

## FINAL COMMUNIQUE

### THE NINTH UNITED STATES-JAPAN CONFERENCE ON CULTURAL AND EDUCATIONAL INTERCHANGE

Tokyo, July 28, 1978

I. The Ninth United States-Japan Conference on Cultural and Educational Interchange was held in Tokyo, July 26-28, 1978. Both countries were represented by delegates and specialists from their respective governments, academic communities, mass media, business, political communities and foundations. The Conference was opened by the reading of messages from President Carter and Prime Minister Fukuda, with Minister of Education Sunada and American Ambassador Mansfield in attendance. Following a comprehensive review of the state of cultural and educational interchange over the past two years, the Conference considered both achievements and problems in the promotion of mutual understanding and made specific recommendations for the future.

II. Immediately preceding the Conference, delegates participated in a special symposium on the theme "Cultural Implications of Limited Resources." The symposium established a common intellectual foundation which contributed substantially to Conference discussions. CULCON thanks International House of Japan, the Japan Society and the participants for making the symposium a success.

III. The Conference expressed deep regret at the death of John D. Rockefeller 3rd, who contributed so much to mutual understanding between the U.S. and Japan.

IV. The Conference noted that CULCON was inaugurated in 1961, a time when the U.S.-Japan relationship was entering a new era based on equal partnership, and that its establishment and continuance is a tribute to the wisdom and foresight of Japanese and American leaders.

V. The Conference agreed that CULCON IX, marking the 10th anniversary of the formal establishment of the permanent Joint Committee, was an appropriate occasion to reexamine CULCON and its organization. It was agreed to define more clearly the area of CULCON concern,

determine the data needed to evaluate its work, and to have prepared regular reports of such data for CULCON's consideration. It was also agreed that the role and function of the various Subcommittees should be studied to see if changes should be made. Further, reports and recommendations should be compiled and circulated with sufficient time for study prior to the biennial CULCON meetings. Appropriate coordination and staff support should be provided to assure this.

VI. On April 1, 1978, the U.S. International Communication Agency, combining the former U.S. Information Agency and the Bureau of Cultural and Educational Affairs of the Department of State was established. The new Agency's mandate for greater "two-way" international exchange and the possibility of an increase in that part of the Agency's budget devoted to exchanges, was considered particularly relevant to CULCON's concerns.

VII. Recognizing the important role of the Japan-U.S. Educational Exchange (Fulbright) Program and its great contribution to mutual understanding, the Conference welcomed the Japanese Government's intention to further develop the program jointly with the U.S. on an equal cost sharing basis.

VIII. To facilitate maximum interchange between the U.S. and Japan, the Conference recommended most strongly that both Governments eliminate visa requirements for short term or temporary travel for tourism, business, and cultural activities.

IX. To further cultural and educational interchange, the Conference recommended that both governments, plus those elements of the private sector and other organizations involved, work together to effect reduction of trans-Pacific air fares, that such reduction be the maximum amount possible and that this be done at the earliest practicable date.

X. The Conference took note of the present dramatic change in the relative value of the yen and the dollar. This has had a serious impact on cultural exchange, in particular, on those activities and programs funded in dollars and carried on in Japan.

XI. It is essential that CULCON's studies and recommendations reach appropriate audiences. Further efforts are needed to identify such groups and to engage them in active consideration of and support for CULCON's work.

XII. The Conference agreed to establish a steering committee whose purpose will be to carry forward the work of CULCON more effectively. A priority task for the steering committee will be the reexamination of CULCON as called for in Paragraph V. The steering committee will also see that all possible means are pursued for removing and alleviating those impediments to better cultural exchange as outlined in the Consolidated Report on Structural and Other Impediments in U.S.-Japan Cultural Relations.

XIII. The Conference considered a series of topics in the following areas of specialization:

A. American Studies

With regard to the plenary discussion of the shape and effectiveness of CULCON, the Subcommittee affirmed the value of CULCON in its historic and present form while admitting the ever-present need to improve its internal organization and to expand its influence.

We find considerable evidence, within our own areas of activity, that CULCON has facilitated, both directly and indirectly, the exchange of information and attitudes, the establishment of functional programs, and the attention to the consequences of Subcommittee recommendations.

Recommendations:

1. Continued support of the Kyoto American Studies Summer Seminar as an uniquely valuable instrument for the education of graduate students and faculty is urged. Application of the Kyoto Seminar concept to a second location: e.g. Sapporo should be considered.
2. Expansion of translation programs and encouragement of new translations in American Studies into English is encouraged.
3. Use of American Studies International should be augmented as an outlet for Japanese scholarship to a worldwide audience.
4. Fulbright and J.S.P.S. funds should be increased especially for the graduate education of Japanese American Studies students in the U.S.A.
5. The concept of paired faculty exchanges should be further explored.

