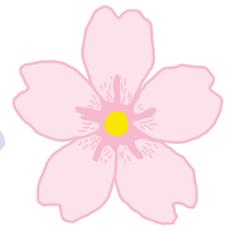


JLGC Newsletter



Issue No. 46 Spring 2003

DESIGNATED CITY

Hiroshima



Hiroshima
City Symbol

A City of World Significance

Situated on the Otagawa River Delta and facing the Seto Inland Sea, Hiroshima is known as "the City of Water." Beginning with the construction of Hiroshima Castle in 1589, the city has flourished as a center of politics, economics, and culture for the more than 400 years.

In 1945, the first atomic bombing in history reduced Hiroshima to rubble. With courage, determination and generous support from both local sources and abroad, Hiroshima has emerged as a vibrant city of over 1.13 million that continues to grow and develop into an ideal model for the 21st century.

Peace Promotion

Driven by its experience of the atomic bombing, Hiroshima constantly pursues diverse ways towards lasting world peace and the abolition of nuclear weapons to prevent the repetition of such a tragedy. One of Hiroshima's major peace efforts, the Mayors for Peace Conference, is an international league of cities led by Hiroshima and Nagasaki with 543 member cities in 105 countries and regions around the world, including 50 cities in the United States. Mayors for Peace (www.pcf.city.hiroshima.jp/mayors/english) offers cities a way to transcend borders and pursue world peace by addressing starvation, poverty, refugee welfare,

human rights, environmental destruction, and other problems that threaten peaceful coexistence. The mayor of Hiroshima delivers the Peace Declaration at the Peace Memorial Ceremony on August 6 every year and regularly issues messages in response to nuclear tests and other related world events.

Hiroshima and Nagasaki are also working to implement Hiroshima-Nagasaki Peace Study Courses in universities around the world. The Hiroshima-Nagasaki Courses are designed to broadly and systematically convey the experience of the atomic bomb to young people in an academic setting.

Hiroshima's Ideal Business Environment

Hiroshima is also serious about business. By developing an ideal environment for both domestic and international business, Hiroshima has maintained a balance between the wholesale and retail industries and manufacturing, chiefly

in machinery and metals. Manufacturers account for 13.1% of Hiroshima's gross municipal product, a relatively high figure compared to other regional hub cities similar to Hiroshima.

Hiroshima's knowledge and experience in manufacturing have allowed new industries to build on existing strengths. HiVEC, the Hiroshima Vehicle Engineering Company, is a new automotive design firm that will draw on Hiroshima's wealth of knowledge in the automobile industry to innovate and invigorate automotive design and engineering. The new firm will make Hiroshima's expertise broadly available to car manufacturers internationally.

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An aerial view showing how Hiroshima is truly "The City Of Water."

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Masthead: The sakura, or cherry blossom, is Japan's cherished national flower. Special hanami parties and excursions are held during blossom time each year.



Hiroshima

A City of World Significance

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In the field of research, Hiroshima is working to create a research institute for new forms of energy, tentatively named the Future Energy Research Institute. The aims of the institute include developing the means to meet regional energy needs in an ecologically responsible manner and integrating new technological knowledge in Hiroshima. New technologies will lead to the development of related industries and supplement the city's economic strength.

Furthermore, one of Hiroshima's main projects is the ongoing construction of Hiroshima Seifu-Shinto, an area in northwest Hiroshima. By combining business, industrial, living, and educational facilities, the Seifu-Shinto area is ideally situated as a potential distribution center for the entire Chugoku region and is one of Hiroshima's key target areas for business place-

ment. Overall, Hiroshima is an attractive city that offers a high quality of life as well as the infrastructure necessary for globalized business without the congestion and high costs associated with traditional business centers in Japan.

City-Level International Affairs

Hiroshima has six sister and friendship cities around the globe: Honolulu in the United States; Montréal in Canada; Chongqing in China; Taegu in Korea; Volgograd in Russia; and Hanover in Germany. Many of these affiliations are based on shared tragic war experiences; others developed out of friendship exchanges in fields such as culture, sports, and botanical gardening. Hiroshima has also reinforced friendship relations with economic seminars to build concrete business ties between companies in Hiroshima and sister cities.

