

No Magic from the Magicians Circle

In almost every Association it is far easier to provoke a sudden quarrel during the General meeting about the level of Membership fees, than one on the relevance of the honorable proclamations in the statute's first paragraphs. The most favorite proposal during the last months in associations I came across seemed to be a panacea. It is one of the magic words of today: Sponsoring.

Glasgow was no exception: The General Meeting decided not to raise Membership fees. Instead it introduced the Magic word. Consequently the newly elected Executive Committee appointed an Economic Support Subcommittee to try to get to the mystery of the witchcraft and to carve the magic wand for the budget's future. These were the members of this magicians circle: Hans Hjorth (Sweden), Chris Kemp (United Kingdom), Hiroshi Ogawa (Japan), David Sanjek (United States), Marko Prpic (Slovenia), and Heinz-Peter Katlewski (Germany) as coordinator. Unfortunately we cannot come up to the association's expectations.

Sponsoring, fundraising, donations - these are conceivable possibilities, but they are not only a question of the right people to talk to. Therefore: No magic, not even applications to change the statutes! Instead we present assumptions and ideas added by a few commentaries, hoping to open a discussion on the role and Structure of the IASPM in future.

Heinz-Peter Katlewski

How to Improve IASPM's Financial Situation?

Thesis for a discussion

A. Initial Ideas

1. IASPM's statutes (§ 3) are demanding from the Association:

- to provide a forum for academic debate and exchange,
- to disseminate information on Popular Music Studies,
- to encourage research and systematic Study,
- to enforce recognition of Popular Music as an area of scholarly research.

IASPM has successfully stimulated the academic debate on Popular Music during the last 15 years. Nevertheless, the official 500 to 600 members - many of them in English speaking countries - do not even reflect the potential figure of students and scholars world-wide one way or another affiliated with Popular Music Studies or interested in it. Also, it seems to be likely, that there are many more inquiring individuals outside the academy not knowing of IASPM, for instance the professionals within the Music industry or journalism. That means the Association has to think about new efforts to fulfill the tasks of its statutes. To become more efficient and attractive it has to strengthen itself organizationally and financially on the international, regional and national level.

B. Principles

2. To keep the Association independent from economic and political interests, the basic and routine work members demand, they have to finance by themselves, either through Membership fees, subscriptions, reimbursement of costs or gains from profitable projects. Outsiders supporting IASPM with donors and Sponsoring can easily reject their generosity. Being forced to reduce services members became used to because of a high percentage of external financing, is more dangerous for the Association than the maintenance of a low but continuous supply of services. Therefore, how much the members have to pay has to be equivalent to the costs of benefits they expect as a minimum.

3. IASPM members, whether they are individuals, institutions or supporters, additionally expect certain extra advantages and privileges from being organized in the Association. For example: academic audiences and contacts, e.g. access to information, chances for communication, and opportunities to gain reputation. Sponsors likewise expect a valuable outcome from granting their money. In many cases even public spending goes along with special interests and constraints regarding contents when supranational or state institutions intend to promote certain public discourses. Of course, this is mostly combined with some extensive bureaucracy. External conditions like those have to be taken in account in the debate on improving IASPM's financial situation.

4. On money from others IASPM only should rely to finance supplementary activities that it easily can dispense again. Fundraising should only be pushed ahead to promote programs for more efficient Popular Music researches and Studies, for a better reputation within the academic World, for the improvement of public relations, and - mediated through that - to attract new members. Investments to have sights on are likely to be: academic and expert journalistic awards, scholarships, summer schools, pioneer conferences in IASPM's Diaspora, funds for members with small income and/or from poor countries.

Disagreement

I am committed to obtaining external financial support for IASPM-U.S. BMI has offered \$1500 to print our journal, but we have been unable to obtain said funds due to a lack of a tax I.D. number. We are in the process of obtaining one in order to get the funds. While I am aware of the potential compromises external financial support can involve, I believe appropriate bodies can be solicited. ... I also view the matter from a purely practical -- some may say mercenary -- perspective: we are too small as organization to depend just on the moneys raised from memberships; if we wish to expand, we cannot be so pure as to ignore or turn down outside assistance. We are getting the money from a performing rights society.

