

OPENING REMARKS  
"CREATING IMAGES' CONFERENCE  
MARCH 5, 1994

*Mark*

THANK YOU CHAIRWOMAN JOHNSON  
AND PROFESSOR HOMMA.

I WISH TO THANK THE NHK  
BROADCASTING CULTURE RESEARCH  
INSTITUTE AND THE MANSFIELD CENTER  
FOR SPONSORING THIS CONFERENCE — AND  
INVITING ME TO JOIN YOU. *VW Unmuntz* IT LOOKS LIKE  
YOU WILL HAVE A TERRIFIC CONFERENCE  
TODAY WITH A SUPERB GROUP OF PEOPLE.

*Mansfield Center*  
*- Chris Farris*  
*- Stan Bennett*

IN THE PAST TEN YEARS, THERE HAS  
BEEN A DRAMATIC INCREASE IN THE LEVEL  
OF AMERICAN INTEREST AND AWARENESS  
OF JAPAN. WE ADMIRE YOUR ANCIENT  
CULTURE AS WELL AS YOUR MORE RECENT  
ACHIEVEMENTS.

- TODAY, THOUSANDS OF YOUNG  
AMERICANS ARE STUDYING YOUR  
LANGUAGE IN OUR SCHOOLS. I WISH THERE  
WERE MILLIONS.

- EVERY YEAR, MORE AMERICANS ARE  
COMING TO STUDY IN JAPAN — I WISH  
THERE MANY MORE.

**- MANY AMERICAN ADULTS ARE NOW  
TAKING CLASSES IN JAPAN-RELATED  
SUBJECTS — EVERYTHING FROM YOUR  
BUSINESS MANAGEMENT TECHNIQUES TO  
ZEN MEDITATION. SOME ARE EVEN  
LEARNING THE JOYS OF "KARAOKE."**

**IN TURN, JAPANESE INTEREST IN  
AMERICA IS STRONG:**

**- EACH YEAR, THOUSANDS OF YOUR  
YOUNG PEOPLE COME TO STUDY AT OUR  
COLLEGES AND UNIVERSITIES — AND WE  
WOULD WELCOME MANY MORE. (50+)**

- EACH YEAR, SOME THREE MILLION  
JAPANESE VISIT AMERICA AS TOURISTS.  
THEY GO EVERYWHERE FROM HAWAII TO  
NEW YORK — AND EVEN SOMEPLACE CALLED  
MINNESOTA! *- Montana*

- AND, OF COURSE, MANY JAPANESE  
COME TO AMERICA TO DO BUSINESS — JUST  
AS MANY AMERICANS COME HERE FOR THE  
SAME PURPOSE.

THE EDUCATIONAL, CULTURAL AND  
BUSINESS CONNECTIONS BETWEEN OUR TWO  
COUNTRIES ARE BECOMING STRONGER AND  
DEEPER WITH EACH YEAR.

**YET THE MAJORITY OF AMERICANS AND JAPANESE NEVER GET THE CHANCE TO DIRECTLY AND PERSONALLY EXPERIENCE THE OTHER COUNTRY. AS A RESULT, MUCH OF THE RESPONSIBILITY FOR EDUCATING PEOPLE IN AMERICA AND JAPAN ABOUT THIS MOST IMPORTANT BILATERAL RELATIONSHIP NECESSARILY DEPENDS ON NEWSPAPERS AND TELEVISION.**

**BUT AS THE NEW STUDY BY THE MANSFIELD CENTER AND THE NHK RESEARCH INSTITUTE SHOWS, WE HAVE A LONG WAY TO GO.**

I THOUGHT OUR TRADE IMBALANCE WAS BAD. BUT I WAS SHOCKED TO SEE THE IMBALANCE IN OUR TELEVISION NEWS COVERAGE — WITH MORE THAN A THOUSAND JAPANESE TV REPORTS ABOUT AMERICA IN THE SEVEN-MONTH RESEARCH PERIOD, AND FEWER THAN ONE HUNDRED AMERICAN TV REPORTS ABOUT JAPAN IN THE SAME PERIOD.