Additionally, Hiroshima is currently look-

ing forward to hosting the 1st Japan-U.S. Cities Summit (www.juscs.org) in November 2004. The new summit is built on the framework of the Japan-America Conference of Mayors and Chamber of Commerce Presidents, a conference of cities that has had a leading role for more than 50 years of U.S.-Japan relations. The Japan-U.S. Cities Summit will bring together city leaders from the United States and Japan to provide a valuable opportunity for Japanese and American cities to tackle common challenges and renew mutual ties. There will also be forums for building new economic links and business opportunities. Above all, the Japan-U.S. Cities Summit will be vital in defining the role of cities in U.S.-Japan relations for this century.

For further information on the diverse activities of the City of Hiroshima, please visit www.city.hiroshima.jp.

A Message from JLGC's New Deputy Director

I have been appointed the new deputy director of the Japan Local Government Center (JLGC), New York, effective April 1, 2003. I have the honor of taking over from Sunao Kakehi, who served here for two years.

I have worked for the Tokyo Metropolitan Government in Japan for more than two decades. Most recently I served as the director of planning and publicity for the Tokyo Metropolitan Foundation for History and Culture. I am very pleased to have been given the opportunity to work here in New York, which is one of the most energetic and culturally oriented cities in the world.

Some of the important tasks our center performs includes promoting the exchange and cooperation of activities between Japanese, American and Canadian local authorities, supporting the JET Programme and conducting research on local governments in the United States and Canada.

I look forward to visiting a variety of wonderful places and meeting many diverse people in the U.S. and Canada while cultivating international exchange and mutual understanding. Even though these tasks can be challenging, I know they will be rewarding.

Finally, I would like to thank you for welcoming me and for the assistance I know I will be given during my stay here.

Mieko Sato





Saitama Prefectural Emblem

Saitama Prefecture

Cultivation of Individuals with International Perspectives

Saitama is a dynamic and energetic prefecture blessed with a wealth of resources. It is conveniently situated along the northern border of the greater Tokyo metropolitan area. Its population of 7 million currently ranks 5th in the nation. The average age of the population is 39 years old, the second youngest in Japan. Local industries benefit from the size and vitality of its labor force as well as the advantages of being close to a major metropolitan area. Last, but not least, Saitama is blessed with an abundance of natural resources whose beauty is enhanced by seasonal changes.

Saitama Stadium 2002, which boasts a seating capacity of 63,000, was the venue for four matches of the 2002 FIFA World Cup™. Large numbers of international visitors were attracted to Saitama for this global event. One of the matches in the stadium was the breathtaking semi-final between the tournament champion, Brazil, and Turkey. Saitama utilized this splendid opportunity to carry out numerous public relations activities and encourage international exchange amongst the visitors.

Saitama is aggressively promoting the “cultivation of a society that actively participates in international exchange and cooperation programs” in order to foster international understanding. To this end, the prefecture facilitates a myriad of opportunities for its citizenry to interact with the peoples of the world. Hosting matches of the World Cup™ was one such occasion – many residents took interest in and decided to become involved with international activities as a result of having direct contact with people from around the world.



International Understanding Support Program for Children Promotion Project: Teaching children about foreign countries.

It is extremely important for people to acquire an international way of thinking from an early age, so Saitama is sponsoring the following programs.

λ **The Promotion of International Understanding amongst Children Program**

Foreign nationals, people involved in non-government organization (NGO) activities, former members of the Japan Overseas Cooperation Volunteers, among others, support and sponsor events to promote international understanding at elementary and junior high schools, etc. They teach children about the life and culture of foreign lands (including language, traditional costumes, and music) and relate their experiences with international cooperation activities. In the fiscal year 2002, a total of 180 schools within Saitama Prefecture took advantage of this program providing their students with prodigious opportunities to open their eyes to the world.

λ **The Cultivation of Children Growing up in a Global Community Program**

This program goes one step further than the one mentioned above by offering high school students an opportunity to actually get involved in NGO sponsored activities. The students volunteer their time during their summer holidays, etc. to participate in international exchange and cooperation activities. It is hoped that they will come to view Japan as part of a global community and develop a desire to be actively involved in the field of international cooperation later in life.

