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A Report of AMIC's First Correspondents' Meeting (Singapore December 6-7, 1971 and List of Participants
A Report on Amic's First Correspondents' Meeting
(Singapore December 6-7, 1971)

Introduction

In drawing up its programme for 1971-72, Amic had laid emphasis on its role as a "clearing house" and said that "In its primary role as a documentation centre, Amic will endeavour to collect all material relevant to its activities from institutions and individuals in Asia and outside; such material will include not only published works but, equally important, unpublished manuscripts, talks, memorandum and all other such 'fugitive' material."

Among some of the other items in the programme Amic had also undertaken to disseminate such information in a form which would be useful not only to scholars but also to administrators and practitioners; it had also committed itself to maintain up-to-date lists of institutions and individuals active in mass communication work in the region and to promote the exchange of information between them; it had also undertaken to organise conferences at its headquarters in Singapore and elsewhere in the region to bring together mass communication scholars and practitioners to discuss subjects of mutual interest and concern.

As part of its efforts to put its programme into action, it brought together 15 mass communication specialists from 15 countries to Singapore for what was called the "First Correspondents' Meeting". This meeting was held in Singapore on December 6-7, 1971. It was, as such, the first travelling seminar which Amic organised in September, 1971, and which also brought together mass communication specialists from the region. The aim behind both these initial activities was manifold. Amic hopes to continue this pattern and use the opportunities it has to bring together mass communication specialists in the region to not only meet specific aims in connection with specific meetings, but also to utilize such meetings for the purposes of receiving advice, suggestions and assistance from the specialists who, in the final analysis, are the backbone of Amic and its "ambassadors" in the field, both in their capacity as mass communication specialists and in their capacity as members of Amic.

The following is a report of the Correspondents' Meeting in which it was generally agreed that the participants would assist Amic primarily as mass communication specialists and not as appointees, although for the sake of the smooth working of Amic's collection and dissemination functions, certain jointly formulated and systematic steps will be involved in the relationship between the secretariat of Amic and such "friends" of Amic in the field. The work Correspondents should therefore be viewed in this light.

**Keywords:** Technology, Cultural flows, Mass communication, etc.
I. Amic's Correspondents

Amic's "correspondents" are mass communication specialists, educators, researchers, or practitioners who are also members of Amic. It is hoped that those who were invited to attend the First Correspondents' Meeting will form a part of the core of Amic's correspondents network, of which the members of the Travelling Seminar are already a part. It is envisaged that this network will be eventually built up to as many as 60-80 in order to cover the region effectively, both professionally and geographically.

II. Duties of Amic's Correspondents

Amic's correspondents will be honorary "field representatives of Amic" in their respective countries. In this role, it is hoped that correspondents will help to collect resource material for Amic's documentation unit as well as to collect information regarding mass communication for dissemination through Amic's newsletter, the AMC Bulletin. Correspondents are also expected to actively participate in seminars and to attend talks related to mass communication and report such activities to Amic. In addition, it is hoped that correspondents will be able to assist in organizing regional meetings, workshops, research projects etc. In a sense, correspondents can become, as it were, an extended arm of the secretariat.

III. Purposes of Amic's Correspondents' Meeting

(a) to bring together, for the first time, a group of potential correspondents.
(b) to discuss the problems and tasks of correspondents.
(c) to discuss the possibility of cooperation between Amic and the institutions, scholars and practitioners in Asia.

IV. Amic's First Correspondents' Meeting

Amic's First Correspondents' Meeting was convened directly after Amic's First General Assembly, which was held in Singapore on December 2-4, 1971. The meeting was attended by 18 participants from 16 countries. Dr. Y.V.L. Rao, Secretary-General of Amic, opened the meeting by giving a short account of the international role of Amic and tracing Amic's development from the initial Unesco - FES discussions to the meetings held in Tokyo in 1967 and Singapore in 1969. Dr. Rao elaborated that Amic is of a chain of regional centres around the world, the other centres being Nadic at Iowa for North America, Ciespal at Quito for Latin America, University of Leicester at Leicester for English speaking Europe, Nordic at Stockholm for Scandinavian Europe and Stockholm for French speaking Europe. Mr. R. Keune, the FES Representative, who was also present throughout the meetings indicated that there are plans to set up a centre for the Middle East.

Mrs. Lena U Wen Lim, Amic's Programme Specialist (Documentation) led the discussion on the basis of her brief outline on "The Asian Contribution: Amic's task in (a) Collection of resource material (b) Dissemination"

This was followed by the Correspondents' reports on the mass communication situation in their country and the possibilities and problems of documentation in their countries. It is hoped that the
enthusiasm noticeable at the meeting would be carried on into practical demonstration during the year, and that this cooperation will be based on professional interest that will lead to mutual benefit for the correspondents as well as Amic.