THIS IMBALANCE IS ALL THE MORE SERIOUS BECAUSE TELEVISION IS NOW OUR DOMINANT SOURCE OF NEWS AND INFORMATION ABOUT THE WORLD.

**THERE IS NO QUESTION THAT  
TELEVISION IS A POWERFUL MEDIUM: IT  
HAS TREMENDOUS POTENTIAL TO EDUCATE  
AND ENLIGHTEN US. IT CAN ENRICH THE  
PUBLIC DIALOGUE AND PROMOTE MUTUAL  
UNDERSTANDING BY BRINGING THE WORLD  
AND ITS PEOPLE CLOSER TO US.**

**BUT TELEVISION ALSO HAS THE POWER  
TO FOSTER (AND REINFORCE)  
MISUNDERSTANDING BY OVERSIMPLIFYING  
AND DISTORTING REALITY THROUGH  
DECEPTIVE IMAGES AND WHAT WE CALL  
"SOUNDBITES."**

THUS, WHAT MUST CONCERN US IS NOT ONLY THE NUMBER OF TV NEWS REPORTS ABOUT JAPAN AND AMERICA, BUT THE QUALITY AND ACCURACY OF THESE REPORTS.

IF THIS IS OUR MOST IMPORTANT DIPLOMATIC RELATIONSHIP FOR EACH OF OUR NATIONS (AND IT IS), WE MUST MAKE SURE THAT OUR PEOPLE UNDERSTAND ONE ANOTHER BETTER — SO THAT WE DO NOT SEE EACH OTHER THROUGH CARICATURES, STEREOTYPES AND THE EXAGGERATION OF OUR DIFFERENCES.



**WE ALL HAVE A RESPONSIBILITY TO  
ENSURE THAT THE EDUCATING AND  
ENLIGHTENING POWER OF TELEVISION  
PREVAILS. JOURNALISTS AND  
BROADCASTERS OBVIOUSLY HAVE A  
RESPONSIBILITY TO GIVE US COMPLETE  
AND ACCURATE COVERAGE.**

**BUT EACH OF US, AS CONCERNED  
CITIZENS, HAS A RESPONSIBILITY TO BE  
DISCERNING AND CRITICAL VIEWERS OF  
WHATEVER TELEVISION SHOWS US.**

I HOPE THAT, IN THE FUTURE, WE WILL  
SEE AN INCREASE IN THE AMOUNT OF  
TELEVISION COVERAGE THAT AMERICA  
GIVES TO JAPAN. EVEN MORE, I HOPE THE  
TELEVISION NETWORKS IN BOTH OUR  
COUNTRIES CAN STRIVE TO USE THIS  
POWERFUL MEDIUM TO ENHANCE GENUINE  
COMMUNICATION AND UNDERSTANDING  
BETWEEN OUR PEOPLE.

*Thus*  
*- This conference is an*  
*thought topic and it comes out the*  
*right time*  
I APPRECIATE YOUR EFFORTS TO FOCUS

ATTENTION ON THESE CHALLENGES. IT IS  
ENCOURAGING THAT BUSY PEOPLE LIKE  
YOURSELVES ARE TAKING THE TIME TO  
CONSIDER THESE ISSUES. THANK YOU.

*I applaud those who*  
*sponsored the Study of TV Comm*  
*& I applaud those who sponsored*  
*this very important Conference*  
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**United States  
Information  
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March 2, 1994

INFO MEMORANDUM

TO: The Ambassador ✓  
THROUGH: DCM - Minister Deming  
A/EX ✓  
FROM: PAO - Paul P. Blackburn (B)  
SUBJECT: March 5 NHK and Mansfield Center Conference

*Director*  
*Eag*  
*OK*

Your remarks to the conference (formally titled "Creating Images: American and Japanese Television News Coverage of the Other") are scheduled for 10:15 to 10:30 Saturday morning. They will be simultaneously interpreted.

You should arrive at the front entrance to the United Nations University building on Aoyama-dori five to ten minutes before 10:00 a.m. You will be met there by Mr. Isao Kawasaki of NHK, Ms. Tovah LaDier of the Mansfield Center, Mr. Vagn Kjellberg of the United Nations University, and probably several others. They will escort you up to the Conference Hall.