Furthermore, NGO volunteers compile booklets containing information on international exchange and cooperation activities that are age appropriate for each locality and/or school. They then distribute the booklets to elementary and junior high school students in order to promote greater participation in such activities.

U.S. Mid-South JETAA

Books, Flicks, and Chopsticks: Workshops for Children

by Jean-Francois Mannina
Mid-South JETAA President

Books, Flicks, and Chopsticks is a major event for the U.S. Mid-South Chapter of the Japan Exchange and Teaching Program Alumni Association (JETAA). This successful program was developed to introduce elementary school aged children to Japan, and it has been presented in the classroom, at public libraries, and at the Japan-Louisiana Autumn Festival.

JETAA members and children alike love *Books, Flicks and Chopsticks*. The hour-long presentation begins with introductions by *happi*-clad JETAA members. To get started, we pose questions to the kids about Japan: Where is Japan? What do you know about Japan? Give an example of Japanese food.

We then teach some basic terms like “*konnichiwa*,” “*sayonara*,” and “*Watashi wa _____ desu*.” They practice their new greetings, complete with bowing.

After the language portion, we show a 10-minute Ministry of Foreign Affairs video entitled, “Elementary School Life in Japan.” The video illustrates a typical day of a Japanese elementary school student. We ask the children to pay attention to the similarities and differences between their lives and those of the Japanese students. Many are surprised that the students clean their schools, and some even think it’s a good idea.

Everyone loves to be read a story, and

we’ve found that *kamishibai* stories in particular thrill the kids. *Kamishibai* stories are depicted on picture cards that are displayed in a small stage-like framed box. The text is written on the back of the picture cards for the readers. JETAA members often dress up as characters in the story to give the reading a more theatrical feel. We have collected *kamishibai* cards for a number of Japanese stories, including *Momotaro*, *The Bamboo Princess*, and *How the Years Were Named*.

To round out the program, we bring traditional Japanese toys (in part to show American kids that there’s more to Japanese games than PlayStation). We show the kids how to use the various toys such as *kendama*, *hanetsuki*, and *daruma otoshi* and then allow the audience members to try for themselves. We also demonstrate how to use chopsticks.

At the end of our workshop, we tell our new friends “*sayonara*” as we distribute small prizes such as magnets, bookmarks, and stickers to all the attendees.

Books, Flicks and Chopsticks is a great introduction to Japan for young Americans. And U.S. Mid-South JETAA members love the program because it allows us to relive our cross-cultural teaching experiences.



Children attending the U.S. Mid-South JETAA Workshop are enchanted by the *kamishibai* stories.

The Local Government Employee Overseas Study Program Education through Internationalization



Understanding diversity to enhance local government service

By Hisako Nagai (Niigata Prefecture)

The CLAIR One-year International Study Program was a good opportunity for me to learn English, study about the administrative and financial systems of local government and most importantly to understand Japan from another point of view. The classes, lectures and programs coordinated by Pace University were excellent and well organized. I was able to learn the background and basic knowledge of public administration in the United States. Most rewarding were the field trips to local governments and non-profit organizations where I was able to experience constituent service in action. I traveled to Washington D.C. and Albany, the capital of New York State, where I participated in briefings, listened in on lectures and observed the practices of federal and state executive agencies. I had the good fortune to be placed in short-term internships in Westchester County government offices and the Planning Department for the City of White Plains.

For my long-term internship, I chose the City of Tallahassee, Florida for two reasons: First because the Council-Manager system, which is a popular form of government in the United States, does not exist in Japan. Second, the City Manager was a woman and women are rarely in leadership positions in local government in Japan.

I thought it was interesting that the legislative council would hire a specialist in public management to operate city government. I was also impressed with the City Manager's leadership ability. I paid special attention to her management skills. She exhibited a strong, calm and maternalistic presence in the workplace. The flexibility of my job assignments gave me time to learn about practical government administration from the viewpoints of

them with important features on new programs and services, including public sector job opportunities.

Throughout my time in the United States, one thing became crystal clear: that public administration is not only theory but a profound and interesting practice. There can never be a perfect solution to a local government problem because situations can change quickly. Often

public managers are required to find the best and most cost efficient means to remedy a problem. This is truly meaningful work that benefits current residents and allows for the future betterment of the community.