V. Decisions and Recommendations of the Meeting

1. Amic’s correspondents will be "appointed" annually.
2. Accreditation will be arranged through an exchange of letters between Amic and the correspondents.
3. A limited supply of Amic’s letterheads and business cards will be made available to correspondents for their official work on behalf of Amic.
4. A working sum will be forwarded if needed, to correspondents who may not have adequate institutional facilities to defray expenses of postage, cost of reproducing and purchasing documents. Some translation and travel expenses can also be met, but only with prior permission of Amic.
5. Amic brochures, newsletters and other publications will be made available to correspondents for use in facilitating their work for Amic.

6. Fugitive Material

Correspondents should concentrate on collecting 'fugitive' material. This category of material is difficult to acquire as it cannot be purchased through the normal book selling channels and secondly, its existence is not often documented in bibliographic lists.

7. Selectivity

Correspondents will have to be selective in sending material to Amic. Selectivity should be based on subject matter (i.e. mass communication) and quality. For example, material of high school level should be omitted.

8. Exchange

Where possible, documents should be acquired, if not gratis, then on an exchange basis. Failing which, then at cost. When originals are not available photocopies should be made.

9. Periodicals

Correspondents are requested to compile lists and send sample copies of important periodicals published in their countries, which Amic should subscribe. Special mass communication issues, which are sometimes published in general periodicals, should be purchased for Amic.

10. Institutions

Correspondents are requested to compile lists of mass communication institutions and related organisations for Amic. Such lists should include full addresses and names of contact persons and telephone numbers.

11. Thesis and other Research

Correspondents are requested to send Amic lists of thesis and other research conducted at institutions know to them. If possible, these should be accompanied by a 250 word abstract of each item. Amic plans to compile a list of thesis and research work in Asia, for distribution.

12. News Clippings

As Amic can only scan a very limited number of newspapers, correspondents
are requested to scan the important newspapers in their respective countries and to clip relevant articles for Amic. If possible, and necessary, clippings should be accompanied by an English translation. For the moment, Amic scans:


13. Bibliographies and Indexes

Bibliographies and indexes on mass communication should be collected for Amic. Unpublished lists and lists in journals should not be overlooked.

14. Photocopies

Photocopies of originals should carry full bibliographic information, e.g., an article from a journal or a seminar paper should indicate the name, volume and year of journal or full name of the seminar, the organizing body, etc.

15. Difficulties

Where difficulties are encountered because of local bureaucracy or because material is of a classified nature, correspondents should inform Amic. Sometimes an outside regional institution is able to acquire information which is not available to nationals.

16. Duplication in Acquisition

Duplication in acquisition must be avoided. Correspondents within a country should try and agree amongst themselves as to each individual's area of responsibility. At the same time, correspondents and Amic should not duplicate each other's efforts. In case of doubt carbon copies of letters should be sent by correspondents to Amic and vice versa.

17. Copyright

When photocopying documents it should be noted that if such photocopying is limited to individual research purposes then, there is no infringement of copyright. Various correspondents also indicated that they have no objections if photocopies of their material are made provided full acknowledgement are included.

18. Postage

All material should be sent to Amic by second-class airmail (printed matter). Should the cost of this be too prohibitive owing to the vast bulk, then they should be posted by seamail.

19. Micro-film and Micro-fiche

Correspondents indicated that micro-film readers are available in:

Afghanistan, Hong Kong, India, Japan, Korea, Malaysia, Philippines, Singapore, Taiwan and Thailand.

Microfiche readers are available in:

Malaysia, Philippines, Japan and Singapore.

As microfilm and Microfiche readers are available only in some countries, and in some countries only in certain institutions, Amic feels that for the moment, Amic will supply copies in photocopy form. Microfiche, which is an economical form of document storage, will be kept in view. This is also necessitated by the fact that as yet there is no microfiche service available in Singapore.

20. Information Gathering

Correspondents are requested to forward (by aerogram) all information regarding up-coming conferences and on-going research in mass communication for use in the AMC Bulletin.
21. **Publicise**

Correspondents are asked, where opportunity arises, to publicise the activities, the aims and objects of Amic in their local newspapers, organisations, etc.

22. **Translation**

English translation of authors and titles, place and name of publisher and date of publication should accompany documents which are not in English. Where possible, a short abstract, in English, of the documents would be much appreciated. Full translations of documents should only be made selectively and then only on request. Such translations should be made only by language and subject experts. Where possible, the author will be informed before a translation of his work is made. As translations are labour intensive and highly specialised work, duplication of such effort should be avoided at all cost.

It is noted that a cooperative translation service of Japanese material exists between NHK and EWCI.

Amic is happy that throughout the two day discussions, much enthusiasm and willingness was voiced by those who attended to "assist" Amic in their capacity as correspondents of Amic. On our side, Amic gives the assurance that whatever assistance it receives, it will also try to reciprocate through its various activities. After all, the success of Amic can only be measured in terms of the service and assistance it can offer to its members.