David Sanjek

C. Structural Reforms

5. IASPM originally was designed as a world-wide family of individual members, basically focused on its biannual conferences and RPM and supplemented by fringe benefits from activities of the branches, the e-mail network and through reduced prices for "Popular Music". It is neither backed by efficient substructures on a regional, national or local level, nor by international services to satisfy potential new members expectations. IASPM does not offer enough concrete reward. To raise the reputation of Popular Music Studies, it has to offer and enlarge its framework beyond informal academic exchange to academic and public valuation. Therefore, IASPM's Structure needs to be modernized and enlarged. Conferencing is not enough!

6. The legal status of the IASPM branches is not clarified in the statutes. And nowhere is defined how they become financed.

Comment

I feel that by revising a constitution stating financial statutes the muddy waters of the way that the Association works would become much clearer. By doing this we would be able to set guidelines and have a clearer view of a number of the areas in question.

Chris Kemp

Are they entitled to decide extra Membership fees? Are they supposed to adopt Branch statutes to benefit from national law and public support for registered societies? For instance: tax relieves for Membership fees and donations?

Branch interests are not well reflected in the statutes.

Why should a Branch invite national institutions and companies to join IASPM although No money remains in the branches' treasury?

With the help of more or less crafty solutions the branches try to optimize their own situation. Consequently appeared a variety of factual-status-models, originally not intended by the statutes.

A few branches seem to be interlinked in structures of other national organizations, associations and/or academic institutes, or they are practically a part of them. Others have developed within their national environment a distinctive profile, and are even registered as associations or societies according to national law. They may be officially a Branch, but in fact they are an independent organization. Some even have unilaterally decided to distinguish between national and international members. Others are little more than a list of addresses.

The cultures of organizing academic interests and its formal conditions may be very different on local levels. For its own benefit, IASPM has to accept that.

7. IASPM's Membership just as that of its Branches has to be defined newly.

a. Supplementary to the tried and tested **individual** and **institutional** memberships, the statutes should offer a **collective Membership** for local, regional or national organizations. The collective Membership ought to be open for any local, national or regional Association dealing with Popular Music Studies one way or another and accepting a few obligatory principles, for instance the explicit option for their members to join IASPM individually. Collective Membership should contain certain privileges, at least - corresponding to the number of represented Members - reductions for a limited amount of them (delegates) to the world-wide and continental IASPM conferences, and a certain figure of representatives to the General Meeting.

b. This is expected to encourage the foundation of **associations for required geographical entities**, also allowing - if this is believed to be necessary - an organized plurality of academic approaches. **The Branch** in this case is limited to be **an umbrella Body**. It shall: avoid fruitless competition, coordinate activities and interests on the national or regional level, negotiate and organize extra services like special financial conditions for academically interesting events (Pop Music, Media and Entertainment fairs and conferences outside the academic circle), collect the international share of the Membership fees for the IASPM.

c. **Supporting Memberships.** According to the present Rules of Procedure the supporting Membership for "profit organizations" within IASPM includes only very limited rights. In fact the right to vote is for most of such potential members not very important. Nevertheless this is not an inviting signal. The problem is whether the Membership status appears in a deterrent or in an attracting manner. Therefore it has to be shaped more temptingly and estima-

Inquiry

The idea of a collective Membership is very attractive. But the privileges and duties of the collective Membership are not very clear. What are the privileges of the individual members and of the collectives? What is the difference between the individual member of a collective and an individual member of IASPM? How should the fees of the collective Membership be determined?

Hiroshi Ogawa

Answer

From my viewpoint the Privileges and duties of a delegate are the same as those of an individual IASPM member - as long (!) as he or she is a nominated delegate of this collective. However, the single member of it as such does not have a IASPM member's rights. For example: he or she is not entitled to participate on conferences on a reduced fee or to receive a free issue of RPM. The number of delegates and the level of the collective Membership fees ought to be charged along a key relating to certain amounts of represented individuals.

Heinz-Peter Katlewski

ble, but also it can become more expensive. A supporting member at least has to have the right to vote with one present delegate at the General Meeting. Additionally it should automatically be subscribed on the EC's expense to Popular Music and to Perfect Beat. For one delegate the participation at the International conferences could be free of charge. The supporting Memberships have to be administered directly by the International office. To motivate the branches to assist the EC's canvassing activities for supporting members they get a share of those fees (for instance 20%) coming from their Country. This share exclusively ought to be dedicated to help needy members, especially students, to participate in national and international conferences.