Overall, I came away with a sense that good research and an understanding of the local issues will result in good work. Societies in general and local neighborhoods in particular are influenced by history and culture. Therefore,

understanding diversity and the uniqueness of cultures will enhance government service.

Finally, a hearty and grateful thank you to all the people who took the time and energy to assist and support me during my stay in America; Pace University faculty and staff, my colleagues at the Japan Local Government Center, NY, my friends and co-workers in the City of Tallahassee and everyone in my home office in Niigata City, Japan.



The author, Ms. Hisako Nagai (left), visited the Adult Care Center in White Plains, NY.

different city departments. I also helped at community events and volunteered at the Animal Service Center: a particularly joyous adventure.

Constituent service is given high priority in Tallahassee and public access to government services and information was advanced, flexible and current. The City's twenty-four hour cable television channel highlights programs of interest to Tallahassee residents, providing

The Local Government Employee Overseas Study Program

Trying to find solutions for local government by looking at American non-profit organizations

by Norio Uehara (Nagano Prefecture)

I was very interested in participating in the Overseas International Study program for Local Government Officials so that I could broaden my knowledge of government administration in the United States and to master the English language. In Japan, most government officials transfer from one department to another every three to four years and so do not become specialists in any one area. Although we study English during our early school years, our English speaking and listening skills deteriorate when we enter the workforce. When the mayor of my small town, Tobu in Nagano Prefecture announced the opportunity to study abroad, I set out to improve my English, applied for the program and unbelievably was chosen to participate. I would be going to America!

My plan was to try to attain in some small measure the following goals:

1. To acquire knowledge about the structure and operation of American public administration and government so as to compare it with the system of government in Japan.
2. To understand the concepts of decentralization, greater local autonomy and home rule using American case studies and how it may

be applied to my local government in Japan.

3. To expand my global perspective by integrating and assimilating into a different culture and work on improving my English language skills.



The author, Mr. Norio Uehara (far left), enjoys a break during one of the many enlightening seminars that are a part of the Local Government Employee Overseas Program.

Over the last ten years, Japan has been mired in a deep recession that has affected both the private and public sectors. In an attempt to attain more effective and efficient local government, the national government has strongly encouraged local government mergers. My hometown decided to merge with the neighboring village, so I wanted to bring back some useful ideas about the American system of local government.

For my internship, I wanted to research

the structure, functions and administration of American non-profit organizations (NPO). Hopefully, my studies would culminate in finding the right kind of NPO system that would help out local governments in Japan. I

was fortunate to work with the American Red Cross and The United Way. I also attended several business meetings and visited other NPO's such as the Family Service Center, the Neighborhood Health Center, the Hispanic Coalition, and the Child Care Center.

Although my duties were limited to mostly observation, I learned that although the NPO system directly services the specific needs of constituents, funding can be uncertain since it is often based on intergovernmental grants and private fundraising.

When I began to compare the local government systems of Japan and the United States, I discovered that the American system of NPO's is more integrated and more financially secure than the system in Japan. It would be encouraging if Japan could sufficiently fund their NPO's so that they may work in tandem with all levels of Japanese government to address and solve some of the more pressing difficulties being experienced by local community residents.

The Local Government Employee Overseas Study Program

Diversity creating strength in the community

By Hiroshi Tanimoto (Mie Prefecture)

As a young Japanese government official living and working in America for one year, I had the opportunity to learn a great deal about local government and culture in Japan and the U.S. Although there are similarities between the two systems of government, there are a few obvious differences on the regional level – states in the U.S. and prefectures in Japan.

Prefectures in Japan are extensions of the national government and local governments generally implement policy according to the national framework. Structurally, Japanese prefectures do not have the uniqueness or distinct “personalities” prevalent in each of the 50 states in America. Although an integral part of the federal system often allows local governments greater autonomy, in Japan there are limitations to such provisions between the national government, its prefectures and local governments. I learned first hand about the power and autonomy of state and local government.

