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Basic Information / 基本情報

Duration / 開催期間

説明: ~年~月 から ~年~月まで

September2015-May2016

Staff / スタッフ

説明: 青年会議所メンバーの参加人数

例: 何人 ○○member

18 members

Sponsors / 支援者

説明: 青年会議所以外のメンバーがいる場合のみ記載してください

例: ○○市ボランティア団体等

Lecturer : Ms. Megumi Sasaki

- Japanese documentary filmmaker based in NY
- Who's put high priority on gathering information by field work to transmit information effectively.
- Who's succeeded in gaining a number of sponsors by crowd-funding.
- Who understands the activities of Yokohama JC.
- It helps us grow as people that JC members hear her words from her directly.
- We estimated that the movie she produces can be a powerful tool to transmit fair-minded information across the world.

Budget 予算

説明: ドルで表示してください。

例: 1万円なら one hundred dollar

4,700 US dollars

Profit / Loss 利益/損失

説明: 基金を集めること以外は、0にしてください

0

In Which UN MDG best fit (if Apply)?UN MDGs の該当項目 (もしあれば)

説明:

(None)

Who is benefited? 誰の為に？

説明: 活動エリアに住み暮らす人々 人

The regular members of Yokohama JC, special members, guest members, visitors

.Objective 目的

説明: (例 1) 子ども対象の事業をベースにして、参加者とメンバーの意識を変革を促し、前向きな変化を創りだすため

[Developing media literacy]

“Information” seem different depending on viewpoint and premature estimate. We easily believe that our JC activities have a meaning for public, which makes things even more difficult for ourselves to get people involved in our activities. Information about regional issues reported by the media are different from their actual situations in many cases. It helps us make significant movement within communities to learn how to assess the information.

1) JC members' level

To take a larger view by having a think about information from multifaceted standpoints, and enhance members' consciousness as a leader who's able to take actions through understanding of the discrepancy between “point of view” and “perspective”.

2) The team's level

To increase the team's awareness of JC activities, and understand the importance of transmission of information.

3) The regional level

Sometimes local communities suffer from the information that the media spread out,

and we've been asked for an advice about resolving this issue. This event opened up our project which we asked Ms. Megumi Sasaki, the movie director, to be a guest speaker at our monthly meeting. The movie she's producing shows 2 stories about the same issue from the different perspectives of each people who's on opposite sides. Both opinions are not wrong at all, but we believe that the mutual understanding and improvement of media literacy are important to resolve the issue and for global peace.

4) Overview

The ability to handle information is needed for certain action to be taken in local communities. This time, JC members learn importance of information itself from one of actual case of regional issues so that they can improve the quality of their JC activities. And we try to inspire the members through the movie with a message that the information based on the multifaceted perspectives help people to make fair decisions.

Overview 概要

説明: 必ず結果と合致しているはず

We believe that the improvement of individual ability to handle information can assist in developing local communities. This program is held for improvement of members' media literacy in the monthly meeting of March in which all the members join. The documentary filmmaker gave a lecture under the theme of "The point of view and perspective of information". The subject is about dolphin hunting in Taiji (Wakayama Prefecture, Japan), this issue is actually existing in Japan. The community has coexisted with the sea since old times and the dolphin hunting is one of their traditional culture. In recent years, they have been met with severe criticism from overseas media such as anti-whaling group, the protest activities against to their dolphin hunting are conducted all over the place in town. We never be able to form a just opinion without having the perspectives from both sides, it is at risk for misunderstanding and making a wrong decision that we estimate things based on one article reported by one partial media. That is why we asked Ms. Megumi Sasaki, who produces the movie based on full understanding by field work about the issue, to

be a guest speaker and the members' media literacy is improved by her lecture.

Result 結果

説明: 複数の短い文章になるように注意してください

目的がどのくらい達成できたか書いてください

上記の結果の想定外の結果を書いてください

上記の結果の確認方法を書いてください

検証結果を簡潔に書いてください

280 out of 309 members registered in this program. [90.9%]

151 out of 280 members listened to the lecture. [53.9%]

146 out of 151 members answered a questionnaire. [96.6%]

[Questionnaire Result]

1. 86.8% said they understood about information perspective.
2. 89.7% said they understood the importance of information perspective.
3. 39.9% said they thought the P.R. movie was effectual.
4. 90.2% said this program was helpful for their future activities.

