oswaldo Capriles (Venezuela).

9. Sections

Reports were received from the various Sections and, in some cases, from informal meetings that had been held in Burgos, Spain and Urbana, Illinois, USA.

It was resolved that

a) Breda Pavlic should be appointed President of the International Communication Section; she be congratulated on the production of such an interesting programme, and that she should be encouraged to explore the possibility of having a meeting of the Section (perhaps together with a meeting of the International Council) in Yugoslavia early in 1980;

b) Tamas Szecsco and Robin Cheesman should be appointed joint Presidents of the Political Economy Section;

c) the President should write to Dallas Smythe, asking him

(i) to amend his proposed programme a little so as to provide an appropriate balance between satellites and technology. It was felt that, in the proposed programme, the satellite element might possibly be over-emphasized, and technology neglected;

- (ii) to decide, in consultation with Bill Melody, whom they would propose as President of this Section.

Breda Pavlic and Robin Cheesman (in absentia) were welcomed to membership of the Council in their ex officio capacity.

10. Relationship with UNESCO

- a) It was confirmed that the Association valued its association with UNESCO, and appreciated and was grateful for the support afforded by UNESCO to some of its activities. Nevertheless, it was felt that, whatever the reasons, IAMCR did not participate as fully as it might in the planning and execution of the UNESCO communication research programme. It was felt that UNESCO's programme was not being adequately informed by the multidisciplinary expertise of IAMCR members, who came from all parts of the world, and from many different social systems. It was resolved that attempts should be made to remedy this.
- b) The President reported on the progress of the Foreign Images Study. This study, which was being coordinated and administered from IAMCR headquarters at the Centre for Mass Communication Research at Leicester University, was being carried out in over twenty countries, all of which were meeting the costs of this research which was an integral part of UNESCO's communication research programme, and had developed as a result of IAMCR's positive response to that programme.

11. Relationships With Other International Bodies

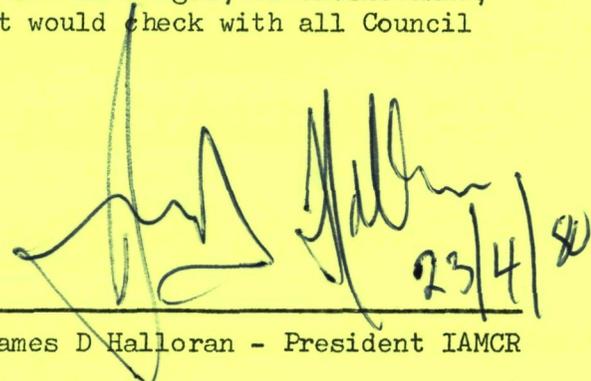
- a) This was discussed with regard to several associations and institutions, particular attention being given to the ICA meeting in Acapulco, the IIC meeting in Bogota, and the relationship of these to the Association's Caracas meeting. It was agreed that friendly, cooperative working relationships should be developed with these and other bodies with related interests, who might wish to become associate members of IAMCR as the primary international research association in this field.
- b) The appointment of G.G. Robinson as Vice-Chairperson of the International Division of AEJ was unanimously welcomed as auguring well for the continuance of the excellent relationships which already existed between AEJ and IAMCR.

12. UNCSTD Vienna Conference

Breda Pavlic, Olof Hulten and Cees Hamelink would be attending, and would report back on this.

13. It was provisionally agreed to accept the invitation of Dr Alica Bunzlova to hold the next meeting of the International Council in Prague, Czechoslovakia, probably around 20th April 1980. The President would check with all Council members before finally confirming.

Emil Dusiska - Secretary IAMCR



James D Halloran - President IAMCR