

Section
2Public Relations Activities, Public Records and Archives
Management, Information Disclosure, and Related Activities

1 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 Defense Issues” conducted by the Cabinet Office (in January 2018), 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.

In addition, given that understanding and support from foreign countries are also of utmost importance for the SDF to conduct its missions successfully, it is essential that the MOD strengthens efforts to provide information to foreign countries about MOD/SDF initiatives, including about SDF activities abroad.

Q See Reference 64 (“Public Opinion Survey on the Self Defense Forces and Defense Issues” (excerpt) (Public Relations Office of Cabinet Office))

1 Information Communication for Domestic and International Audiences

The MOD/SDF conducts PR activities using the Internet such as official websites, video distribution, and social media (Social Networking Services)¹ as well as actively distributes information through various means including television broadcasting, large-sized billboards, and the showing of PR videos on trains.

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-Style Defense of Japan (Comic),” 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 from 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 (JDF),” launching a Twitter account in

English, and improving the contents of the MOD’s English website. It is proactively transmitting information to the international community through efforts such as providing international media with opportunities for press coverage, publishing English versions of the defense white paper and brochures, as well as producing PR videos.

2 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 Maritime Self-Defense Force (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 41,000 visitors in total in 2018.

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 Air Self-Defense Force (ASDF) respectively. In 2018, a troop review was held by the GSDF at Asaka Training Area. About 4,000 uniformed GSDF, MSDF and ASDF personnel with about 260 vehicles and about 40 aircraft participated in the review and showed the



FY2018 SDF Marching Festival held at Nippon Budokan arena

¹ In addition to Facebook and other SNS accounts, the GSDF and MSDF opened an Instagram account in January and October 2017 respectively.

strength of the JSDF and cooperation with the U.S. Forces² to the public. The review and general rehearsal gathered about 30,000 people. In 2019, a fleet review by the MSDF 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 440,000 as of the end of March 2019. 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.³



[Courtesy of Toho Co., Ltd.]



[Courtesy of TV TOKYO Corporation]
Films and TV programs made with cooperation by the SDF

3 Trial Enlistment Programs

The MOD/SDF offers SDF Life Experience Tours for undergraduate and graduate students as well as women⁴ and Enlistment Experience Programs for groups, companies and other organizations.⁵ These programs are intended to promote participants' understanding of the SDF by offering opportunities to experience the daily life and training of the SDF, as well as to have direct contact with SDF personnel. In FY2018, approximately 100 people participated in SDF Life Experience Tours. From the private sector, the SDF received approximately 1,000 requests for Enlistment Experience Programs, and approximately 15,000 employees experienced SDF life.



One-Day Visit to SDF for Women (ASDF Naha Air Base)



Spring Tour for College Students (MSDF Takeyama district and Yokosuka district)

Chapter 4

Interaction with Local Communities and Japanese Citizens

² AAV7s and MV-22s of the U.S. Marine Corps participated in the review.

³ The Great War of Archimedes (movie), "In This Corner of the World" and "Two Homelands" (TV programs) for example

⁴ Information on the Summer Tour/Spring Tour for College Students, Ms. Parsley Tour (trial tour for women in their 20s); and One-Day Visit to SDF for Women, etc. is available on the MOD/SDF website.

⁵ Tours to experience the everyday life in the GSDF, MSDF, and ASDF. They are implemented upon request from private companies and other organizations through the Provincial Cooperation Offices.

VOICE

Self-Defense Force Athletes Aiming to Compete at the Tokyo Olympics

Second Lieutenant Megumi Tsubota, SDF Physical Training School (Asaka City, Saitama Prefecture)

FY2019 is the year to compete to qualify for the Olympics.

Japan won the first medal in canoe slalom at the Rio Olympics but has not won a medal in canoe sprint.

I engage in training every day, aspiring to win a medal at the Tokyo Olympics.

I will never forget my feeling of appreciation of the school's environment, which allows me to concentrate on training as an SDF athlete, and am battling with myself and taking on challenges day to day so that I can become an athlete who can give people dreams, hopes and energy.