As a participant of the International Overseas Program, I was placed as an intern in the city of Tampa, Florida. I became interested in the historic district known as Ybor City, a section of the greater metropolitan area that comprises Tampa. Ybor City has a rich and storied history. Founded by Vicente Martinez Ybor, it developed into a diverse and multi-ethnic community where English was the second language. The two largest ethnic groups were the Spaniards and Cubans. Together

they dominated the cigar making industry, eventually out producing Havana, Cuba as the manufacturing center for quality hand-rolled cigars. By 1900, Ybor City had become widely known as the cigar capitol of the world. Unfortunately, a few decades later, several factors including the Great Depression, the increased consumption of cigarettes and improved machinery for rolling cigars, contributed to the decline of the cigar industry and Ybor City.

In order to revitalize this diverse community, the Florida State Legislature designated Ybor City as an historic district in 1975. Soon after, the city became a registered National Landmark District. Building upon its rich history and culture, Tampa’s mayor and city council recognized that Ybor City had the potential to become a strong tourist attraction and made economic

development a top priority. The support of the diverse ethnic community has contributed to the area’s steady growth while maintaining its cultural and historical identity.

I witnessed citizen participation and strong local government advocacy play leading roles in the drive to better the quality of living for Ybor City residents. More importantly, the diversity of the community made it possible to achieve these results a lot easier than in Japan where most communities are homogenous. I found this to be a stimulating and interesting experience and I have become a believer in the “melting pot” society. As a visiting local government official, it opened my eyes to the possibilities available when you put yourself into the dynamic flow of the world.



The author, Hiroshi Tanimoto (third from right), learned about strength through diversity first hand with the staff of Tampa Bay Economic Development Corporation where he had an internship.

Summer Internship 2002 in Mino, Kagawa

Advancing International Relations through People-to-People Diplomacy

By Mike McCartt

As a graduate student in International Affairs, I have focused my studies on the use of various forms of public diplomacy to cultivate positive international relations. My personal belief is that international exchange programs are among the most effective ways to accomplish this goal and foster mutual understanding between individuals as well as nations. It is this interest in “people-to-people diplomacy” that led me to participate in the Summer Internship Program sponsored by the Japan Local Government Center.

In the summer of 2002, I spent eleven weeks as an intern in the International Exchange Association of Mino Town, a small agricultural community of approximately 10,000 residents in Kagawa Prefecture. Despite its relatively small size, Mino has a remarkably active and successful International Exchange Association. Its mission is to promote internationalization and to create a sense of excitement about global inter-dependence among town residents by providing activities such as foreign language classes, cultural demonstrations, and overseas study tours. As a result of the Association’s efforts, Mino’s residents have developed a remarkably high level of enthusiasm and interest in international activities as well as an appreciation of foreign cultures and people.

I spent the summer researching the organization and management of Mino Town International Exchange Association in order to gain an understanding of Japanese local governments’ approach to developing and implementing international cultural and educational programs. In addition, as a rare foreigner, I was often at the heart of some of these activities.

I visited local schools and answered students’ questions about life in the United States. I also participated in a series of “International Understanding Panel Discussions” in which the town’s residents and foreign guests came together to share and discuss our perspectives on various topics. I was also interviewed on Kagawa’s prefectural radio show, assisted in the implementation of a home stay program for elementary school students from Virginia, and participated in the Mino Town International Exchange Association’s 10-Year Anniversary Party.

Although my independent research and responsibilities as an intern were enlightening, the most educational and enjoyable part of my program was, unquestionably, the time I spent with my host families. Throughout the summer, I stayed with three different host families in Mino, each for three to four weeks. With them and other people whom I met in town, I attended BBQ parties, participated in the town’s tug-of-war competition, held a weekly volunteer English conversation class, went to several festivals throughout Shikoku, spent an afternoon working at an egg farm, and even won 30,000 yen at my first Pachinko outing.

Since returning to the United States, I have kept in touch with many of the friends I made in Mino. I have also incorporated much of what I learned about Japanese local government into my studies, and have shared this information with my professors, other students, my family, and friends. As a result of the JLGC Summer Internship Program, a positive and enduring link has been established between this small community in the country-



The author, Mr. Mike McCartt (right), participated in the Mino Town International Exchange Association’s 10-Year Anniversary Party.

side of Shikoku Island and the community I represent in the United States.

My experience as an intern in Mino has been – and will continue to be – highly valuable as I work to build a career in public diplomacy and U.S.-Japan relations. Moreover, it has reinforced my deep conviction that exchanging ideas and culture on an individual level is not only highly effective, but essential to fostering positive international relations.

