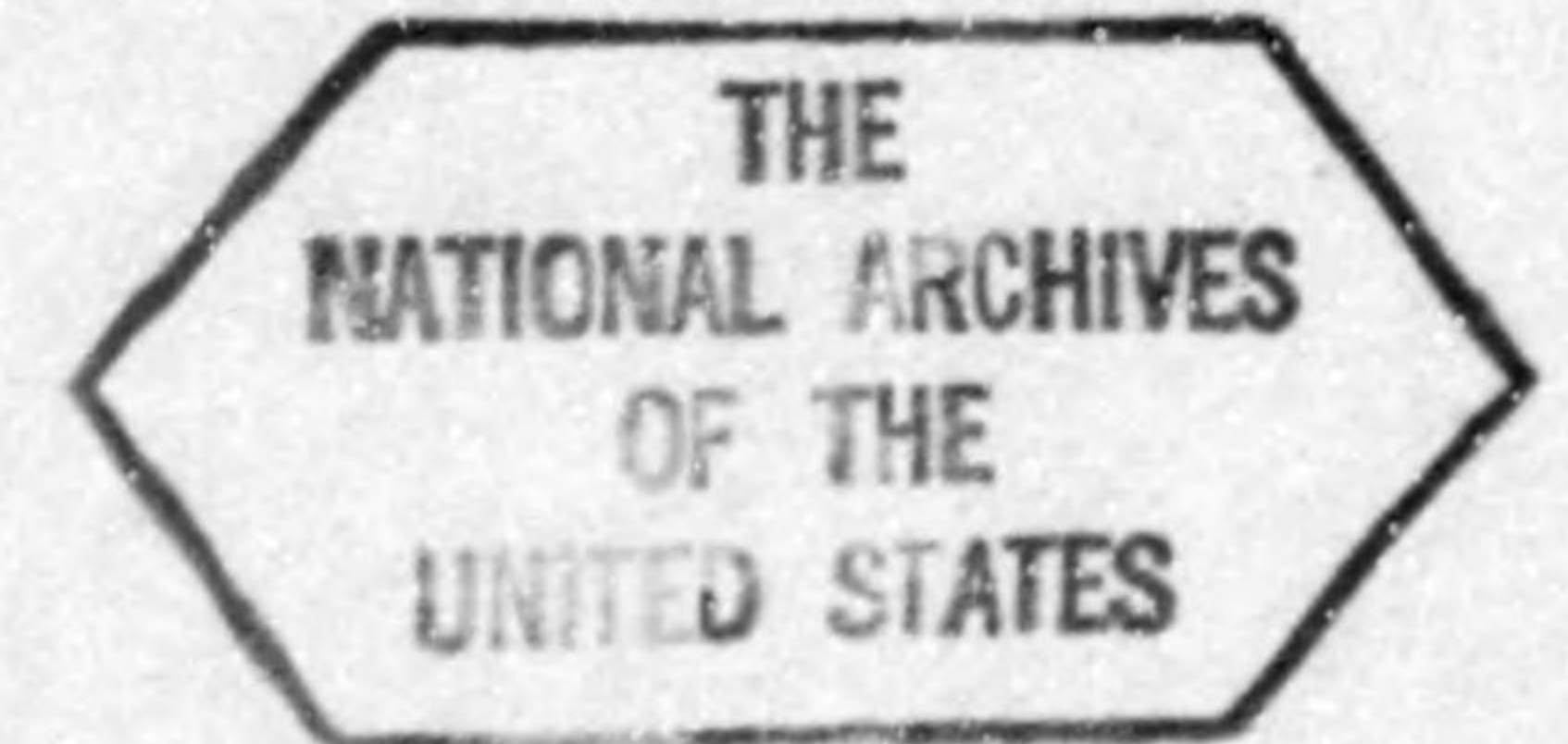


GHQ/SCAP Records(RG 331)
Description of contents



- (1) Box no. 2244
- (2) Folder title/number: (2)
Information Program

(3) Date: Oct. 1947

(4) Subject:

Classification	Type of record
020	e, m

(5) Item description and comment:

(6) Reproduction: Yes No

(7) Film no. _____ Sheet no. _____

Life Program

XXXXXXXXXXXXXXXXXXXX

SUPREME COMMANDER FOR THE ALLIED POWERS

DRH/GKC/mh

Proposed Staff Memorandum, "Reorientation and Information Activities."