I would appreciate your support and cheering for me.

**Second Lieutenant Hayato Katsuki, SDF Physical Training School (Asaka City, Saitama Prefecture)**

Last year I was able to win a silver medal as an individual and a gold medal as a team in the 50km walking race at the World Race Walking Team Championships, and a gold medal in the men's 50km walking at the Asian Games.

Towards a gold medal at the 2020 Tokyo Olympics, I will train myself every day without focusing on the achieved results but with a feeling of gratitude.

I would appreciate your continued support and cheering for me.

**Sergeant First Class Tomohiro Noda, SDF Physical Training School (Asaka City, Saitama Prefecture)**

Last Year I won my first victory in the men's 50km walking race at the Japan Athletics Championships and set a Japanese record at the All Japan Race Walking in Takahata in October.

Setting a higher goal of winning a gold medal at the 2020 Tokyo Olympics, I will work diligently in order to become an athlete who can give people dreams and hopes through games. I would appreciate your continued support and cheering for me.



2

Initiatives for Public Document Management and Information Disclosure

1

Necessity of Proper Management of Public Records and Archives

The purpose of the Public Records and Archives Management Act is to enable administration to be managed properly and efficiently through proper and seamless implementation of public records and archives management, and also to ensure accountability of the State to the public for its

various activities in both the present and future. The MOD/SDF shares the same understanding with other government entities: public records are not possessions of national public employees but are intellectual resources to be shared by the people in supporting the basis of sound democracy, and preparation and preservation are not auxiliary but rather an essential business of national public employees.

2 Necessity of Appropriate Operation of the Information Disclosure System

Democracy is founded on the principle that the public has access to accurate information, thereby making appropriate judgment and exercise of sovereignty. Administrative documents held by the government are of the utmost importance for the public's access to accurate information, and it is an important responsibility for the government to manage them in an appropriate manner and respond to the public's information disclosure requests properly. Information held by the MOD/SDF is no exception to this, the MOD/SDF bears this important responsibility under the Act on Access to Information Held by Administrative Organs.

 **See** Reference 65 (Record of Information Disclosure by the Ministry of Defense (FY2018))

3 Initiatives for Recurrence Prevention Pertaining to the Issue of Daily Reports in South Sudan and Iraq

The MOD/SDF takes it seriously that the issues over daily reports in South Sudan and Iraq brought about the public's distrust to the MOD/SDF.

The issue of daily reports in South Sudan started from an inappropriate response to a disclosure request, followed by further inappropriate responses and explanations seeking consistency without thoroughly examining the issue, making the matters worse. The issue of daily reports in Iraq occurred due to multiple factors, including a lack of or insufficient basic actions such as the following: delivery of orders/instructions, coordination among relevant departments for the execution thereof, and submission of proper reports to the senior officers and leaders.

In order to regain the public's confidence by reforming the awareness of personnel and the organization culture, the MOD/SDF is making full efforts to prevent recurrence based on the "Measures for Ensuring Appropriate Management of Public Records" (Adopted by the Ministerial Council on the Management of Administrative Documents and Related Matters on July 20, 2018),⁶ which compiles measures necessary for proper management of public records and archives by the entire government.

 **See** Fig. IV-4-2-1 (Initiatives for Recurrence Prevention Pertaining to the Issue of Daily Reports in South Sudan)
Fig. IV-4-2-2 (Initiatives for Recurrence Prevention Pertaining to the Issue of Daily Reports in Iraq)

3 Initiatives for Policy Evaluation

1 Engagement in Policy Evaluation

The MOD has been conducting the evaluation of various policies based on its policy evaluation system. In FY2018, the MOD conducted policy evaluations of research and

development (R&D) programs and projects concerning Special Taxation Measures as well as the major policies and programs of the NDPG and the MTDP.



Establishment of Chief Record Officer (CRO of each ministry/agency)

On July 20, 2018, the Cabinet Meeting on appropriate management of administrative documents expressed an opinion that a series of troubles concerning public documents had undermined confidence in administration and that the prevention of their recurrence was a pressing issue. To address the issue the meeting decided to assign a Chief Record Officer (CRO) to each ministry/agency in order to strengthen their governance. In response, the MOD assigned a CRO in April 2019.