6. The draft "American Studies in Japan: A Statement of Policies for their Future Development," prepared by the Japanese side and endorsed by the Japanese Association for American Studies, should be accepted as a guide for both the Subcommittee and the Japan-U.S. Friendship Commission, at whose request it was prepared.
7. The research centers at Tokyo and Doshisha Universities as facilities with a national constituency deserve continued support.
8. The Asia Foundation program is commended as an effective response to the general lack of American Studies materials in academic libraries.
9. The American Studies and Japanese Studies Subcommittees jointly endorse the establishment of one or more clearing houses for the collection and dissemination of information on comparative studies between the U.S. and Japan and the publication of bibliographic information on this topic.

#### B. Education

The joint Subcommittee on Education for International Understanding reviewed the activities of the past year and noted with satisfaction the progress on both sides, particularly: (1) The development and publication of a selective inventory of educational materials produced in Japan that might be useful to American elementary and secondary school teachers in improving teaching about Japan; (2) The launching of the Pennsylvania project in the United States which is based on the teachers resource manual developed under the three-year CULCON project of this Subcommittee; (3) The successful development of a pattern for exchanging educational leaders in elementary and secondary education from the two countries, especially prefectural school superintendents and PTA leaders from Japan and chief state school officers, PTA leaders, and members of state boards of education from the United States. The success of this undertaking is due to the fine cooperative effort of the Japanese Ministry of Education, Science and Culture, the Japan-U.S. Friendship Commission, and the Education Division of the U.S. Department of Health, Education and Welfare.

The joint Subcommittee reaffirmed the special importance of the exchange of persons in promoting mutual understanding, concurred with the perspective of Senator Fulbright that "it is through the exchange of persons that nations become people," and called upon relevant funding sources on both sides to accord the educational exchange function appropriate priority in their respective programs. The joint Subcommittee also endorsed the great importance of many non-governmental exchange programs, such as those

of CIEE, NCSS, the Sony Science Education Foundation, and others, and encouraged the expansion and improvement of both government and non-government educational exchange programs between Japan and the United States.

Recommendations:

1. The Japanese inventory of teaching materials be evaluated through the cooperative effort of Japanese and American scholars and teachers, that teachers' guides for the use of the recommended material be developed, and that a revised list be published of the most highly recommended material together with related information on effective utilization.
2. Exchange of educational leaders should be continued over a period of several years, with modifications as experience indicates (for example, sending teams of leaders from prefectures and states).
3. The educational exchange effort be broadened to include additional specialities and roles, for example: state or prefecture-level supervisors of music and social studies; teachers and supervisors from large cities, and specialists in educational research, particularly those concerned with early childhood education.
4. The name of the Subcommittee be changed from Education for International Understanding to Education in order to identify more accurately the growing functions of the Committee in both its advisory and project dimensions.
5. Subjects believed worthy of further consideration at the next meeting, and possibly having the potential for cooperative action, are (1) Teacher education; (2) Early childhood education; and (3) Dissemination of resource materials.

C. Japanese Studies

The Subcommittee on Japanese Studies reviewed developments in this field over the past year and is pleased to note a number of healthy developments. Among them are the close attention being given to Japanese language teachers within the Ministry of Education, on the one hand, and the Joint

Committee on Japanese Studies of the ACLS-SSRC on the other, and **the fruitful liaison which has been established** between the scholar-teachers on both sides. The problems of introducing Japanese studies into the education of students in professional schools is now being addressed by a new fellowship program. Establishment of a new Translation Center in Tokyo promises to improve the flow of the products of Japanese scholarship to the rest of the world.

At the same time, much remains to be done if those studies are to meet the needs of our two societies. With this in mind the report of the Amagi Mission and others **were** studied. Clearly the financial stringencies are raising new problems at the same time that the expansion of the Japanese studies community and the continuing increase in interest on Japan are presenting new opportunities.

**Recommendations:**

1. The important proposal of the Amagi Mission to establish seminars in America with the regular participation of Japanese specialists, was warmly welcomed. It was agreed that a joint working group should be organized immediately. On the basis of preliminary studies on each side, it should meet later this year to consider alternatives and make concrete recommendations.
2. Housing must be recognized as one of the most urgent problems American students and researchers coming to Japan **face**. **A study should be prepared; and, on the basis** of the findings, a working group of Japanese and Americans should meet if possible before the end of this year to consider alternative solutions, including the building of special housing, the provision of housing by host institutions, or the improvement of facilitative services by appropriate agencies.
3. The results of the joint research **being conducted** under the auspices of CULCON and administered by SSRC and ACLS, were evaluated highly. **The opportunity** to expand such research fruitfully was emphasized. At the same time, serious problems which impede this expansion need to be solved, including the provision of increased finding on a stable basis on both sides.

