

**SERCIA Report of the Annual General Meeting
September 19, 2009, Nanterre, France**

Committee: President: Melvyn STOKES; Vice President: Penny STARFIELD; Treasurer: Raphaëlle COSTA DE BEAUREGARD; Assistant Treasurer: Zachary BAQUÉ; Secretary: David ROCHE; Assistant Secretary: Christophe CHAMBOST (apology for absence received)

Session reporters: Zachary BAQUÉ and David ROCHE

43 Present: Danièle ANDRÉ, Julie ASSOULY, Jean-François BAILLON, Marie-Cécile BAUCHET, Stéphanie BENSON, Trudy BOLTER, Francis BORDAT, Fabien BOULLY, Roland CARRÉE, Yves CARLET, Petra CHRISTOV-BAKARGIEV, Nicole CLOAREC, Alain COHEN, Anne CRÉMIEUX, Marie DANNIEL-GROGNIER, Xavier DAVERAT, Wendy EVERETT, Pierre FLOQUET, Christophe GELLY, André GRUNERT, Patricia KRUTH, Jean-Marie LECOMTE, Anne MARTINA, Cristelle MAURY, Gilles MENEGALDO, Philippe MORICE, Jacline MORICEAU, Elizabeth MULLEN, André MURAIRE, Céline MURILLO, Anne-Marie PAQUET-DEYRIS, Emmanuel PLASSERAUD, Simone RINZLER, Philippe ROGER, Zeenat SALEH, Isabelle SCHMITT-PITIOT, Isabelle SINGER, Dominique SIPIÈRE, Vincent SOULADIÉ, Suzette TANIS-PLANT, Patricia-Laure THIVAT, Taïna TUHKUNEN, Sina VATANPOUR

2 Proxies: Christophe CHAMBOST, Jocelyn DUPONT

1. President's report

Melvyn Stokes opened the general meeting with a tribute to Franco La Polla who died earlier this year. Franco was instrumental in organising the 2006 SERCIA conference at the University of Bologna, Italy. He was a good friend of SERCIA. The president had written to Sara Pesce to convey our sadness at his passing to Franco's colleagues and, with the assistance of the committee, arranged for a tribute to Franco to go on the SERCIA website.

Melvyn Stokes recalled that, last year in Jaca, he declared that he wanted SERCIA to become more international while keeping its warm, intimate atmosphere. In this respect, SERCIA has met with some success: 1. the general meeting report is now available in French and in English; 2. the website is equally in both languages; and 3. the first issue of *Film Journal*, SERCIA's peer-reviewed e-journal, will come out later this year.

Melvyn Stokes and Dominique Sipièrè organized a film workshop at the 2008 European Association of American Studies conference in Oslo and were asked to edit a special issue of the EAAS on-line journal, which should appear on-line in the forthcoming weeks. Melvyn Stokes invited members of SERCIA with articles ready for publication on the topic of European visions and representations of American unity and diversity to submit them as soon as possible—although he also noted that the EAAS would not want to have too many articles from writers working in the same country.

Melvyn Stokes said he also wanted to encourage stronger links with the Society for Cinema and Media Studies and its 7,000+ members. Thanks to the good will of Patrice Petro, who will be present of SCMS for a further two years, notification of *Film Journal* and the Nanterre conference had been posted on the SCMS website. It is hoped that this collaboration will continue in future. (It would be useful to circulate SCMS members in Europe with the

‘calls for papers’ for future conferences.) The president, in collaboration with Gilles Menegaldo, had organised a workshop that was accepted for the SCMS conference in Tokyo in May 2009. This conference was cancelled at the last minute because of the ‘flu pandemic’, although Raphaëlle Costa de Beauregard went anyway in order to try to establish relations with foreign colleagues. She also explained that she went on a mission for SERCIA and that she gave a copy of the book *Cinéma et Couleur / Film and Colour* to André Gaudreault whom she met there. The same workshop, however, has been accepted for the SCMS conference in Los Angeles in March 2010.