Actions Taken 行動

説明:

September 2015

The meeting held in Mar, 2016 under theme of [Sohatsu (Creativity transmission) and Transmission] was fixed.

Research content to give an opportunity for members to improve their ability of providing information by knowing the difference between “point of view” and “perspective”.

At that time, Japanese media reported news about the strong protests of anti-whaling group against to the dolphin eating culture in Taiji, Wakayama Prefecture.

October 2015

Asked Ms. Megumi Sasaki to be a guest speaker. She willingly consented as the joint project with her documentary movie.

November 2015

5 members in charge visited Taiji, Wakayama Prefecture, on a fact-finding mission and relationship-building with local community. They watched the dolphin hunting and the protest activity firsthand, listened to the people who have grown up with this culture in person, and had dolphin's meat to eat. But it's difficult for them to fully understand everything at one time so that they decided to come again.

January 2016

The same members visited Taiji again and conducted a field survey to understand the issue more deeply. They listened to not only local community but also the members of anti-whaling group. The materials of moving image for a short promotional film which was played on the day were shot.

February 2016

A short promotional film was made and notified JC members.

11th March, 2016

The monthly meeting in March was held.

The registered members : 280 (out of 310, 90.9%)

151 members were seated.

*Run a short promotional film

*The lecture of Ms. Megumi Sasaki

*Round-table discussion by Ms. Megumi Sasaki and Pres. Mr. Tonouchi

| Method | Personage | Subject | Point to consider | Message |
|------------|------------|---|---|------------|
| Run a film | (None) | Information perspective | Own point of view for information | Creativity |
| Lecture | Ms. Sasaki | Information transmission Discrepancy between "point of view" and "perspective" | Influence of catching, taking actions, information transmission | Plot |

| | | | | |
|------------------------|----------------------------------|---|---|---|
| Round-table discussion | Ms. Sasaki Pres. Mr. Tonouchi | Importance of information transmission Nature, meaning of existence, and empathy to be delivered | How do we take in and send out information? What is the influence and empathy of our activities? | Empathy Movement Sotatsu (Creativity Transmission) |
|------------------------|----------------------------------|---|---|---|

Distributed the questionnaires after the meeting (146 out of 151)

May 2016

Recommendations 考察や推奨

目的のうちどの部分が達成されたのか？

達成できなかった部分は、何か？

それは、なぜか？その改善策は？

This program has been closed with aggregate analysis of questionnaires and adjusting all the accounts. This program gave the members a realization of the need for ability to see information from many sides.

[Achievement]

*Gave an opportunity for the members to learn that information was not something to be received in a unilateral way, but to be something caught with spontaneous action and unique perspective. And heightened the members' awareness to more positive action for their JC activities in the future.

[Failure]

*Although 90.9% of the members were registered, only 48.8% of the members were seated and listened to the lecture. We have concluded we should have focused more energy on a campaign beforehand.

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Objectives, Planning, Finance and Execution

目的、計画、財務、実施

What were the objectives of this program?

このプログラムの目的は？ ※200語まで

[Developing media literacy]

The ability to handle information is needed for certain action to be taken in local communities. We have to catch information accurately to do activities needed by people. It helps us make significant movement within communities to learn how to assess the information

1) JC members' level

To take a larger view by having a think about information from multifaceted standpoints, and enhance members' consciousness as a leader who's able to take actions through understanding of the discrepancy between "point of view" and "perspective".

2) The team's level

To increase the team's awareness of JC activities, and understand the importance of transmission of information.

3) The regional level

We believe it's important to send our message out to the rest of world with someone who produces the movie about difference between "point of view" and "perspective". And the mutual understanding and improvement of media literacy can be a help to resolving issues and global peace.

