



FOREIGN
PRESS
CENTER
JAPAN

FOREIGN PRESS CENTER JAPAN

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公益財団法人フォーリン・プレスセンター

More than 40 Years with Foreign Press

Sending Valuable Information from Japan to the World

Since its establishment in 1976, the Foreign Press Center Japan (FPCJ) has been working to ensure diverse and accurate reporting on Japan is carried out around the world. For over 40 years, the FPCJ has supported the foreign media reporting on Japan through press briefings, press tours, fellowship programs, and individual reporting assistance. Currently, there are 493 reporters affiliated with 179 media organizations from 31 countries and regions working in Japan*. Many journalists based in other countries also come to Japan to research stories. The FPCJ will continue to facilitate reporting by foreign media in Japan, and use the unique network we have developed over the years to help build bridges between the people of Japan and the foreign media.

*Data gathered by the FPCJ, as of January 2017

Presenting a Variety of Accurate Information about Japan to the World!



Kiyotaka Akasaka
President,
Foreign Press Center Japan

For years, Japan enthusiastically sought out information and knowledge from overseas, but was not very keen to send out its views and information overseas. However, with growing numbers of foreign tourists, and events such as the 2019 Rugby World Cup and 2020 Tokyo Olympics and Paralympics, interest in Japan is expected to increase. Reporting by foreign media is one of the most effective methods for distributing news about Japan. The goal of the FPCJ is to contribute to accurate and diverse news and information from Japan being sent around the world. We can help organizations in Japan broadcast such news and information overseas. Responding to the changing times, the FPCJ will contribute to creating a better future for international society by spreading Japanese knowledge, and information on its nature and people, around the world. We ask for your continued support.

01 Press Briefings P.4-5



Briefings by leading experts and senior government officials including cabinet ministers. Themes range from politics, economics, and diplomacy, to the environment, energy, science, society and culture. Press briefings are held about four times a month, with 30 attendees on average including foreign media and embassy staff.

02 Press Tours P.6-7



Press tours provide opportunities for foreign correspondents based in Tokyo to visit different areas around Japan and cover topics such as local industries, social issues, new technology, and traditional culture. There are 10-15 tours held in a year, with about 10 journalists on each tour.

03 Fellowship Programs P.8-9



The FPCJ invites leading journalists to Japan, providing them with opportunities to cover various aspects of the country. Itineraries are arranged based on the interests of the journalists and on the current situation in Japan, with the FPCJ organizing appointments, translators, transportation, and accommodation.

04 Assistance for Reporting P.10



Foreign journalists often tell us that even if they have decided on a topic, it can be difficult to find interviewees or to make appointments. Those journalists in Japan and abroad can contact the FPCJ for help at any time through our website, and we provide assistance to ensure reporting goes without problems.

05 International PR Support Program P.11



The FPCJ provides local governments, businesses, and universities throughout Japan with support to effectively distribute information overseas. Looking into what little-known features of Japan in that area might attract the interest of the foreign media, we will provide the organization with advice depending on their goals: distributing press releases to foreign media, or providing press event support.

FPCJ Activities and Services at a Glance



01

Providing Context to News in Japan

Press Briefings



Press Briefing by Mr. Kiyoyuki Seguchi, Research Director, the Canon Institute for Global Studies

Press Briefings

Briefings by leading experts and senior government officials including cabinet ministers can help foreign journalists better understand the context of news in Japan. Themes range from politics, economics, and diplomacy, to the environment, energy, science, society, and culture. Press briefings are held about four times a month, with 30 attendees on average.

Videos of briefings are also uploaded to the FPCJ website and YouTube.

FPCJ Briefing Report

Search

<http://fpcj.jp/en/worldnews/briefings/>

Comment from Briefing Participant

Good opportunity to network with experts

The press briefings organised by the FPCJ have been extremely topical and relevant, covering a wide range of issues from politics to economics, as well as key social matters such as aging, casinos and technology. Foreign correspondents may not always get access to Nagatacho, and as such these press briefings have not only been extremely useful to be brought up to speed with the latest facts, but also to gather insights and to network with the invited experts.

