



U.S. Embassy Vienna



Institut für Zeitgeschichte

Austrian-American Educational Commission & Austrian Fulbright Alumni Association
Institut für Zeitgeschichte der Universität Wien
U.S. Embassy Vienna

Cordially invite you to the presentation of

**Die Frühgeschichte des Fulbright Program in Österreich:
Transatlantische „Fühlungnahme auf dem Gebiete der Erziehung“**
by Thomas König

**Impacts and Images: The Challenges and Limitations of U.S. Cultural
Diplomacy in Postwar Austria and Germany**
(special volume of *Zeitgeschichte* 2012/1)

Welcome and Introduction:

Jan Krč

Counselor for Public Affairs, United States Embassy, Vienna

Dr. Lonnie R. Johnson

Executive Director, Austrian-American Educational Commission

Remarks:

o. Univ. Prof. Dr. Oliver Rathkolb

Institut für Zeitgeschichte, Universität Wien

Dr. Thomas König

*Wiener Wissenschafts-, Forschungs- und
Technologiefonds (WWTF)*

o. Univ. Prof. Dr. Mitchell Ash

Institut für Geschichte, Universität Wien

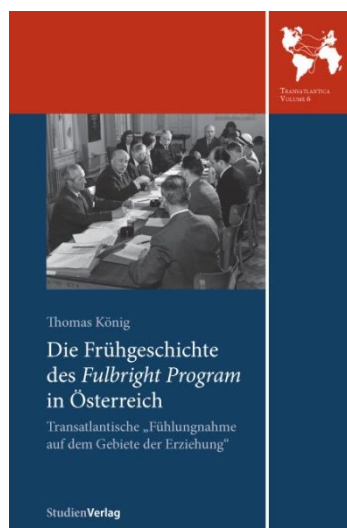
Thursday, June 14, 2012, 6.00 P.M.

Amerika Haus

Friedrich-Schmidt-Platz 2, 1010 Wien

Please register by e-mail: programs@usembassy.at or by fax: 313-39-2057

Vin d'honneur



Thomas König's book *Die Frühgeschichte des Fulbright Program in Österreich: Transatlantische "Fühlungnahme auf dem Gebiete der Erziehung"* (Studienverlag, 2012) is based on extensive research in the archives of the Austrian-American Educational Commission and investigates the impact of the Fulbright Program in Austria from its inception in 1950 until the mid-1960. It describes how the program was initially financed and managed, analyzes the role social sciences and American studies were cast to play in U.S. cultural policy, and profiles the first generation of American Fulbright scholars who taught in Austria. König's book illustrates how the Fulbright Program proved to be a source of considerable innovation (and occasional controversy) for Austrian institutions of higher education and describes the transatlantic "contacts in the field of education" as a conflict-ridden success story.

Under the auspices of the celebration of the sixtieth anniversary of the establishment of the Fulbright Program in Austria in November 2010, the Austrian-American Educational Commission held an international conference about the history of academic exchange and its ongoing relevance at the Amerika Haus. A special volume of the leading Austrian journal for contemporary history *zeitgeschichte* with the title "Impacts and Images: The Challenges and Limitations of U.S. Cultural Diplomacy in Postwar

Austria and Germany" has appeared recently (2012/1) and contains articles by conference participants (Christian H. Stifter, George Blaustein, Christina Schwartz, Reinhild Kreis and Helga Embacher) that address the history and dynamics of U.S. cultural and exchange policies in Austria and Germany in the immediate postwar period.



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