↑
GOVT SEC

CIE

GS (copy to
ESS each)

25 Oct 47

1

1. In compliance with orders from the Chief of Staff, this Section has prepared a draft Staff Memorandum "Reorientation and Information Activities for the Japanese."

2. The inclosed draft is forwarded for comment or concurrence.

1 Incl -
Proposed Staff Memo

-D. R. H.-

From: GS

To: CIESS

CW/CLK/OIH/ef
Date: 7 Nov 47

No objection, except that it is believed unwise to include the proposed paragraph 4, strict and literal interpretation of which would be outside of the spirit existing in the present phase of the Occupation.

-C. W.-

Info Prog

GENERAL HEADQUARTERS
SUPREME COMMANDER FOR THE ALLIED POWERS

APC 500
16 July 1947

AG 461 (16 Jul 47) CIE

SUBJECT: Review of Situation Relative to Information Activities

TO: Commanding General, Eighth Army, APO 343

1. Reference is made to the Potsdam Declaration and the statement titled "United States Initial Post-Surrender Policy for Japan", particularly to those portions which require that the Japanese people be re-oriented and kept informed.

2. The General Headquarters, Supreme Commander for the Allied Powers, formulates reorientation and informational policies and programs.

3. The implementation of these policies and programs, as far as possible, is entrusted by the General Headquarters, SCAP, to Japanese agencies, organizations and media of mass communication -- newspapers, magazines, books, the radio, motion pictures, the drama, exhibits, et cetera.

4. To be effective, this entrusting of implementation requires that the Japanese agencies, organizations and media concerned receive guidance and assistance in varying degrees. The guidance makes clear to them what is needed and how to do it. The assistance takes the form largely of information, materials and services which they cannot obtain easily through their own efforts.

5. The General Headquarters, SCAP, is the primary source of such guidance and assistance. They radiate out from Tokyo through such means as the Kyodo News Agency, the Japan Broadcasting Corporation, newspapers of national circulation, the Japan Newspaper Association, the Motion Picture Association, the Japan Publishers' Association, and certain ministries and other offices of the Japanese Government.

6. These channels, though extensive, do not ensure complete dissemination of the guidance and assistance required for implementation of reorientation and informational policies and programs. There are local media and organizations which cannot be reached from Tokyo. Even where channels are open, guidance tends to be diluted by distance. The desirability of a particular information program, for example, may not be clear to an editor in Shikoku who learns about it through the Kyodo News Agency. Or he may be at a loss as to what he can do about an informational need which he recognizes. He may lack information to help him say what needs to be said. A women's organization or labor union may be without informational materials and be inexperienced in informational methods. Posters sent from the Ministry of Agriculture

Post Post

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and Forestry for display in a farming community may be left unposted because local officials are indifferent.

7. It is requested, therefore, that Military Government Units, to the degree feasible with available personnel, provide guidance and assistance for local agencies, organizations and media which the General Headquarters, SCAP, cannot reach through Japanese channels and that they watch over and reinforce the guidance and assistance given through Japanese channels.

8. In connection with these responsibilities, it is requested further that the Military Government Units give immediate attention to the following matters:

a. The surveying within each area, listing, and reporting briefly under reports control symbol QCIE-A to the General Headquarters, SCAP, as far as practicable, of all Japanese media, organizations, and other means through which the people can be informed, including:

- (1) Newspapers
- (2) Magazines
- (3) Book and pamphlet publishers
- (4) Motion-picture theaters
- (5) Non-commercial motion-picture projectors
- (6) Slide-film projectors
- (7) Legitimate theaters
- (8) Amateur dramatic groups
- (9) Radio stations
- (10) Radio receivers
- (11) Libraries
- (12) Museums
- (13) Citizens' halls
- (14) Political organizations
- (15) Professional organizations
- (16) Farm organizations
- (17) Women's organizations
- (18) Public welfare organizations
- (19) Labor unions
- (20) Chambers of commerce and industry
- (21) Young people's organizations
- (22) English-speaking societies

b. The ascertaining of and reporting under reports control symbol QCIE-O2 to the General Headquarters, SCAP, from time to time, as far as practicable, the extent to which Japanese media and organizations:

- (1) Receive guidance and materials from national sources

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- (2) Follow such guidance and use such materials
- (3) Need guidance and assistance from national sources not now received

c. The encouragement of media and organizations to engage in informational work, such encouragement to include:

- (1) The calling of attention to informational needs as they become embodied in policies and programs of the General Headquarters, SCAP.
- (2) The suggesting of special programs to be initiated locally to meet local informational needs in consonance with the policies of the General Headquarters, SCAP.
- (3) Recommendation that use be made of information and materials received from national sources and that, when needed, additional information and materials be requested from the same sources.
- (4) The making available of such information and materials as can be provided by the General Headquarters, SCAP, such as:
 - (a) Press releases, magazine articles, brochures, et cetera, for media and organizations which are unable to receive them from national sources
 - (b) Documentary films for commercial and non-commercial exhibitors and organizations which are unable to receive them from national sources
 - (c) 16-millimeter motion-picture projectors on a loan basis (after those on order from the United States have been received and a distribution policy has been determined)
 - (d) Reference material at the nearest SCAP information library
 - (e) Pictures and other exhibit material for organizations unable to receive them from national sources.

d. To the extent that qualified personnel is available, the guidance of media and organizations in planning and carrying out informational work, including:

- (1) Conferences with editors, exhibitors, librarians, organization leaders, et cetera, on what can be done and how to do it
- (2) Encouragement of organizations to use such relatively simple means as exhibit boards, discussion groups, and group radio listening in informational work

e. Stimulation of interested Japanese individuals and groups to establish media and organizations which may be needed for more adequate informational work in an area.

f. The giving of reasonable assistance to national agencies and organizations which have branches in or send representatives into local areas for informational purposes, such as the Japan Broadcasting Corporation, the Kyodo News Agency, mobile units for exhibiting films, theatrical troupes and the (American) Central Motion Picture Exchange.

9. It is requested that special attention be given to the democratization of organizations which engage in informational work as a safeguard against their being used as channels for anti-democratic information and that they be encouraged to develop respect for and abide by both the rights and the responsibilities involved in freedom of speech and freedom of the press.

10. It is requested that special attention be given also to encouragement of communities to establish and maintain libraries, though in many communities these can be no more than reading rooms in Citizens' Halls. Discarded or surplus reading matter in English, such as educational manuals, books and magazines, may be loaned to community libraries and reading rooms if:

- a. They have been provided by the General Headquarters, SCAP, or
- b. They appear on lists approved by the General Headquarters, SCAP.

11. In connection with reorientation and informational programs, Occupation personnel (including dependents) will avoid such practices as the following:

- a. The amplification and interpretation of policies of the General Headquarters, SCAP, unless guidance for such interpretation has been received from the General Headquarters
- b. The amplification and interpretation of Japanese Government policies and legislation unless authorization and guidance have been received from the General Headquarters, SCAP

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c. Participation by Occupation personnel (including dependents) in Japanese radio programs, theatricals, motion pictures, et cetera

d. Participation by Occupation personnel (including dependents) in Japanese organizations as officers, official advisers, et cetera, or in any other capacity which might give the impression of support of a kind which the Occupation forces would be unwilling to give to any helpful organization

e. The giving of talks by Occupation personnel (including dependents) not in a position to know thoroughly the policies of the General Headquarters, SCAP, on the topics concerned and without the approval of local commanders

f. The presentation to editors and publishers of copyrighted material of Allied origin for reproduction or translation unless permission has been obtained through the General Headquarters, SCAP, from the copyright owners

g. Endeavors to obtain for informational media and organizations such critical commodities as paper and gasoline outside the established rationing channels and such services as transportation in a manner contrary to regulations.

12. It is recommended that Military Government Units, in addition to the information requested in paragraphs 8 a. and b. above, keep the General Headquarters, SCAP, advised about such matters as the following:

a. Inadequacies in local facilities which jeopardize fulfillment of reorientation and informational responsibilities

b. Distribution of publications, films and other informational materials of non-Japanese origin in contravention of GEQ, SCAP Circular No. 12, of 5 December 1946, when such distribution comes to their attention.