Mr. Walter Sim
Tokyo Correspondent,
The Straits Times (Singapore)



Who Gave Briefings on What Issues

Scientific Basis for Defining Seniors as 75 or Older

Dr. Yasuyoshi Ouchi President of Toranomon Hospital

The definition of seniors as 65 years old or older is based on a 1956 announcement by the World Health Organization, but since then, the average life expectancy for Japanese citizens has increased significantly along with major health improvements. There are also studies indicating that the intellectual capabilities of people in their 70s now are equivalent to those of people in their 60s ten years ago. In a survey of what age seniors need support at, the most popular answers were 75 and older for men, and 80 and older for women. Dr. Ouchi introduced specific examples such as these while proposing that Japan create new definitions: "semi-seniors" for 65 to 74, "seniors" for 75 to 89, and "super-seniors" for 90 and older. He also explained the importance of emphasizing diversity so that seniors can voluntarily participate in society based on their situation.



Greater Participation by Women in Japanese Society

Dr. Machiko Osawa Professor, Japan Women's University

The FPCJ invited Dr. Machiko Osawa, Professor and Director of the Research Institute for Women and Careers (RIWAC) at Japan Women's University, to speak about the government's plan for "creating a society in which all women can shine." Dr. Osawa stated women have low motivation to advance their careers due to issues with the structure of the Japanese labor market: 1) Inequality between the sexes during initial career formation, 2) The tendency for working long hours to be seen as being highly motivated, 3) Undeveloped labor market which does not allow skills to be upgraded through changing jobs, 4) The increase in non-regular workers. She also explained that to carry out working-style reforms, there is a need for changing the mindset of males in management positions, and also management training to encourage and accept diversity.



Humanoid Robots and the Society of the Future

Dr. Hiroshi Ishiguro Professor, Graduate School of Engineering Science, Osaka University

Dr. Ishiguro says that the reason he develops humanoid robots is because he is "interested in humans, with their emotions and ambiguity," and states that while Western countries are looking into military applications for robots, Japan is developing robots to help people in their daily lives. He predicted that in 2020, when the Olympics and Paralympics will be held in Tokyo, multilingual robots would provide information to many visiting tourists. He also suggested the aging of Japanese society is contributing to the use of robots, and introduced an example of how seniors with dementia who do not like speaking with people are able to speak with robots without feeling any pressure. The professor presented a vision of a near future in which a variety of robots would respond to society's changing needs.



02

Covering Topical News Throughout Japan

Press Tours



Kyoto University Press Tour: iPS Cells and Pioneering Life Science

©Atsushi Shibuya

Press Tours

Press tours provide opportunities for foreign media to visit various areas around Japan and cover topics such as unique local industries, social issues, cutting-edge technology, culture, and traditional crafts. As foreign journalists are generally based in Tokyo, these tours provide a rare chance to cover other areas of Japan. There are 10–15 tours held in a year, with about 10 journalists on each tour.

Visit the FPCJ website for information on press tours.

FPCJ Press Tours Notice

Search

http://fpcj.jp/en/assistance/tours_notice/

Comment from Tour Participant

FPCJ tours direct my attention to topics I might not notice myself

FPCJ tours are arranged with an excellent grasp of journalists' needs, and can direct my attention to topics I might not have noticed myself. I am generally very interested in stories about rural areas of Japan, such as migration from big cities, local industries (success stories as well as challenges), natural resources, youth and the elderly, and the role of women. I would be particularly interested in tours to Kyushu, Shikoku, and small remote islands.