8. To focus the policy of IASPM on its functions laid down in its statutes, it should strive for new fields of activities: academic awards, summer schools, pioneer conferences in IASPM's Diaspora, research scholarships, funds to help members with small income or from economically poor countries, publications. Under the guidelines and active participation of the IASPM Executive Committee these activities are most likely to be carried out successfully in a linked but decentralized Structure. This way IASPM has to be developed towards a brand name for support and valuation of inter- and multidisciplinary Popular Music Studies.

a. Academic awards. To raise the reputation of Popular Music Studies and to support the development of criteria for academic valuation, IASPM advertises biannual world-wide prizes on theory, case and field Studies and on expert journalistic features. Each of them has to be administered by an academic institute - chosen by the IASPM EC -, which is willing to dedicate itself on a long-term perspective to the certain award. To help task-group orientated fundraising for these prizes, IASPM founds on the basis of national law relevant for the respective hosting institute sub-associations (for example a "Society for the Award in Popular Music Theory of the IASPM"). Additionally to the Representatives of the IASPM Executive Committee and the local IASPM Branch, other personalities and organizations get individually invited for Sponsoring, Membership, Board

and/or participation in the Jury: scholars from the several in Popular Music involved disciplines, the Popular Music Industry, Concert Agents, Musicians, Artists, Authors, Expert Journalists, Composers,

other international organizations and the responsible local Government. The Juries should have balance of national and international representatives.

b. Summer schools. To encourage students to involve themselves in Popular Music Studies, especially to stimulate Diploma, MA and Ph.D. thesis, IASPM runs for a continent or a language zone international

Comments

The procedure of choosing a project has some problems. Such projects ought to be planned deliberately. Firstly, the IASPM-EC should invite projects openly. Secondly they should examine them deliberately. Thirdly they should make proposals at the General meeting. Of course, the EC can make its own proposals.

Hiroshi Ogawa

We have inaugurated a book award in the U.S. and should give out our first one this fall. We are also talking about awards for the best student paper at each conference. These kinds of actions breed visibility. IASPM is, by and large, an invisible organization.

David Sanjek

Is there a really a necessity to found new legal bodies? Every time, it will be connected with a lot of administrative work and new problems.

Ales Opekar

Inquiry

What are the criteria for student Membership? Do we review papers by students and make it more of a prestige Association where students are trying to get a place within? By creating quality mechanisms we could also increase Membership. This would also increase the popularity of awards.

Chris Kemp

summer schools (two or three weeks), teaching interdisciplinary basic approaches and subjects of Popular Music Studies. The courses could be organized as Joint Ventures of a non-profit organization - for instance a "European Society of the IASPM for the Support of special academic Education" - and a University. At the end of the course the participant should get a certificate, possibly after passing some kind of examination. It would be expedient to hand over the responsibility for the administration to an academic institute, while the fundraising is supposed to be done by the non-profit organization.

c. Pioneer conferences in IASPM's Diaspora. To stimulate Popular Music Studies in geographical areas with No or little IASPM activities, a regional or local IASPM Branch organizes introductory Conferences in cooperation with supranational, national or local authorities and financially supported by them.

d. Research Scholarships. Additionally to public and private funds for academic research, IASPM founds a special Organization for fundraising to support certain post doctorate research projects. One way: The supported projects get publicly announced and offered with the same objectives to at least three different Scholars.

e. Conference Scholarships. To support members from economically poor countries IASPM founds a special fund.

f. Publications. RPM ought to be published regularly on a medium-term perspective 4 to 6 times a year as an international Newsletter containing News, reports, commentaries, reviews and short articles not only dealing with intra-IASPM-affairs but with all aspects interesting for Popular Music Studies. It has to be free of charge for members (and delegates), but can also be subscribed by anybody else on a profitable basis.

Comment

As far as creating programmes specific to the IASPM, there is a problem with tensions between the organisation that the researcher may work for and the IASPM. If we were able to create pools of people to work in different areas specifically for the IASPM on the research in set areas then there would be No problem with this and any income generated could come straight to the IASPM.