4. Encouragement should be given to the Inter-University Center for Japanese Language Studies in Tokyo, mutually recognized as the single most important American teaching center for advanced Japanese, and to the Japanese Ministry of Education and other organizations to consider ways to increase the association between the Center's students and faculty and the scholarly community of Japan, and to help by relocation or other measures to stabilize its funding.
5. The American Studies and Japanese Studies Subcommittees jointly endorse the establishment of one or more clearing houses for the collection and dissemination of information on comparative studies between the U.S. and Japan and the publication of bibliographic information on this topic.
6. Many other problems created by declining financial support were discussed, among the most urgent being the shortage of financial support needed in conducting research on Japan and the growing difficulties experienced by many isolated colleges and universities with small Japanese studies staffs, to continue their valuable work.

#### D. Library

The Library Subcommittees expressed their appreciation for the cooperative library activities that exist between the United States and Japan and reaffirmed that closer cooperative relations have developed as a result of CULCON. They also noted that library activities are the basis of educational and cultural exchange programs between the two countries. Extensive discussions developed on past and future library cooperative projects. Three binational conferences on library and information science in higher education have been held in 1969, 1972 and 1975.

In response to the exchange of persons program, four Japanese university librarians have studied library science and then received in-service training at American universities. As a concrete result of CULCON cooperative efforts, an American library science educator was invited in February, 1978, to Japan as a consultant/lecturer. Three Japanese university librarians will very shortly be studying in American universities and receiving in-service training.

Recommendations:

1. Exchange of Persons: - In regard to Japanese librarians studying recent developments in librarianship in the United States, the American Library Subcommittee will assist in implementing the study and in-service training programs. Both library subcommittees will extend necessary facilitative assistance. The study programs and in-service training expenses will be the responsibility of each country. American librarians working on Japanese materials at U.S. research institutions hope to increase their bibliographic expertise by studying and/or researching at Japanese institutions that contain Japanese studies collections. The possibilities for them to continue study and research will be provided at national universities, research libraries of Japanese studies, the National Diet Library or at the Ministry of Education. Workshops and seminars for training purposes may be established.

2. Exchange of Bibliographic Information: American libraries expect to acquire bibliographic information on Japanese studies materials published in Japan. With the completion of Japan MARC project both committees expect that the data base will be put to practical use for the mutual exchange of bibliographic information and for the establishment of a library bibliographic/reference network between Japan and the U.S.

3. Utilization & Exchange of Library Materials: The photoduplication services at present are only partially systematized. They are handled either on an informal personal basis or through institutional arrangements. Both committees agreed that these services should be handled more effectively within the stipulations of the new U.S. copyright law and other international copyright conventions.

4. Joint Library Projects: For the further development of CULCON activities, joint research projects on library and information science should be developed. For example, in cooperation with other CULCON subcommittees a survey should be undertaken on scientific research materials of the development and use of bibliographic data bases.

#### E. Museum Exchange

The Museum Exchange Subcommittee reviewed with great satisfaction the past two years' achievements in exchanges between the U.S. and Japan. Especially in 1976 a variety of exhibitions were sent to Japan in connection with the American Bicentennial and presented to the Japanese public the history of America, life of American people, and the quality and variety of American museum collections. The Subcommittee members unanimously recognized the significance of such programs from the point of view not only of museum exchange but also of the furtherance of the Japanese understanding of the United States and their people. At the same time the Subcommittee also recognized the significance of Japanese exhibitions such as Shinto Art which introduced to the American people a unique aspect of the Japanese which had not been unveiled to the former so far. The Subcommittee recommends that future exchange exhibitions between the two nations be organized as effectively and successfully as ever.

The Subcommittee in particular considered the greater exchange of works and exhibitions between smaller institutions in Japan and the United States as recommended in the CULCON Joint Committee Report of June 22-24, 1977. Both the Japanese and American Subcommittees felt it would be valuable to have a list of smaller institutions qualified to exchange works of art between both countries. However, it was emphasized by both the Japanese and American Subcommittees that the list be regarded as a working guide only and not as an exclusive official document.

The Japanese side appreciated the explanation of the American representative regarding the functions of various organizations concerned with museum exchange. Specifically they included the National Council on the Arts and Humanities, the American Federation of Arts, and the American Association of Museum Directors (AAMD), and the Museum Services Institute of HEW. The Japan Society was also mentioned as an organization with a particular focus on Japan and U.S. interchange.