Ms. Sonja Blaschke

Freelance Journalist for publications in Austria, Germany, and Switzerland



Places We Toured, and Stories We Featured

Sending the Message of Peace to the World

Nagasaki and Hiroshima Press Tour

A press tour to Nagasaki and Hiroshima, the only cities in the world to have suffered atomic bombings, was held ahead of the anniversary of the bombings in early August. The tour covered the history of the two cities after the bombing, and activities undertaken by their citizens to work towards peace. Journalists interviewed the mayor, atomic bomb survivors, local youth, university officials and museum staff about what position Japan would take in the future, considering the visit of U.S. President Barack Obama to Hiroshima and the worldwide movement to abolish nuclear weapons.



Pioneering Examples of Integrated Community Care System Challenging Population Decline and Super-Aging

Yokohama Wakabadai Apartment Complex Press Tour

The tour visited Wakabadai (located in Asahi Ward, Yokohama) to cover a large-scale apartment complex dealing with population decline and super-aging, and initiatives to make it appealing to young residents, being worked on together by residents, NPOs, the management company, and the local government. Journalists interviewed residents of the complex and visited facilities such as the community salon and senior day care, as well as hearing about preparations for the "2025 Problem" due to super-aging and initiatives to build an Integrated Community Care System.

*This press tour was planned and operated by the FPCJ under commission from Yokohama City.

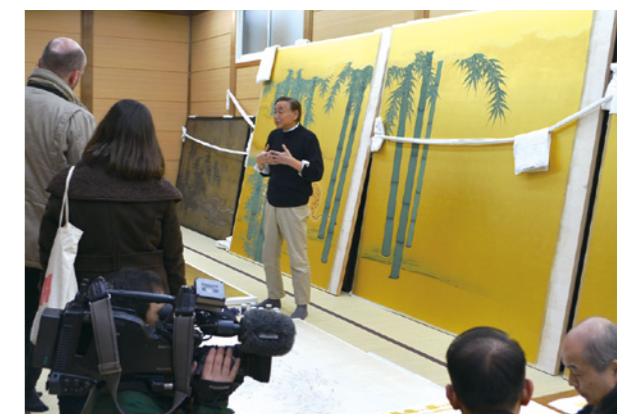


Lessons of the Thousand-Year Capital

Kyoto Press Tour

Covering the frontline for preservation of cultural properties, traditional craftsmen entering overseas markets, and Kyoto entrepreneurs keeping the craftsman's spirit alive, the tour visited leading figures in each of these areas. The tour covered a project reproducing the wall paintings in Ninomaru Palace inside Nijo Castle (a UNESCO World Heritage Site), a master of traditional yuzen chokoku engraving techniques, and research at Kyoto University into digital preservation of cultural properties, as well as interviewing Kyoto Mayor Daisaku Kadokawa.

*This press tour was planned and operated by the FPCJ under commission from Kyoto City.



03

Leading Journalists from across the World in Japan

Fellowship Programs



Canadian sumo wrestler being interviewed by CBC/Radio-Canada Montreal reporter (Fellowship Program)

Fellowship Programs

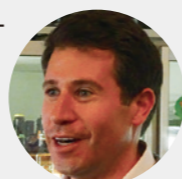
Giving foreign media without Japanese bureaus the opportunity to distribute information about Japan—to that end, the FPCJ operates fellowship programs to invite leading journalists from around the world to Japan for one or two weeks to cover stories on various topics. In addition to our own fellowship programs, the FPCJ also provides support for planning and operating programs by other organizations. Itineraries are determined based on the interests of the journalists and on the current situation in Japan, with the FPCJ arranging appointments, translators, transportation, and accommodation. FPCJ staff may accompany journalists if necessary, ensuring that the needs of program participants can be met quickly.

Comment from Fellow

Every meeting was worthwhile.
I could not have imagined
a better visit.

The FPCJ fellowship program has been one of the most meaningful experiences of my entire career. I was able to gain a thorough understanding of Japan's political positions, technology, and social influence on the world stage. I am impressed with the diversity of locations I was able to visit—Tokyo, the countryside and Okinawa. The itinerary arranged by the FPCJ was exemplary, with every meeting providing context and meaning. I could not have imagined a better visit.

