Various Public Relations Activities

As the activities of the MOD/SDF cannot be carried out without the understanding and support of the Japanese people, it is important to be proactive in undertaking easily comprehensible public relations activities and to gain the trust and cooperation of the public.

According to a “Public Opinion Survey on the Self-Defense Forces and Security Issues” conducted by the Cabinet Office (in January 2015), the public expectations and evaluations towards the SDF have been increasing as the scope of MOD/SDF activities has expanded both domestically and internationally. In light of this result, the MOD/SDF will continue to conduct a variety of PR activities, thereby striving to ensure better understanding of the current status of the MOD/SDF.


Website, Brochures, and Other Forms of PR

The MOD/SDF conducts PR activities using the Internet such as official websites, video distribution, and social media.

The MOD has also been making great efforts to provide accurate information in a more extensive and timely fashion, by creating brochures, PR videos, and manga editions of the defense white paper, as well as providing assistance in editing the PR magazine MAMOR and cooperation on media coverage.

Furthermore, based on the increasing interest in the MOD/SDF initiatives by the international community, the MOD has been striving to gain the understanding of people in other countries by publishing the monthly English magazine, “Japan Defense Focus.” It is proactively transmitting information to the international community through efforts such as providing international media with opportunities to cover stories, enhancement of the English section of the MOD website, publishing English versions of the defense white paper and brochures, as well as producing PR videos.

Events and PR Facilities

The MOD/SDF conducts activities to widely inform nationals of the current circumstances of the SDF. These activities include the GSDF Fuji Fire Power Exercise, cruises to experience MSDF vessels, and demonstration flights and boarding experiences on aircraft. In addition, at camps and bases throughout the country, events including equipment exhibitions and unit tours are held on occasions such as the anniversary of a unit’s foundation. In some instances, they also hold parades throughout the cities, with cooperation from the local communities.

Furthermore, as part of the commemoration of the SDF anniversary, the SDF Marching Festival is held at Nippon Budokan arena every year. The festival attracted approximately 40,000 visitors in total in 2015.

Concerning annual reviews by the SDF, a troop review, a fleet review, and an air review are hosted in rotation by the GSDF, MSDF, and ASDF respectively. In 2015, a fleet review was held by the MSDF at Sagami
The SDF Marching Festival, an Event That Keeps on Evolving

The SDF Marching Festival is held annually in autumn, and its 52nd event will take place this year. It aims to deepen the public understanding of the SDF by introducing a wide range of SDF activities such as drill performance, by the GSDF, MSDF, and ASDF bands.

While the first SDF Marching Festival took place at the Tokyo Metropolitan Gymnasium in 1963, the Nippon Budokan arena has been the venue since 1973. Various international military bands have been invited as guest bands, and participated in the event since 1980, when the U.S. Army Band was invited for the 1st time. Japan International guest bands are how are the integral part of the SDF Marching Festival adding a glamorous atmosphere to the event.

At the FY2015 SDF Marching Festival, the bands of the four services of the U.S. Forces in Japan (the Army, Navy, Air Force and Marine Corps) participated in event to commemorate the milestone of the 70th year of the post-war period, and the Republic of Korea Navy Band joined to celebrate the 50th anniversary of the Normalization of Diplomatic Relations between Japan and the Republic of Korea. It brought together Japan, the United States, and the Republic of Korea, and sent out the message “Moving forward hand-in-hand together.”

The SDF Marching Festival is expanding its role globally, as an opportunity of event defense exchanges with foreign armed forces. As it has been said, music is a global language. The SDF will continue to further develop itself so that it can make a significant contribution to the stability of Japan and the world, through this wonderful power of music.

A scene from the FY2015 SDF Marching Festival

Bay. Six vessels from five countries and various aircraft including the U.S. Marine Corps Osprey participated in the fleet review to promote the maintenance and promotion of international friendship and defense exchanges. The fleet review attracted approximately 34,000 visitors, including visitors who attended the review and the rehearsal. In 2016, a troop review is planned to take place.

The MOD/SDF also actively opens PR facilities to the public. For instance, the number of visitors on the facility tour at the PR facilities in the MOD at Ichigaya district (Ichigayadai Tour) reached 380,000 as of the end of March 2016. Each SDF service also has a large-scale PR facility in addition to PR facilities and archives at the SDF camps and bases open to the public. Furthermore, the MOD/SDF provides cooperation for shooting films and TV programs.
Trial Enlistment Programs

The MOD/SDF offers SDF Life Experience Tours and Enlistment Experience Programs. These programs are intended to promote participants’ understanding of the SDF by offering the opportunity to experience the daily life and training of the SDF, as well as to have direct contact with SDF personnel. In FY2015, approximately 140 persons participated in SDF Life Experience Tours. From the private sector, the SDF received approximately 1,300 requests for Enlistment Experience Programs, and approximately 28,000 employees experienced SDF life.

Introduction of Historical Naval Buildings (Etajima)

Since the relocation of the naval academy from Tokyo Tsukiji in 1888, Etajima has been widely known as the location of one of the world top three naval academies. The allied forces used this location for a decade after the end of the war, but it was returned to Japan in 1956. In the same year a service school, which was in Yokosuka at that time, was relocated, and this school celebrated its 60th anniversary in January 2016. Today, Etajima accommodates the Maritime Officer Candidates School and the 1st Service School, while the facilities of the naval academy are still used for our education.

