



Secretariat  
**INTERNATIONAL BROADCASTERS SOCIETY**  
Zwaluwaan 78  
Bussum (NH) The Netherlands

Friday - 17th January 1969

The Chairman,  
Katedra psychologie,  
Filosofické fakulty UJEP,  
Arne Nováka 2,  
B R N O, Czechoslovakia

Reference: "APBE Faculty Internships"

Dear Sir,

The enclosed memo outlines a project which I hope you will find interesting for your department.

The American professors who have organized this programme are all highly qualified in the practical field of mass communications as well as the teaching of this subject on university level.

I have taken the liberty of sending you this information because I had the honour of meeting your Dr. Ivo Plaňava in Amsterdam in 1968. I was most impressed by his understanding of social psychological problems related to radio and television and press. It struck me there was obviously considerable interest in this field in Brno - hence this letter.

Hoping to have served you with this information, and hoping to have the pleasure of hearing from you soon, I remain as always,

Cordially,

*T. D. R. Thomason*  
T. D. R. Thomason,  
Executive Director

TRT/dr  
Enclosure:

1 copy - Memo concerning "APBE Faculty Internships"

**THE INTERNATIONAL BROADCASTERS SOCIETY**

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17 Jan. 1969

M E M O

To: Corporate Members, and Exchange Corporate Members

From: The Secretariat,  
INTERNATIONAL BROADCASTERS SOCIETY,  
Zwaluwlaan 78,  
BUSSUM (NH) The Netherlands

Subject: US professors with extensive experience in professional broadcasting, as well as academic functions offer their services abroad during their sabbaticals.

As you know, at certain intervals many American universities grant their academic staff a year of absence from duty for the purpose of study and travel. These "sabbaticals" usually include continuation of salaries - or at least partial salary. A growing number of American academicians are showing interest in spending their sabbaticals abroad, working with foreign institutions. While the foreign experience is treasured by the serious academician, the possibility for profiting from this opportunity is also shared by the institutions which avail themselves of these highly qualified personnel. The Society has been asked to inquire among its members and relations whether there might be enough interest to develop an organized "Faculty Internship Programme".

Some years ago, a group of American university and college professors formed an organization called the APBE. (Association for Professional Broadcast Education). Within this association is a very active "International Committee". The Chairman of this Committee, a long standing member of the Society, has put forward a proposal we believe could be valuable for your own organization. The proposed "Faculty Internship Programme" will therefore be a joint project.

The proposal is open to any academic or broadcasting organization in the world. APBE members offer their services for the duration of their sabbatical - which ranges between six months to a year. APBE members do not want to earn their keep - but salaries may be paid in local currency, based on the current scale of salaries paid in that country for a national with the same qualifications. APBE members will pay their own travel expenses, when this cannot be paid by the host institution. This project is designed to cut through the old problems of "soft currency" and "red tape".

The academic and professional qualifications vary from individual to individual, as do the specializations. Obviously the needs and interests of broadcasting and academic institutions will also vary. Our immediate interest is to determine whether your organization would "in principle" find this project interesting - and what uses might you have for these academicians. If you feel positively about the "Faculty Internship Programme", draw up a list of requirements as to qualifications and/or experiences desired from a guest professor. If you are not quite sure of what qualifications are needed for a specific project or task, outline the work you would like the guest professor to undertake. This information will be matched against the APBE files, and further communications will be arranged on an individual person-to-person basis.

May we hear your thoughts on this proposal soon? Please address your correspondence to the Secretariat under the reference:

"APBE Faculty Internships"

Thank you.

*Timothy Thomason*  
T.D.R. Thomason,  
Executive Director

TRT/dr



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INTERNATIONAL BROADCASTERS  
SOCIETY

Bussum, The Netherlands

6.3.1969

Dear Sir,

I reply to your letter dated the 17th of Jan. 1969 in which you (have) informed us about "Faculty Intership Programme". Excuse me kindly for being late in answering; last month I was ill and therefore it was not possible to manage (for) all necessities.

Our Department of Psychology is <sup>very</sup> interested very much in contacts with American academicians and scientific workers or institutions. Therefore "in principle" we consider Faculty Intership Programme ~~as~~ very attractive, useful and valuable. For this reason we are interested in further communications.

After discussing the content of our letter with the authorities of our Faculty and University (and with dr. Plaňava too) I would like to explain our views :

→ 1. We are interested in personal contacts with academicians and scientific workers /or institutions/ which are specialized in the following problems :

- forming and changing of attitudes (e.g. political ones, attitudes to mass media etc.);
- the role of mass media in such processes as forming and changing ~~of~~ attitudes and opinions (esp. political ones and "value attitudes") ;
- so called "personal value systems" - their testing and forming (esp. in connection with social determinants, inclu-



sive mass media).

2. All this problems have newly arisen not only in our Department but in <sup>the</sup> whole country. For a long period in the past, as you know, it was not possible to solve such problems scientifically. We can say that in a lot of areas of ~~the~~ social psychology and mass media research we are at the start. Therefore the exchange of personal experiences with our American colleagues, who have a great tradition in such research, would be very useful to us.

We should be very delighted to welcome here one of the American academicians during his "sabbatical". For the near future it would be better to take into preliminary consideration about five or seven ~~paid~~ <sup>paid</sup> lectures in <sup>the</sup> University of Brno (and also, may be, in other Universities in Czechoslovakia) connected with personal exchange of experience and views.

The other (less official) possibility would be the personal exchange on <sup>the</sup> private basis: the American academician would be a private guest of one of our workers and then /or before/ our university worker would come as a private guest to the USA.

However, it is necessary to discuss and to solve all this matters and possibilities directly in further communication.

3. Finally I would like to ask you and with your help some of Universities in the USA, if there is a possibility for dr. Plaňava to go for a certain period to the USA and visit there a university or a scientific institution and in such a way to get into contact with results and style of work in social psychology and mass media research - or to participate in a research project in the U.S. If we are <sup>well</sup> ~~good~~ informed, the US universities and scientific institutions offer ~~the~~ fellowships /or grants/ for younger scientific workers and university <sup>lecturers</sup> ~~lecturers~~ from abroad.

We should be very obliged to your Society and to you personally, if you may try to be a mediator in this matter - naturally <sup>only</sup> if it is possible and not too complicated.

Cordially thanks for your initiative and many warmest regards from Ivo.

Sincerely yours,

prof. dr. Robert Konečný, CSc  
Chairman of Psych. Department