

**Section
2****Public 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.



See Reference 62 (“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 “Guidebook to the Ministry of Defense,” as well as providing assistance in editing the PR magazine “MAMOR” and cooperation on media coverage.

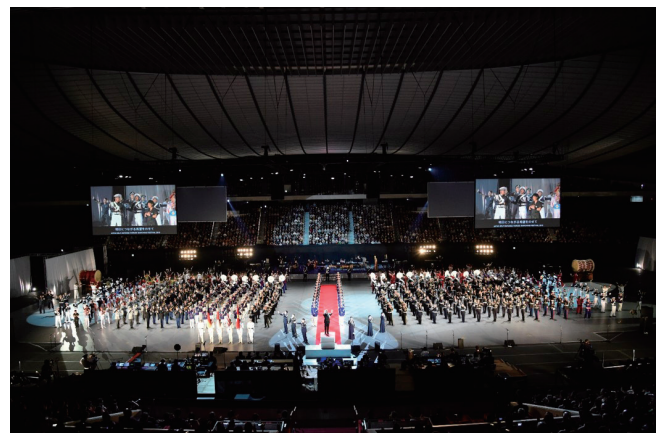
Furthermore, based on the increasing interest in the MOD/SDF initiatives from the international community, the MOD

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 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. In 2019 the festival was held in Gymnasium 1 of the National Yoyogi Stadium due to renovation of Nippon Budokan, and approximately 38,500 visitors in total came.

Concerning annual reviews by the SDF, a troop review, a



FY2019 SDF Marching Festival held at Yoyogi National Gymnasium 1

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

fleet review, and an air review are hosted in rotation by the GSDF, MSDF, and ASDF respectively. In 2019, the MSDF planned a fleet review of the MSDF in Sagami Bay but cancelled the review in order to expend all possible means for disaster relief activities in response to the 2019 East Japan Typhoon (Typhoon Hagibis) that hit Japan in October of the same year.

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 460,000 as of the end of March 2020. 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 Trial Enlistment Programs

The MOD/SDF offers SDF Life Experience Tours for



SDF Life Experience Tour for Women



Summer Tour for College Students

VOICE

Essay Competition: Impressions upon Reading Defense of Japan 2019

Following the publishing of Defense of Japan 2019, the MOD held an essay competition with the topic of impressions upon reading the book with the aim of having more citizens read the book to deepen their understanding of the country's defense while obtaining valuable opinions for the development of future issues involved in the preparation of Defense of Japan.

After careful examination, the examination board chaired by State Minister of Defense Yamamoto selected the work of Mr. MORINAKA Seiki for the highest award, three works for the award for excellence and three for the special award. The works were published on the MOD website.

Comment from State Minister of Defense Yamamoto

The first essay competition since the launch of Defense of Japan was held last year to motivate people to read the book, which is also referred to as a guide book on defense policy. Feedback far larger than expected was received. For the 2020 issue, too, we are looking forward to a large number of applications including your impressions, ideas for defense policy and observations that are useful for the next issue. Dear reader, it's your turn to compete! The examiners at the MOD are waiting for you.

Comment from Mr. MORINAKA Seiki (recipient of the highest award)

I learned of the essay competition with the topic of impressions upon reading Defense of Japan 2019 through a tweet by State Minister of Defense Yamamoto. I applied because I had been interested in the SDF and won the first award. I'm very happy because this is the first time for me to receive an award in a competition. My current dream is to become an ASDF fighter pilot. I think this award greatly encouraged my dream. I will keep this success in mind to stimulate my efforts.



Recent photo of the author

Essay Competition: Impressions upon Reading Defense of Japan 2020

Essay Competition: Impressions upon Reading Defense of Japan will be held just as last year. We are looking forward to receiving impressions upon reading the Defense of Japan from many people.

Entry requirements are as below. Please see the website of the Ministry of Defense, too.

1. Book for the essay competition

Defense of Japan 2020

2. Application method

(1) Postal application

- ☐ Write only the text of your essay on up to 5 sheets of manuscript paper for 400 characters
- ☐ Write the following on other paper (free style)
 - title of your essay - your address - your name with furigana - your occupation - your age
 - your phone number - E-mail address
- ☐ Send the two items above to the following address
 Section in charge of Defense of Japan Essay Competition, Policy Planning and Evaluation Division,
 Minister's Secretariat, Ministry of Defense
 5-1 Ichigaya Honmuracho, Shinjuku-ku, Tokyo, 162-8801

(2) Application through the MOD website

- ☐ Download the form and write the text of your essay (up to 2,000 characters).
- ☐ Upload the text using the application form and send the text after entering necessary items.

3. Application deadline

December 31 (Thu) 2020 (postmark deadline for postal applications)

4. Award

Essays will be selected for the following awards and recognized during March 2021 at the Ministry of Defense

- First Award
 Honorable certificate and extra prize (two tickets to both Fuji Fire Power Exercise and SDF Marching Festival)
- Award for Excellence
 Honorable certificate and extra prize (two tickets to either Fuji Fire Power Exercise or SDF Marching Festival)

5. Notice

- (1) Application is limited to essays written in Japanese
- (2) Limited to unpublished original work written by an individual person; only one essay per person
- (3) Entries will not be returned for any reason.
- (4) Copyright of the winning essays belongs to the Ministry of Defense
- (5) The winning essays, winners' names and recognition ceremony will be made public on the MOD website, etc.



Commendation ceremony for the essay competition



Honorable certificate and extra prize for the first award winner

undergraduate and graduate students as well as women² and Enlistment Experience Programs for groups, companies and other organizations.³ 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 FY2019, approximately 120 people participated in SDF Life Experience Tours. From the private sector, the SDF received approximately 1,500 requests for Enlistment Experience Programs, and approximately 20,000 employees experienced SDF life.

2 Initiatives for Public Document Management and Information Disclosure

1 Necessity of Proper Management of Public Records and Archives and Proper Operation of the Information Disclosure System

Democracy, which is the most important system of the country, 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. For this reason it is an important responsibility for the government, including the MOD/SDF, to manage information in an appropriate manner and appropriately respond to the public's information disclosure requests.

2 Promotion of Proper Management of Public Records and Archives, and Proper Operation of the Information Disclosure System

The MOD/SDF takes it seriously that the issues over daily reports in South Sudan and Iraq brought about the public's distrust in the MOD/SDF. 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), which compiles measures necessary for proper management of public records and archives by the entire government. The MOD/SDF is also working for proper management and response to requests for information disclosure by reforming the awareness of personnel and the organization culture, enhancing the checking framework, for example.

Q See Reference 63 (Record of Information Disclosure by the Ministry of Defense (FY2019))

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 FY2019, 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.

2 Promotion of Evidence-Based Policy Making (EBPM)

The MOD is promoting EBPM by establishing a structure for promotion of EBPM within the ministry, including the establishment of a new position, "Director-General for Evidence-based Policymaking" 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 and external contact desks to deal with whistleblowing and to protect whistleblowers.

² 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.
³ 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.