13. In connection with reorientation and informational work, the General Headquarters, SCAP, using technical channels, will:

a. Keep Military Government Units advised from time to time of informational policies and programs and of what materials and instructions have been disseminated from Japanese national sources

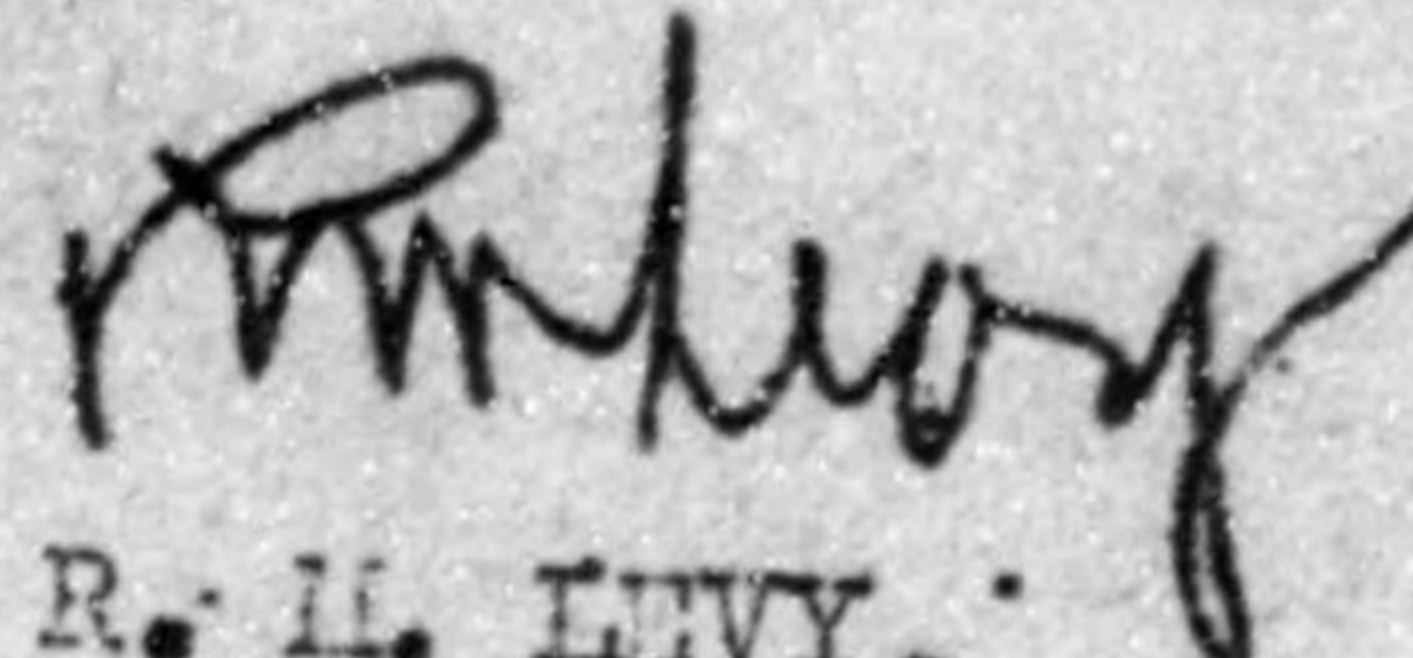
b. Send to Military Government Units press releases, brochures, posters and similar materials for dissemination to media and organizations which do not receive them through Japanese channels

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c. Inform Military Government Units of other materials, especially documentary films and exhibits, which may be obtained on request.

14. In the interest of expediency, it is requested that Military Government Units be authorized to communicate directly with the Educational Film Exchange, Civil Information and Education Section, General Headquarters, SCAP, in obtaining, returning and reporting on the use of documentary films.

BY COMMAND OF GENERAL MACARTHUR:


R. H. LEVY,
Colonel, AGD,
Adjutant General.

DISTRIBUTION:

C/S	(1)
FEAF	(1)
PE&W	(1)
ESS	(1)
NRS	(1)
Govt Sec	(1)
G-1	(2)
G-2	(3)
CIE	(25)