The Japanese side described the various functions of the Agency for Cultural Affairs and the Bureau of Social Education of the Ministry of Education as Agencies for museum exchange as well as the related private organization, Japan Museum Association.

#### Recommendations:

1. The Study Group on Care of Works of Art in Travelling Exhibitions held joint meetings in August 1975 (Washington, D.C.) and in November 1977 (Tokyo). Discussions concerned the

handling and care of works of art in traveling exhibitions, including special characteristics of Japanese art and of Western art; objects and materials with special problems; packing, shipping and inspection of exhibitions; as well as general considerations in organizing exhibitions. The Subcommittee examined and unanimously adopted the Working Group Report The Study Group on Care of Works of Art in Traveling Exhibitions.

The Report should be considered an appropriate guideline for traveling exhibitions and is submitted to CULCON for its adoption, publication and distribution.

2. The Subcommittee discussed the impediments to cultural exchange particularly with regard to extremely valuable and fragile objects. It agreed that the Working Group Report indicated the necessary safeguards and would not raise unrealistic expectations for exchange in either the United States or Japan. Measures should be worked out for dissemination of the Report not only in the U.S. and Japan but also in as many countries as possible.

3. The present Subcommittee has focused primarily on the exchange of exhibitions of art treasures between major museums. Recently, exchanges involving folk cultural properties, archaeological objects, modern art, art associated with daily life, and the encouragement of smaller museums participating in the projects have been discussed. Therefore, collection of reliable information survey of needs and provision for technical assistance should be developed.

#### F. News Media

Activities conducted since CULCON VIII include the following:

The Japanese subcommittee was established with representatives from newspapers, broadcasting stations, magazines and the Foreign Press Center.

The first Japan-EC-U.S. editors' symposium was held in Tokyo in October, 1977, with a second scheduled for Brussels in September, 1978 and a third in the U.S. in 1979.

Rodney Armstrong's report on THE AMERICAN MEDIA AND NEWS ABOUT JAPAN was published in the monthly study journal of the Japan Newspaper Publishers and Editors Association (Nihon Shimbun Kyokai) and in the Asahi Evening News.

The Foreign Press Center, opened in Tokyo in October, 1976, continues to actively assist U.S. and other foreign correspondents in gathering news of Japan.

Meanwhile plans are complete for an exchange of delegations of Japanese and U.S. cable editors September 9-29, 1978 under the auspices of Nihon Shimbun Kyokai and the American and Japanese national committees of the International Press Institute--with a meeting of the two groups at the East-West Center, Honolulu at the end of the trips to share impressions. This is the fourth such American and fifth such Japanese delegation. Major funding is being provided for the forthcoming exchange by the Japan-U.S. Friendship Commission and Nihon Shimbun Kyokai.

The sixth U.S.-Japan editors' meeting will be held in Tokyo in March, 1979. These meetings are alternately sponsored by the American IPI committee and the Nihon Shimbun Kyokai and the Japanese IPI committee.

Recommendations:

1. To further mutual understanding in the field of economic developments it is proposed that a 1979 U.S.-Japan exchange take place with delegations of U.S. and Japanese financial/business writers from newspapers (with perhaps one or two from magazines). It is also urged that a future exchange consist of cultural writers--music, dance and art critics.
2. Private assistance be offered the Foreign Correspondents Club, Tokyo, the primary facility for foreign journalists in Japan, to modernize its library. The initial step could involve an evaluation of the library's needs by a professional news librarian.
3. The respective News Media Subcommittees, with secretariat assistance, develop inventories of available U.S. and Japanese journalistic fellowship, scholarship, intern and other relevant programs, with the view of encouraging appropriate utilization of these.
4. The Subcommittees commend the creation by the Japan-U.S. Friendship Commission of a six-month intern-fellowship (with the Los Angeles Times bureau in Tokyo) for an American journalist who is seeking to become a full-fledged correspondent in Japan, and hope that this program will be continued and expanded.
5. Because of the Japanese perception of a gap in U.S. television reporting of hard news about Japan, especially in terms of economic coverage, the cooperation of U.S. networks be invited. In pursuance of this, an exchange program of Japanese and U.S. television reporters and commentators is urged.

6. Noting concern about the current cost of transmission of news between the two countries, efforts by Japanese authorities should be strengthened to bring about a lowering of such rates.

7. To assure closer contact of the two News Media Subcommittees, appropriate liaison should be maintained and information shared between members of the two groups between CULCON meetings.