The conference begins with introductory welcome remarks by Professor Nagayo Homma and Maxine Johnson (Chair of the Mansfield Center Board). Then you will be introduced.

Following your remarks, you have the option of departing right away or staying on for as much of the program as you wish. Attached is a copy of the agenda. As you can see, many interesting participants have been lined up as moderators, speakers, and discussants.

USIS:PAO:PPBlackburn  
Ext. 5200

## Sunday, March 6 continued...

**1:30**  
p.m.  
cont...

Discussant  
*Hiroshi Fujita*  
Reactions by the Audience

**3:10**  
p.m.

**Break**

**3:30**  
p.m.

**Panel 6 – Coverage as the Media Sees It**

Moderator

*Nagayo Homma*

Speaker

*Tom Bettag*

Speaker

*Hatsuhisa Takashima*

Discussant

*John Lewis*

Discussant

*Tetsuya Chikushi*

Reactions by the Audience

**5:30**  
p.m.

**Adjourn**

The Executive Committee of this conference acknowledges with deepest gratitude the generosity of the following sponsors, without whose assistance this conference would not have been possible:

The Charles Engelhard Foundation

Northwest Airlines

The Freedom Forum

Hoso Bunka Foundation

The Japan Foundation Center for Global Partnership

International Communication Foundation



The Mansfield Center for Pacific Affairs

# Creating Images:

**American and Japanese Television News Coverage of the Other**

**March 5 & 6, 1994**

**United Nations University**

**International Conference Hall**

**Hosted by:**

**The Executive Committee for a Comparative Study of U.S. and Japanese Television News Coverage**

**Sponsored by:**

**The Mansfield Center for Pacific Affairs**

**NHK Broadcasting Culture Research Institute**

**The Institute of the National Association of Commercial Broadcasters**

**NHK Joho Network**

## Saturday, March 5

10:00  
a.m.

### Introductions to the Conference

*Professor Nagayo Homma*

*Maxine C. Johnson*

### Welcoming Remarks

*The Honorable Walter F. Mondale*

*United States Ambassador*

*to Japan*

*Awaiting final confirmation*

10:30  
a.m.

### Panel 1 – Creating Images?

#### Some Research Findings

Moderator

*Tovah LaDier*

Description of Research

*Professor Hirohisa Suzuki*

Presentation of American Report

*Dr. Stanley Budner*

Presentation of Japanese Report

*Professor Hiroshi Akuto*

Reactions by the Audience

12:15  
p.m.

### Lunch

1:30  
p.m.

### Panel 2 – Case Study:

#### Television Coverage of

#### Murder of Japanese Student

#### in Louisiana

Moderator

*T. R. Reid*

Speaker

*Kensuke Kohno*

Discussant

*Dr. Ronald Aqua*

Discussant

*Naoyuki Agawa*

Discussant

*Ayako Doi*

Reactions by the Audience

3:10  
p.m.

### Break

3:30  
p.m.

### Panel 3 – Who, What, Why and

#### How: Some Speculations

#### About What Makes

#### Japanese and American

#### Television Coverage

#### What It Is

Moderator

*Ronald A. Morse*

Speaker

*Ryuichi Teshima*

Speaker

*Professor Ellis Krauss*

Discussant

*Takashi Oka*

Discussant

*Bruce Dunning*

Reactions by the Audience

5:30  
p.m.

Adjourn

## Sunday, March 6

10:00  
a.m.

### Panel 4 – The Interaction of Television News, the Viewing Public, and Policy Making

Moderator

*Akira Fujitake*

Speaker

*Sheila Tate*

Speaker

*Shinji Fukukawa*

Discussant

*Jacob M. Schlesinger*

Discussant

*Yukio Matsuyama*

Reactions by the Audience

12:00  
p.m.

### Lunch

1:30  
p.m.

### Panel 5 – Expectations and Criticisms of Television News Coverage: Can Coverage Be Changed; Should It Be Changed?

Moderator

*Takeshi Igarashi*

Speaker

*Charles D. Ferris*

Speaker

*Yukio Okamoto*

Discussant

*Glen S. Fukushima*



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