LUWL/JT
20.1.72.
Correspondents who attended AMC's Correspondents' Meeting

1. AFGHANISTAN
   - Abdul Latif Jalali
     President of Radio Afghanistan, Kabul, Afghanistan.

2. AUSTRALIA
   - John Cockcroft
     Assistant to Secretary-General, Asian Broadcasting Union, GPO 4003, Sydney 2001.

3. BRUNEI
   - C.V. de Freitas
     Director of Broadcasting P.O. Box 1475, Bandar Seri Begawan, Brunei.

4. CEYLON
   - D.C. Ranatunga
     Product Manager, Lever Brothers (Cey.) Ltd., 7/1 Balahemulla Lane, Colombo 6, Ceylon.

5. HONG KONG
   - James Shen
     Professor, New Asia College, Chinese University of Hong Kong, Hong Kong.

6. INDIA
   - S. Bashiruddin
     Head of Dept. of Journalism, Osmania University Campus, Hyderabad-7, India.

7. INDIA
   - N.M. Pillai
     Professor and Head of the Depts. of Advertising and Campaign Planning and Traditional Media, Indian Institute of Mass Communication, NDSEII New Delhi-49, India.

8. INDONESIA
   - Dahlan M. Alwi
     Director, INSCORE, P.O. Box 2702/DKT, Djakarta, Indonesia.

9. INDONESIA
   - Aladdin

10. JAPAN
    - Kazuhiko Goto
       NHK Theoretical Research Center, 1-10 Shiba Atagocho, Minatoku, Tokyo 105, Japan.

11. JAPAN
    - Ikuro Takeuchi
      Professor, Institute of Journalism, University of Tokyo, Hongo, Tokyo, Japan.

12. KOREA
    - Kwang Shik Ahn
      Professor, Dept. of Broadcasting & Journalism, Ewha Woman's University, Seoul, Korea.

13. MALAYSIA
    - Ainul Adnan bin Abdul Rahman
      Deputy Director, Malaysia Centre for Development Studies, PM's Dept., EME Building, Pudu Road, Kuala Lumpur.

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14. NEPAL / Prachanda Man Singh P. Head of the News Section, Dept. of Broadcasting, Radio Nepal, Singha Durbar, Kathmandu, Nepal.

15. PAKISTAN / Sharif al Mujahid Head, Dept. of Journalism, University of Karachi, Karachi-32, Pakistan.

16. PHILIPPINES / Emilinda de Jesus Librarian, Institute of Mass Communication, University of the Philippines, Diliman, Quezon City.

17. PHILIPPINES / Armando Malay Dean of Students, University of Philippines, Quezon City, Manila.

18. SINGAPORE / Wong Soon Chong Asst. Professor Government & Public Administration, Nanyang University, Jurong, Singapore, 22.

19. TAIWAN / Hsu Chia-shih Dean, Graduate School of Journalism, National Chengchi University, Taipei, Taiwan.

20. THAILAND / Jaranai Glaegosol Chulalongkorn University, Phyathai Road, Bangkok.

21. VIETNAM / Bang Le Thai Head, Dept. of Journalism, 213/83 Nguyen Thien Thuat St., Saigon.

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VII. Correspondents who attended Amic’s 1st Travelling Seminar

1. HONG KONG / Prof. Timothy Yu Chairman, Dept. of Communication, Hong Kong Baptist College, 224 Waterloo Road, Kowloon.

2. INDIA / Prof. I.P. Tewari Head, Indian Institute of Mass Communication, D-13, South Extension Part II, New Delhi - 49.

3. INDONESIA / Drs. D.H. Assegaff Chairman, Dept. of Mass Communication, Faculty of Social Sciences, University of Indonesia, Djl. Salemba 4 - Djakarta.

4. JAPAN / Prof. Shinichi Ito Institute of Journalism, University of Tokyo, Hongo, Tokyo.

5. KOREA / Dr. Kim Il-Chul Director, Mass Communication Library, Graduate School of Mass Communication, Seoul National University, Seoul.
6. MALAYSIA  Mr. R. Balakrishnan  Director of Training, Dept. of Broadcasting, Malaysia, c/o National Broadcasting/ Training Centre, Jalan Ampang, Kuala Lumpur.

7. PAKISTAN  Dr. Abdus Salam Khurshid  Head, Dept. of Journalism, University of the Punjab, Lahore.

8. PHILIPPINES  Dr. Crispin Maslog  Director, School of Journalism & Communication, Silliman University, Dumaguete City.

9. PHILIPPINES  Prof. Hernando J. Abaya  Institute of Mass Communication, University of the Philippines, Diliman, Quezon City.

10. SINGAPORE  Dr. Peter Chen  Dept. of Sociology, University of Singapore, Bukit Timah Road, Singapore, 10.

11. TAIWAN  Prof. Thomas C. Lee  Professor of Mass Communication, Graduate School of Journalism, National Chengchi University, Taipei.

12. THAILAND  Prof. Buurongsook Siha-Umphai  Head, Dept. of Mass Communication & Public Relations, Chulalongkorn University, Phyaathai Road, Bangkok.

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