2. The Treasurer’s report

Credit: 10,016 euros. Expenses: 4,486 euros.

Total Balance: 12,658 euros.

Raphaëlle Costa de Beauregard explained that SERCIA did not have to fund the proceedings from the Bordeaux and Toulouse conferences. Trudy Bolter thanked Raphaëlle Moine who accepted to publish the Bordeaux proceedings at L’Harmattan.

The SERCIA budget was **approved unanimously**.

Melvyn Stokes argued the case for direct debit, which would make life easier for Raphaëlle Costa de Beauregard and the rest of the committee. The debit could be effected in another month than the AFEA and the SAES subscriptions. French R.I.B.s should be sent to Raphaëlle Costa de Beauregard in the forthcoming weeks. However, in order to introduce a system of direct debit, Raphaëlle Costa de Beauregard may have to change banks.

The members present **voted unanimously** for the introduction of an optional direct debit system beginning in 2010, with the initial subscription to be set at the usual rate of 30 euros for full members and 15 euros for student and retired members.

The members present also **voted unanimously** to give the Treasurer the necessary authority to move the SERCIA bank account to another bank if this proved necessary in order to introduce direct debit.

There was a discussion of another possibility, PayPal, which would be especially useful for conference registration fees from international colleagues. Some of the problems with PayPal were pointed out, but Trudy Bolter noted that PayPal was the system used in many internet transactions, including E-Bay. There was a final consensus among the members present that payments by PayPal might be a next step to the introduction of payments by direct debit.

3. Publications (Bologna, Jaca and Nanterre)

Raphaëlle Costa de Beauregard included the *Film and Colour* book in the Toulouse research group’s list of publications under the label peer-reviewed. Jean-François Baillon pointed out that the AERES would not be duped, but conceded that the SERCIA proceedings could be put in the category “Conference Proceedings with a Reading Committee.”

Gilles Menegaldo stated that the proceedings for the Bologna conference will be dedicated to the memory of Franco La Polla. Sara Pesce, who had co-organized the Bologna conference with Franco La Polla, has not been available up to now. Gilles Menegaldo is going to contact her to see if she accepts to co-edit the volume. Zachary Baqué, Christophe Chambost and David Roche have offered to assist Gilles Menegaldo in the editing process, but it would be preferable that the publication be co-edited with the Italian organizers. There are 28 articles ready for publication. Michel Houdiard will publish a bilingual volume, but not a trilingual one. Considering the price for a professional translation (Trudy Bolter said that a 15-page text costs around 400 Euros), Gilles Menegaldo asked those present whether some would be willing generously to translate articles from Italian into French or English. Melvyn Stokes emphasized that it would certainly increase the book’s visibility if the Italian articles were

included. David Roche will be sending emails to all members indicating which articles Gilles Menegaldo has received so far. Then, only those who have submitted articles will be informed whether or not their article has been accepted for publication.

For the Jaca conference, Celestino Deleyto has collected around 70 articles, but he intends to publish only a selection. An English volume should be published by a well-known English publisher, while a French volume will be published by Michel Houliard. Members who haven't sent their articles yet should send them to Celestino Deleyto and Marimar Azcona.

For the Nanterre conference, Dominique Sipièrè said that articles were due by April 1, 2010. They can be in English or in French and will be read by a reading committee to insure the quality of the volume. The volume will be entirely financed by the C.R.E.A., the Nanterre research group. There will be no illustrations.

Melvyn Stokes also proposed having a joint SERCIA reading committee for *Film Journal* and future conference proceedings. This would bring together experienced academics with younger scholars, and would change from year to year to give as many people as possible an opportunity to participate. He noted that the more peer-reviewing SERCIA does, the better it will be for the association's image.