Chris Kemp

D. Financial Options

9. The Statutes have to distinguish between the general International and the optional Branch Membership fees. The Membership fee Structure has to define the international fees for

- individual
- institutional
- collective, and
- Supporting Memberships.

For supporting Memberships it has to define the branches share. The International Membership fees should at least cover the expenses for IASPM's international routine activities. They should be charged once a year by the association's Treasurer. Apart from those for supporting members, branches ought to be entitled to collect the fees with 20% reductions as long as they transfer them to the Treasurer at time. After one written reminder to the Branch and a certain second deadline, the Treasurer has to be committed to charge the Membership fees directly. Memberships should cease to exist when the fees were not paid within a certain time limit of the current year and after one written reminder.

10. To support Membership identification with the special projects of IASPM the International Membership fee could include a share for Membership chosen applications on the basis of a list offered by the Executive Committee, for instance:

- certain academic awards
- certain Summer Schools
- certain Scholarships
- Publications

Every year after an international conference the Executive Committee asks the members to vote openly for their preferences. Individual members may vote for one project. Institutional, collective and supporting Members have to name two on the basis of their delegate votes. When more than a quarter of the members has voted, the money has to be distributed by the Executive Committee proportionally to the votes.

11. It is easier to get extra financial support on a national or supra-national than on the world-wide level. Public spending, whether on the national or on a supra-national level demands special relevance for the geographical entity. On the Branch and on the local level in some countries it is even possible to receive regular financial support from public spending, in many at least occasionally for projects (funds for Cultural and academic activities, support for student organizations). Sponsors like to combine their image with Cultural and/or academic affairs and because of that, they might be willing to investigate in long term projects of international quality and reputation, as scholarships, prizes and summer schools. Nevertheless, sponsors and donators prefer for activities like that a national context, either because this is more favorable to stage their support publicly, or because of tax advantages. Therefore, even ambitious international activities need to have some kind of national perspective and of organizational framework, for instance as a charitable institution or a non-profit-making society.

12. It is unlikely to attract supporting members, sponsor money and even donations, by sending out twenty times carelessly copied begging letters. IASPM instead has to present itself with a professional and inspiring Corporate Design, and it has to anticipate the interests of potential sponsors and donators. Especially to attract sponsors it has to introduce itself as a reliable partner on the basis of negotiated conditions. It has to make clear why it needs the money and what it plans to do with it. Also, it has to take in account, that sponsors of ambitious projects want to play a visible role. This even may have a favorable effect for IASPM's public Performance, as one of the sponsors may be willing to invest its staff for professional public relations activities.

13. Additionally, the international IASPM probably can benefit for certain projects from funds of international organizations (UNESCO, United Nations University, Council of Europe, European Union, ASEAN/COCI, OAS/IACESC, etc.): High level international conferences on certain subjects, pioneer conferences in IASPM's Diaspora, experimental summer schools. Also, world-wide

Comments

My sense is that we will gain the attention of and the interest from others -- whether groups, individuals, or organizations -- when some work is identified with us. That means publishing reports, organizing Study groups, advertising our expertise. I am very hard boiled about this. We need to offer some kind of "value for money." What do we have to offer? Ideas, intelligence, information, networks, and energy. We have to advertise these capabilities, and, yes, not beg. What have a great deal to give, but it cannot be offered solely in the formal of scholarship legible only by fellow scholars. We need to translate our abilities to a new audience. Let's keep discussing how to do so if the Membership is committed to this end.

David Sanjek

It is important that sponsors can recognize the meaning of their Sponsoring activities, the significance of the IASPM's activities. IASPM must try to be well known more widely. ... The EC should have a Public Relations director, and each Branch has the director, and they make a network for public relations. These activities will contribute to canvassing supporting members indirectly.

Hiroshi Ogawa

well known musicians and singers, record companies, concert organizers and other industries might be willing to support IASPM quietly as supporting members.

14. To finance funds for Scholarships, the IASPM-EC requests special donations (for instance from Airlines), asks for a dedicated share of the Membership fee (see 10.), puts an extra-charge on the fees for International conferences, especially for Non-Members, and uses surpluses from publications - subscriptions (RPM) and sells - and conference souvenirs.

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