Mr. Marc Stewart
Reporter and News Anchor,
KMGH-TV ABC7 (U.S.)



Who Joined and What They Reported

Diverse Topics Ranging from Response to North Korea to High-Speed Rail

U.S. KMGH-TV ABC7 / Mr. Marc Stewart

Mr. Marc Stewart, a news anchor for ABC-affiliated station KMGH-TV in Denver, Colorado, visited Japan for five days on the FPCJ fellowship program. Topics he covered included the response to the North Korean threat (Japanese security policy, defense policy, Japan-U.S. cooperation on defense), high-speed rail (Shinkansen), and beer and chocolate in Japan. On security and defense policies, he interviewed experts and government officials as well as visiting the U.S. Air Force's Kadena Air Base in Okinawa. In addition to airing segments about each topic on television, he also published articles online.

Challenging the Issues of the Environment and Disaster Prevention
Looking at Advanced Initiatives in Japan

Pacific-Caribbean Journalists Fiji, Jamaica, Papua New Guinea, Tonga, and Trinidad and Tobago

The program invited five journalists from Pacific Island and Caribbean countries which are affected by natural disasters and climate change, and facing issues including waste disposal, to cover Japanese initiatives and knowhow that could be applied to solving problems in their home countries. Around Tokyo, the journalists examined environmental issues, visiting waste management facilities in Kawasaki and covering hydrogen vehicles at Honda. They then went to Miyagi, where they covered the damage caused about the Great East Japan Earthquake, and the current state of recovery. They also learned about disaster education based on the earthquake and the value of media reporting at disasters.



*This program was planned and operated by the FPCJ, under commission from The Association for Promotion of International Cooperation (APIC)

Japan's Coexistence with the Sea
Reporting on the Recovery from the Great East Japan Earthquake

Asian Journalists The Philippines, Malaysia, Indonesia, Thailand, Sri Lanka, and Maldives

This program invited journalists from Asian countries at risk of tsunamis and storm surges to cover Japanese initiatives in disaster prevention over the course of ten days. In areas affected by the Great East Japan Earthquake, the journalists learned about local initiatives to build towns resistant to disasters and disaster awareness education to pass on the lessons from the disaster. In Tokyo, the program participants attended briefings by government officials and visited NHK to cover the role of the media in disaster prevention and reduction. The journalists appreciated the opportunity to cover disaster prevention techniques with potential in their home countries, and released numerous stories that also incorporated disasters and the current state of disaster prevention in their own countries.



*This project was carried out by the FPCJ with support from the Nippon Foundation and the Toshiba International Foundation

04

A Reliable Partner for Foreign Media

Assistance for Reporting



Interview about the history of Japanese paper by Russian media.

When covering stories in Japan, many members of the foreign media encounter issues with the language barrier and cultural differences. Journalists often tell us that even if they have decided on a topic, it can be difficult to find interviewees and their contact information, or to make appointments. Journalists in Japan and abroad can contact the FPCJ for help with these kinds of problems at any time using our website. After determining what kind of people the journalist would like to interview, and what visuals they are interested in, the FPCJ provides assistance to ensure reporting goes smoothly.

How We Provided Assistance

MBC TV (South Korea) Mr. Lee Jangsik

In response to a request for assistance reporting on how Japan was dealing with agriculture issues shared with South Korea, such as decreasing rice consumption and the aging agricultural workers, arrangements were made in cooperation with Niigata City with local agricultural businesses including farms and sake breweries. The report included an interview with a rice farmer who grows 20 other types of fruits and vegetables in addition to rice to ensure a stable income. The report also covered rice farmers and sake breweries taking advantage of the boom in Japanese cuisine to enter foreign markets, and new agricultural initiatives in the Niigata "Agricultural Special Zone," such as collaborations between farmers and corporations.



