



# Foreign Press Center/Japan (FPCJ)



**公益財団法人 フォーリン・プレスセンター**

The Foreign Press Center/Japan (FPCJ) facilitates news gathering by the foreign press in Japan and dissemination of information from Japan to other countries through the media.

# The Role of the Foreign Press Center/Japan



Since its founding, FPCJ has been helping reporters of foreign press organizations cover Japan, to promote accurate understanding of Japan in other countries.

There are currently 565 reporters affiliated with 206 media organizations from 39 countries and regions working in Japan to transmit news from Japan to the world (FPCJ data as of February 3, 2014). Besides these, many foreign journalists visit Japan for news gathering.

To help them in their work, FPCJ offers various services. It organizes and carries out press briefings and press tours, arranges individual interviews, provides information on Japan via its website, and operates invitation and other programs intended to deepen the understanding of foreign journalists.

FPCJ has a Conference Room equipped with simultaneous interpretation facilities, a projector and other equipment; a section that displays and distributes FPCJ materials; another section featuring press handouts from the central and local governments, companies and other organizations; and a library with mainly English books on Japan. These facilities are available for foreign press members.

The number of reports on Japan confirmed to be based on FPCJ cooperation reaches several hundred every year. You can see our detailed activity at <http://fpcj.jp/>.

## Organization Outline

- Name: Foreign Press Center/Japan
- Representative: Kiyotaka Akasaka, President
- History: Established in 1976 as a nonprofit foundation through funding provided by the Nihon Shinbun Kyokai (Japan Newspaper Publishers & Editors Association) and Keidanren (the Japan Business Federation)
- Address: 6F Nippon Press Center Bldg., 2-2-1 Uchisaiwai-cho, Chiyoda-ku, Tokyo 100-0011, Japan  
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- URL: <http://fpcj.jp>



## Providing Foreign Press with Assistance and Information

### Press Briefings

About 3 to 4 times a month on average the FPCJ holds press briefings, mainly for the foreign press corps in Japan, on such important themes as politics, economy, diplomacy, society and culture, inviting incumbent cabinet members, government officials, scholars and experts. FPCJ Press briefings offer an important opportunity for the foreign press to gain a deeper understanding of the background or the quintessentials of current topics. About 30-40 people usually attend an FPCJ press briefing. In addition, when the Japan National Press Club in the same building holds highly important press conferences given by the Prime Minister or political leaders, FPCJ provides a live feed of the conference with simultaneous interpretation in its conference room.

### Press Tours

For duly accredited foreign correspondents in Japan, FPCJ organizes press tours covering various places in Japan about 10 times every year to introduce local information to the world. These tours may cover anywhere in Japan, from Hokkaido in the north to Okinawa in the south. They feature wide-ranging areas including politics, economy, business and industry, science & technology, society and culture. Recent themes have been local industry, the environment, the ageing society/welfare, disaster prevention, cutting-edge technology, and agriculture/food culture. About 10 foreign journalists from, for example, U.S., U.K., France, Germany, R.O.K., China and Taiwan, usually take part in a press tour. Press tours offer valuable opportunities for busy foreign correspondents in Tokyo to cover other parts of Japan efficiently and directly. In FY2012, about 330 reports were confirmed.

### Supply of Information on Japan via the Website

The FPCJ website provides a rich variety of information that can be the basis of news material for the foreign press: information on press briefings or press tours, reporting on them by video clips (YouTube), the "Watch Japan Now," which introduces fresh topics and unique local projects from all over Japan, and other useful information. The FPCJ website also carries useful information for covering Japan such as "Facts and Figures of Japan," a collection of links to various statistical data on Japan, and the "Media Directory," a list of the overseas PR contacts of more than 750 domestic organizations.

### Invitation Programs

FPCJ conducts programs to invite leading journalists from major news organizations of North America or Europe, enabling them to cover Japan on matters of their own choice. As commissioned programs, FPCJ carries out study programs for reporters from Asia, the Middle East, Africa, the Central America, and other regions. These programs have been helping to promote understanding of Japan overseas and also to promote journalism in developing countries.



### Assistance for Individual Reporters (Shooting or Interviewing Arrangements)

FPCJ helps foreign journalists residing in Japan and visiting foreign journalists by arranging individual interviews with officials of the central or local governments, those in the private sector or organizations, intellectuals and cultural figures, as well as visits to or on-site photo/video shooting of manufacturing plants, research institutes, sports and cultural facilities. If requested, FPCJ also helps hire interpreters, coordinators, and camera crews, and offers relevant advice and information.

# Supporting the Dissemination of Information to Other Countries

Since its founding in 1976, FPCJ has supported the dissemination of information from Japanese enterprises, organizations, local governments and others, building on its expertise and networks acquired over more than 30 years through its work in facilitating the news-gathering activities of the foreign press and the high degree of trust it has won from the foreign press.

## Cooperation for Press Tours

FPCJ plans and coordinates press tours based on requests from local governments and other bodies, selecting places to visit, announcing the tour, listing participants, and attending the tour. Each tour has about 10 participants. Their reports on the tour are transmitted all over the world. As the FPCJ website carries the detailed announcement, report of a tour, three-stage publication is possible for each tour as follows:

1. FPCJ website carries the announcement of a tour
2. Participants report on the tour
3. FPCJ website carries the tour report



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## Assistance for PR activities via the Internet

The FPCJ website has "Watch Japan Now," through which partners of FPCJ can transmit their information. The page provides a variety of information that can be news material for the foreign press, such as fresh topics or unique local projects. The page also has a concise events calendar for the different regions of Japan.

## Other services

- Press release distribution (via e-mail or fax) to the foreign press and embassies in Japan
- Rental of the conference room (auditorium-style, 50 seats with tables)

# Supporting Membership

FPCJ enjoys the support of companies, organizations, local governments, universities and others in its sympathy with its mission and activities. As of April 1, 2014, we have 86 supporting members (the membership fee is 200,000 yen per unit year).

## Privileges of Supporting Members

- Supporting Members are invited to FPCJ's press conferences and press briefings as observers
- Supporting Members can get discounts on press tour-related coordination and preparation fees
- Supporting Members can get discounts when they use the FPCJ Conference Room or press release distribution services (e-mail and fax) intended for the foreign press
- Supporting Members are invited to receptions and other get-togethers with the foreign press
- Supporting Members can use FPCJ's display corner
- FPCJ's website carries Supporting Members' logos