The Student Hall of the Naval Academy, which was completed in 1893, is commonly known as the “Red Brick Building” and is used for officer candidate education as a government building of the Maritime Officer Candidate School. The Ceremonial Hall, which was completed in 1917, is a stone building with a total building area of 1655m² and the capacity of 2,000 people, and is used for entrance and commencement ceremonies. As this building has excellent acoustics, no microphone is required.

The Greek-temple style Naval History Museum, completed in 1936, was built with the purpose to commemorate the heritage of our predecessors and foster our spiritual foundation. Many navy-related historical materials are still displayed and it is used as a site of education for the MSDF personnel.

In this way, Etajima has been handed down as a place of education for the MSDF personnel, whilst maintaining the appearance of a period of Naval Academy.
2 Initiatives for Information Disclosure

◆ Appropriate Operation of the Information Disclosure System and Personal Data Protection System

In accordance with the Act on Access to Information Held by Administrative Organs in 2001, the MOD discloses its administrative documents properly. In the light of respecting individual rights in line with the Act on the Protection of Personal Information Held by Administrative Organs, the MOD takes measures to ensure the security of the personal information under its jurisdiction, and discloses such information upon due request.

See>> Reference 73 (Record of Information Disclosure by the Ministry of Defense (FY2015))

◆ Appropriate Operation of the Whistleblower Protection System

The MOD set up a system to handle public interest-related information disclosures by its officials, employees and outside workers, establishing an internal contact desk for dealing with information disclosure that is in the public interest and whistleblower protection.

◆ Engagement in Policy Evaluation

The MOD has been conducting the evaluation of various policies based on its policy evaluation system. In FY2015, the MOD conducted policy evaluations of Research and development (R&D) programs and the special measures concerning taxation as well as the major policies and programs of the National Defense Program Guidelines (NDPG) and the Mid Term Defense Program (MTDP).
Nurturing SDF personnel athletes and the enhancement of their competitiveness

The SDF is promoting the acquisition of promising players such as high school students who have world-class competitiveness. At the same time, in addition to the nine events* which the SDF has placed its focus on training and fostering players, it is implementing programs to foster and train players of women’s rugby and canoeing, with the purpose to foster the SDF athletes and enhance their competitiveness towards the Rio 2016 Olympic and the Tokyo 2020 Olympic games.

* Wrestling, boxing, judo, shooting, weightlifting, archery, athletics, swimming, and modern pentathlon

List of prospective SDF personnel who will participate in the Rio 2016 Olympic Games

1. Modern Pentathlon: Sergeant (GSDF) Tomoya Miguchi
2. Shooting (rifle): Major (GSDF) Toshikazu Yamashita
3. Athletics: Second Lieutenant (ASDF) Takayuki Tanii
5. Boxing: First Lieutenant (GSDF) Daisuke Narimatsu
6. Swimming: Sergeant First Class (GSDF) Naito Ehara
7. Athletics: Second Lieutenant (GSDF) Hirooki Arai
8. Modern Pentathlon: Sergeant (GSDF) Shohei Iwamoto
9. Weightlifting: Second Lieutenant (GSDF) Hiroaki Takao

Number of medals received in the past Olympic Games

<table>
<thead>
<tr>
<th>Year</th>
<th>Olympics Title</th>
<th>Gold medal</th>
<th>Event</th>
<th>Name</th>
<th>Silver medal</th>
<th>Event</th>
<th>Name</th>
<th>Bronze medal</th>
<th>Event</th>
<th>Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>1964</td>
<td>Tokyo</td>
<td>Weightlifting</td>
<td>Yoshinobu Miyake</td>
<td>Marathon</td>
<td>Akio Tadahara</td>
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<tr>
<td>1968</td>
<td>Mexico</td>
<td>Weightlifting</td>
<td>Yoshinobu Miyake</td>
<td>Wrestling</td>
<td>Masaaki Kaneko</td>
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<tr>
<td>1972</td>
<td>Munich</td>
<td>Wrestling</td>
<td>Koichiro Hirayama</td>
<td>Wrestling</td>
<td>Koichiro Hirayama</td>
<td></td>
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<tr>
<td>1984</td>
<td>Los Angeles</td>
<td>Shooting (pistol)</td>
<td>Takanori Kiyohara</td>
<td>Wrestling</td>
<td>Tadashi Inui</td>
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<tr>
<td>1988</td>
<td>Seoul</td>
<td>Wrestling</td>
<td>Asuki Miyahara</td>
<td>Shooting (rifle)</td>
<td>Ryuzo Kita</td>
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<tr>
<td>1992</td>
<td>Barcelona</td>
<td>Wrestling</td>
<td>Takanori Kiyohara</td>
<td>Wrestling</td>
<td>Masahiro Kita</td>
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<tr>
<td>1996</td>
<td>Atlanta</td>
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<td>Takanori Kiyohara</td>
<td>Shooting</td>
<td>Kenji Inoue</td>
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<tr>
<td>2000</td>
<td>Sydney</td>
<td>Wrestling</td>
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<td>Shooting</td>
<td>Kenji Inoue</td>
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<tr>
<td>2004</td>
<td>Athens</td>
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<td>Shooting</td>
<td>Kenji Inoue</td>
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<tr>
<td>2008</td>
<td>Beijing</td>
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<td>Takanori Kiyohara</td>
<td>Shooting</td>
<td>Kenji Inoue</td>
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<tr>
<td>2012</td>
<td>London</td>
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<td>Shooting</td>
<td>Kenji Inoue</td>
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</tbody>
</table>

Overall medals: 8 gold, 4 silver, 6 bronze.