The CRO is effectively responsible for the management of the MOD's administrative documents and information disclosure, and provides: necessary instructions and coordination for inspection/audits concerning document management and necessary improvements based on their results; measures to foster a sense of compliance concerning document management; and affairs concerning information disclosure closely related to document management and protection of personal information. In addition, an official document management office is set up to assist the CRO.

Under the new system, the MOD will strengthen efforts to ensure proper management of official documents, including personnel education on compliance with document management and other rules and viable checking of document management.

⁶ See the Cabinet Office website (<https://www8.cao.go.jp/chosei/koubun/hourei/honbun.pdf>)

Fig. IV-4-2-1 Initiatives for Recurrence Prevention Pertaining to the Issue of Daily Reports in South Sudan**1. Handling of daily reports**

- (1) All daily reports including those on PKO, etc. will be retained for 10 years (After the retention period expires, they will be transferred and archived under the management of the National Archives of Japan).
- (2) The Joint Staff Councilor is responsible for central management of these daily reports, and also for centrally handling all information disclosure requests.
- (3) Strengthening structure attached to the Principal Joint Staff Councilor

2. Information disclosure work

- (1) Strengthening check function* *Establishing a new post of Information Disclosure Inspector who evaluates the judgment of all cases for which disclosure was rejected due to the absence of requested documents, etc.
- (2) Thorough review of all cases for which disclosure was rejected due to the absence of relevant administrative documents
- (3) Extensive and improved education and training to raise personnel awareness

3. Management of documents

- (1) Reports on the SDF's actions overseas, etc. (excluding daily reports) will be retained for three years, in principle.
- (2) Ensuring the appropriateness of document management of the entire ministry
- (3) Strengthening of cooperation between information disclosure department and document management department (especially in the case for which disclosure was rejected due to the absence of relevant documents)

Fig. IV-4-2-2 Initiatives for Recurrence Prevention Pertaining to the Issue of Daily Reports in Iraq**1. Strengthening structure in charge of implementing Minister's instruction and order**

- Specify in writing important instructions and operational orders, etc. from Defense Minister, etc.
- Require the above instructions, etc., to be notified to the division chief or official in the equivalent position, as well as require relevant responses to be approved by the division chief or official.
- When such instructions are made, a responsible department or bureau is required to notify the Minister's Secretariat of implementation and coordination status.

2. Appropriate response to administrative document management and information disclosure by maintaining such documents as electronic files

- Accelerate the transition to an electronic approval system
- Require all the personnel to notify a responsible person at a division in charge, etc., of the response status

3. Reinforce the check system for administrative document management and information disclosure

- Establish a new organization responsible for inspection of administrative document management and information disclosure
- Build a framework to receive instructions and advising from external experts

4. Reform a mindset of individual SDF personnel regarding administrative document management and information disclosure

- Develop extensive training programs designed to help SDF personnel improve necessary judgment in performing tasks
- Consider designating administrative document management and information disclosure as part of criteria for personnel performance appraisal

5. Create an organization capable of the prompt and accurate response to information disclosure, etc.

- Examine a system to centrally retain and control administrative documents in the electronic format
- Reinforce exclusive structure, particularly at the Joint Staff Office. As part of this, reemploy retired SDF personnel with high expertise on administrative document management and on information disclosure for daily reports and other documents as part-time officials

2 Promotion of Evidence-Based Policy Making (EBPM)

In order to promote EBPM, the MOD has worked on the establishment of the structure for promotion of EBPM within the ministry, including the establishment of a new position, "Director-General for Evidence-based Policymaking," who plays a central role of the EBPM in FY2018.

3 Initiatives for the Personal Data Protection System

In 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 control, and

discloses such information upon request.

4 Appropriate Operation of the Whistleblower Protection System

The MOD sets up a system to handle whistleblowing made by its officials, employees and outside workers, establishing internal contact desks to deal with whistleblowing and to protect whistleblowers.