4. Conferences (2010, 2011, 2012, 2013)

Melvyn Stokes recalled that, last year, the general assembly had agreed on principle on Athens for the 2010 conference. But neither Kira Kitsopanidou nor Melvyn Stokes had been able to secure a formal commitment from the proposed partner institution and by May/June it was becoming clear that there was no chance of an Athens conference taking place as planned. Knowing that Zeenat Saleh was interested in organizing another SERCIA conference in Besançon, and had indeed organized a wonderful conference in 1995 which first gave SERCIA an international dimension, Melvyn Stokes asked Zeenat Saleh if she could might be willing to organize the 2010 conference in Besançon. Zeenat Saleh accepted. Melvyn Stokes asked the members present for their pardon because he was forced to make a decision on saving the 2010 conference without consulting all the members, although the committee was informed. The president asked the members present if they would be willing to give their retrospective approval.

Zeenat Saleh then presented the conference. Although the recent AFEA conference had made things more difficult, she was hopeful of obtaining local financial support for the conference. The theme she is proposing corresponds to one of the main topics of her research group: Memory. She will work closely with Melvyn Stokes in order to write a call for papers. Besançon is an advantageous locale, with the University in an attractive location downtown.

Penny Starfield reminded the members that, in past years, conferences, alternated between France and other European countries. Gilles Menegaldo stated that it would be very bad for SERCIA's image not to have a conference, although it would be a good idea, now and then, to organize daily symposia. Jean-François Baillon argued there should be a conference in order to have a general assembly and congratulated Zeenat Saleh and Melvyn Stokes for dealing with a complex situation. However, Jean-François Baillon objected to the elections taking place abroad. Trudy Bolter suggested that the general meeting take place in Paris every year.

The **Besançon proposal** for 2010 was **voted unanimously**. The conference will take place from Wednesday September 8 to Friday September 10. (The AFECCAV conference in Montpellier will take place September 22-24.)

Wendy Everett then presented Bath, a city of music, literature and cinema, as a potential candidate for 2011. She suggested several themes: movement or the moving image, including the notion of voyage and transposition. Or crossroads.

Melvyn Stokes then proposed University College London as a back-up plan.

Gilles Menegaldo said he had some serious contacts with Thessaloniki, Greece.

The members present **voted unanimously** that the choices for the location of the conference would be in order of preference: **1. Bath, 2. London, and 3. Thessaloniki.**

Melvyn Stokes then presented the Dijon 2012 proposal backed up by David Roche and his colleagues at Dijon, including Isabelle Schmitt who was also present. David Roche explained that the theme would be “The Intimacy of Cinema or the Cinema of Intimacy,” corresponding to one of the main themes of the research group in Dijon.

The **Dijon proposal** was **voted unanimously**.

Zachary Baqué made a provisional proposal for 2013 in Toulouse, the main problem being that the conference itself would need to be pluri-disciplinary as the research group would like to include other visual arts.

5. On-line Journal

Melvyn Stokes explained that they received 6 papers for the first issue of *Film Journal* and would like to have 10-12. Colleagues present at the meeting were invited to submit further papers for the issue on “Hybridity, Borders and Margins” to Melvyn Stokes and Gilles Menegaldo as soon as possible. (For guidelines on submission, see www.ucl.ac.uk/silva/filmjournal)

6. The Website

David Roche thanked Stephanie Benson for finding a competent computer programmer to solve the website’s problems. Members will be informed when the website is 100% operational.

7. Relations with Other Associations

Penny Starfield said that the SERCIA proceedings have been passed on to the AFEA. Since last September, SERCIA publications are listed on the AFEA website under “Liste des revues et publications françaises consacrées en partie ou en totalité aux études américaines.”

Moreover, Marimar Azcona and herself are chairing the film workshop at the next EAAS conference in Dublin, on the theme “Forever Young.”

Christophe Gelly noted that Celestino Deleyto and himself were chairing a film workshop at the next ESSE conference, and reminded those members present that David Roche and himself were organizing a conference in February at Clermont-Ferrand on “Reception Theories and Cinema” and that Melvyn Stokes would be the keynote speaker.

8. Any Other Business

Melvyn Stokes thanked Dominique Sipièrè, Anne Crémieux, Nolwenn Minguant and Anne-Marie Paquet-Deyris for organizing such a successful conference.