De Standaard (Belgium) Mr. Nico Tanghe

To assist with reporting on the topic "Why are robots accepted in Japanese society," the FPCJ arranged a visit to an equipment manufacturer using robots for labor and an interview with Osaka University Professor Hiroshi Ishiguro, a leader in the field of humanoid robot research. Leading with a memorable photo of Professor Ishiguro and a robot that looks just like him, the article reported on how Japan is incorporating robots more actively than in the West. Another article titled "A visit to the factory of the future" covered a factory where 19 robots work alongside humans. It has lower productivity but is comparatively inexpensive, and the article notes that the Japanese government is promoting the use of industrial robots.



05

Distributing Information to Foreign Media

International PR Support Program



Press Event Support: The hospitality of the Imperial Hotel

Interested in being covered in the international media, but with no idea on how to make it happen or where to start—the FPCJ provides local governments, businesses, and universities throughout Japan with support for distributing information overseas. Looking into what little-known features of Japan might attract the interest of the foreign media, FPCJ staff will provide face-to-face advice. A variety of services are available depending on the situation, including distributing press releases to foreign media, or providing support for organizing and distributing information on local events.

How We Supported on What Kind of Events

FOOMA JAPAN: The Advanced Technology of Japan's Food-Processing Equipment

FOOMA JAPAN, an international food machinery and technology exhibition held at Tokyo Big Sight, is one of the largest food technology trade shows in Asia. The FPCJ provided support for a press event for foreign media in Japan. With around 100,000 attendees from Japan and abroad every year, this show is an excellent opportunity to cover the latest food-processing technology, products, and services in Japan, and was covered by various journalists from television, radio, and newspapers.



Support for Lunch Event at Zarai Oita Restaurant

The FPCJ provided support for planning and operating a lunch event for foreign media and embassy staff at Zarai Oita (in Ginza, Tokyo), an official regional specialty shop of Oita Prefecture. While listening to presentations by Oita Prefecture staff, attendees could taste Oita specialties such as Seki horse mackerel, dumpling soup, toriten, and kabosu. This event was an excellent opportunity to promote a regional area of Japan while in Tokyo. There was a total of around 60 attendees, with media from Bangladesh, Canada, China, France, Lebanon, South Korea, the U.K., and the U.S., and embassy staff from 15 countries.



Need our assistance for news reporting?

The FPCJ helps foreign journalists make arrangements for news gathering based on their requests.

Type of support we can provide

Advice and information on possible interviewees and places to cover

Making interview arrangements based on your requests

Information on hiring interpreters

Information on renting camera equipment and transportation

Send us the details of your project through the application form on our web site.

FPCJ Assistance for Individual Reporting

Search

<http://fpcj.jp/en/assistance/assist/>



FPCJ Website Top Page

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For details, please visit our website, or contact us by phone or email

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Make a donation to support our activities?

The FPCJ welcomes financial assistance from individuals and organizations who would like to support our activities in helping foreign media to ensure that diverse and accurate reporting on Japan is available around the world. Donations received will be used to cover costs to carry out FPCJ programs.

Contact Information

For details, please visit our website, or contact us by phone or email

FPCJ Way to Help

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<http://fpcj.jp/en/about/help/>

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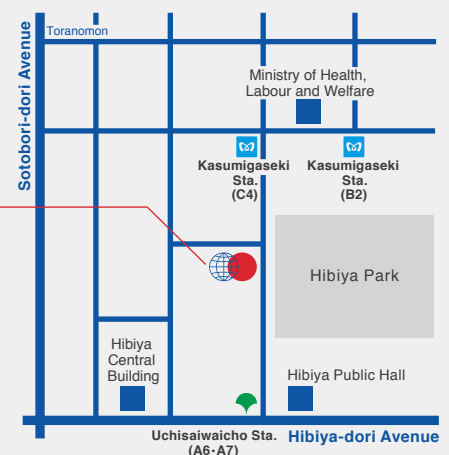
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