#### G. TV Cooperation

The 1978 U.S.-Japan TV Executives Conference, chaired by Roger Rice and Shinzo Takahashi, Kiyoshi Hara, and Jiro Arai, was held in Los Angeles and New York on February 5-7 and February 8-10, respectively. Sponsored under the auspices of CULCON, the television conference endeavors to promote greater exchange of cultural and educational television programs between the two countries and to discuss recent technical developments in the field. Thirty-five Japanese and 40 American television broadcast executives met at Japan House to discuss program acquisition in the commercial market, the promotion of television exchange, program development and audience research.

The Conference resulted in the following actions: (1) One particular aspect of this year's conference was the participation of PBS station executives and their explanation

of how foreign programs were purchased by PBS stations; (2) In New York a similar panel of commercial program executives discussed the type of programs they wished to have offered from Japanese television; (3) New sister-station affiliations were established as a direct result of the conference. There is now a total of 21 such affiliations, an increase of 6 since CULCON VIII. Not only have the number of sister stations increased, but their activities have expanded with visits and program exchanges; and (4) Working groups were established on both sides to expedite program exchange projects and to improve technical modification of programs.

Following the broadcast executives conference the Japan-U.S. Friendship Commission established an annual Prize Fund of \$10,000, half to be awarded the best cultural television program on Japan carried on American television, the other half to go to the best cultural television program on the United States carried on Japanese television.

The Conference also resulted in greater interest in broadcasting Japanese programs on U.S. public television stations. In November a three-person fact-finding team will visit Japan on a grant from the Japan Foundation and the Hoso Bunka Foundation to explore expanded relations in programming and other areas with NHK and commercial

broadcasters. The PBS stations KQED-TV (San Francisco), WGBH-TV (Boston) and WETA-TV (Washington, D.C.) are all now actively working to include Japanese programs in their future television series.

Recommendations:

1. Taking note of the recommendation of CULCON VIII in 1976 that a Japanese Subcommittee similar to the existing American Subcommittee be established, and of the fact that this recommendation has not yet been carried out, American representatives urged that the Subcommittee be established by the time of the CULCON meeting in Hawaii next year.
2. American representatives expressed the strong hope that Prizes of a similar nature to the Friendship Fund Prize be established by the Japanese side to encourage the submission of high quality programs to the screening session of the U.S.-Japan Television Executives Conferences.
3. Preliminary plans were discussed regarding the 1979 U.S.-Japan Television Executives Conference in Japan in November.
4. New efforts should be exerted by the American subcommittee to promote and support the TV magazine series entitled "Today's Japan" so as to realize its broadcast over American television.
5. Both American and Japanese broadcasters should survey program exchanges over the past three years to determine what broadcasts have been realized as a result of CULCON efforts or the Television Executive Conference.
6. The problem of co-production should be explored by the working groups on Program Exchange Projects of both countries. The Foreign Press Center has indicated its willingness to facilitate production in Japan.

Japanese delegates attending CULCON IX were as follows:  
Yoshinori Maeda, Advisor to the Minister for Foreign Affairs; Isao Amagi, Director General, Japan Society for the Promotion of Science; Masaru Ibuka, Honorary Chairman, Sony; Naoya Uchimura, Playwright; Tadashi Ohtaka, Director-General, Cultural Affairs Department, the Ministry of Foreign Affairs; Takashi Oyamada, Managing Director, the Japan Foundation; Masaaki Kasagi, Secretary General, Japan Newspapers and Publishers Association; Makoto Saito, Professor, the University of Tokyo; Kohei Shinozawa, Director-General, Science and International Affairs Bureau, the Ministry of Education; Shintaro Fukushima, President, Kyodo News Service; Yoichi Maeda, **Managing** Director, International House of Japan; Tomoo Matsuda, President, National College Library Science; Sukenaga Murai, President, Waseda University

American delegates were: John W. Hall (Co-Chairman), Professor, Yale University; Mary Berry, Assistant Secretary for Education, Department of Health, Education & Welfare; Carl A. Gerstacker, Chairman, Finance Committee, Dow Chemical Company; James F. Hoge, Editor-in-Chief, Chicago Sun-Times; Alice S. Ilchman, Associate Director for Educational and Cultural Affairs, International Communication Agency; James A. Linen, Chairman, Linen, Fortinberry; James W. Morley, Chairman, Dept. of Political Science, Columbia University; Roger D. Rice, President, Television Bureau of Advertising; Alan D. Romberg, Country Director for Japan Bureau of East Asia and Pacific Affairs, Department of State; Isaac Shapiro, Partner and Tokyo Representative, Milbank, Tweed, Hadley & McCloy; Robert H. Walker, Professor, George Washington University; Kozo Yamamura, Professor, University of Washington.