



The International Association for the Study of Popular Music
L'Association Internationale pour l'Etude de la Musique des Mass Media

The IASPM is an international and interdisciplinary organisation devoted to promoting the serious study of popular music

The IASPM is an independent, non-profit-making organisation

The IASPM seeks to provide a forum where those involved or interested in the study of popular music can exchange information

The IASPM's area of interest is all that music until recently excluded from conservatories, schools of music and university departments of music, which means

- most of the music available on records, cassettes, tapes, TV, radio, video -
- most of the music in films, factories, offices, cars, supermarkets, cities and homes -
- most of the music used for dancing, relaxation, recreation, revolution, consolation and inspiration -
- most of the music heard through loudspeakers or headphones -
in fact
- most of the music entering the brain of the average inhabitant of industrialised society during about 25% of his/her waking life -



WHY IASPM?

The storage and distribution of music as recorded sound has been in existence for over a century. First mechanical, then electro-mechanical and, most recently, electronic means of storing and disseminating music have led to historically unprecedented and profound changes in the creation, distribution and reception of music.

Interdisciplinary Reasons

Over the past hundred years composers, writers, arrangers, musicians, choreographers, dancers, costume designers, scenographers and publishers have been joined by technicians, sound engineers, cover designers, camera crews, producers, advertisers, market researchers, economists, psychologists, sociologists, etc. in the production of music for mass markets.

The only problem is that while the production of most music today comes from coordinated labour between specialists from various professions, the study of the same music is characterised by a distinct lack of coordination between specialists.

The IASPM seeks to provide an organisational structure which can contribute towards coordination between representatives for different disciplines concerned with the study of Popular Music.

International Reasons

Many forms of music in modern society are produced by multi-national firms for distribution through various media in many different cultures. Much 'locally' produced music can also often reach cultures quite different to that of its origin. Moreover, even when music takes on different forms of expression in different nations, regions and cultures, it is often possible to regard such variations as different interpretations of feelings towards similar general tendencies in the whole of industrialised society.

Understanding the national and international aspects of such internationally available music obviously requires not only interdisciplinary but also international cooperation and coordination.

The IASPM seeks to provide an organisational structure which can meet such needs of international coordination and cooperation.

A Source of Information

A music teacher may want to know where to find out more about piano boogie techniques; a trade unionist may want to find about the functional music to be installed at work; a rock musician seeking funds might want to know more about how alternative forms of music are financed in other parts of the world; someone in local government might need some information about how problems of policy towards various forms of popular music have been solved elsewhere.

Where should such people turn for help? To the local library? To a radio station or record company? To their nearest university? Where would these institutions get their information from?

The IASPM has the long-term aim of being able to provide information on 'who knows what where' on the subject of popular music.



WHO CAN JOIN THE IASPM?

- * Anyone interested in studying popular music can join as an individual member
- * Any non-profit-making organisation, institution or association can join as an institutional member
- * Commercial organisations can join as associate members (see IASPM statutes, §4, §6.3.)

ADVANTAGES OF JOINING THE IASPM

- * You receive information on all IASPM activities
- * You receive RPM, the IASPM's bulletin, published twice a year
- * You receive the journal Popular Music, published by the Cambridge University Press, at a substantially reduced rate (£9.50 instead of £12.00)
- * You receive all IASPM publications at a reduced rate, starting with Popular Music Perspectives (Papers from The First International Conference on Popular Music Research)
- * You will be able to find out 'who does what and where' in area of popular music studies
- * You will be able to make your own work and interest in the field of popular music known to others
- * You will be contributing to the establishment of interdisciplinary and international cooperation in the field of popular music studies.

HOW MUCH DOES IT COST?

Annual dues are:

for individual members: NLG 50 (50 Dutch guilders (=US\$20/GB£10))
for institutional and associate members: NLG 125 (=US\$50/GB£25)

WHO FINANCES THE IASPM?

The IASPM derives its regular income exclusively from payment of membership dues. A little money also comes in from external sales of publications and outside financial support is solicited on special occasions for specific events, such as conferences, or for specific publication or research projects.

At present the IASPM receives no regular subsidies from any sort of public body responsible for funding different types of musical or cultural activities and studies. Neither is such support likely to be forthcoming in the near future, judging from current austerity measures and consequent cuts in public spending (at least in certain parts of the world). Moreover, the IASPM's field of activity cannot be satisfactorily categorised under convenient headings like 'art', 'research', 'music', 'folklore', 'social science', 'humanities', 'economy', 'media', etc., for it can be included under all these headings and not really under any of them at the same time. This 'hard-to-categorise' aspect also makes it difficult to tap traditional funding bodies, especially in times of economic depression.

Nor does the IASPM receive any money from 'private enterprise' or carry out commissioned research for such organisations in order to help finance its existence. This may place the IASPM in a difficult financial situation but it does leave the Association with a large amount of independence for its members to determine its policy and activities.



The consequences of this situation are that

- 1) the IASPM must continue to rely on membership payments as its main source of income
- 2) the IASPM must continue to rely on unpaid work carried out by enthusiastic members to develop its policy and activities
- 3) the IASPM must increase its membership and encourage members to contribute actively to the development of IASPM policy and projects.

IF YOU WOULD LIKE TO KNOW MORE ABOUT THE IASPM

OR

IF YOU ARE INTERESTED IN BECOMING A MEMBER

Please fill in the coupon at the bottom of this page and return it to IASPM

Södra Vägen 61
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or get in touch with one of the following contact persons:

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