How does this program align to the JCI Plan of Action?

この事業は、どのように JCI の活動計画と合っていますか？ ※200語まで

The understanding of multifaceted perspective enriches the lives of the members, and helps them to make a good judgement in the future. This program succeeded in giving an opportunity for the young to get the power of favorably change in their lives.

Was the budget an effective guide for the financial management of the project?

予算は事業の財務管理の為の効果的なガイドになりましたか？※150語まで

The total budget of this program is 4,700 US dollars. And the number of participants is 280. The fee per person by simple calculation is around 16.7 dollars, so that it's quite economical considering the lecture for 2 hours.

How does this project advance the JCI Mission and Vision?

どうやってこの事業は JCI のミッションとヴィジョンを推進しましたか？

※200語まで

The members developed the skills to make a right decision by the understanding of discrepancy between “point of view” and “perspective” for information. The ability of catching the accurate information based on own perspective is needed for the young active citizens as in JCI VISION, This program gave an opportunity for the young to obtain the skills to create POSITIVE CHANGE as described in JCI MISSION.

※画像4つ必要

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Membership Participation 会員の参加

By number, how many members were involved in this program?

事業のスタッフは何人？ ※2語まで

18

By percentage, how many members of the Local Organization were involved in this program?

LOMメンバーの参加率は？ ※1語まで

90.9%

Describe the main roles of the participating members in this program.

このプログラムで参加しているメンバーの主要な役割を簡潔に記述してください ※300語まで

1. To pick up the right man as a lecturer and ask the man to be a speaker.
>> Need to have the lecturer understand JC activities. To promise that we cooperate with her documentary film making.
2. Field work
>> Visited Taiji, Wakayama Prefecture, on a fact-finding mission twice.
3. Promotional activities
>> Make a short promotional film. Notify the members (on the website, Facebook, and other SNS, etc...)
4. Preparation of the meeting
>> Set up the site.

※画像4つ必要

Skills Developed 習得された技術・能力

What skills were developed in this program?

どんな技術・能力が、このプログラムで習得されましたか？ ※150語まで

【media literacy】

1. Developed the skill to catch information based on own perspective.
2. Heightened the members' awareness to future activities by understanding the importance of information transmission.
3. Enhanced the members' consciousness as a leader who's able to take actions through understanding of the discrepancy between "point of view" and "perspective".

How were these skills developed? Describe the methods and activities used

これらの技術・能力はどのように習得されましたか？用いられた手法と活動を記述してください ※300語まで・2015年から変更

1. Run a film (Information perspective/Own point of view)
Reporting actual situation of the dolphin hunting in Taiji, Wakayama Prefecture. The film described it as "cruel overhunting" from anti-whaling group's own point of view. This film provided an opportunity for the members to have various feelings about this issue. This was a prior information to give the audience an idea of the part they should have played before the lecture was delivered afterwards.
2. Deliver lecture (Information transmission/Difference between point of view and perspective)
Ms. Megimi Sasaki, the lecturer, provided a clear description of "Difference between point of view and perspective of information" and "Importance of information transmission". The members understood the influence of information.
3. Round-table discussion (Importance of information transmission/Nature and empathy to be delivered)
Pres. Mr. Tonouchi interviewed Ms. Sasaki. The members learned there's a need for information transmission received by the people with empathy and developed an awareness of themselves as a local leader.

※画像4つ必要

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Impact on Participants 参加者への影響

What was the intended impact on the participants?

参加者への意図された影響は、何でしたか？ ※150語まで

Catching information is practiced in all aspects of our daily life. We thought we couldn't generate interest among the audience without some provocative subject considering it's something people do on a routine basis. With that, we picked out the case of dolphin hunting which was being a nationwide news in Japan. The audience got an interest in this issue as we had expected.

Describe the actual impact on the participants.

参加者への実際の影響を記述してください。 ※300語まで

The members in charge of this program actually traveled to Taiji, Wakayama Prefecture, and listened to not only the people who have followed the local tradition of dolphin hunting but also overseas media who denied the legitimacy of it. This experience made us realize the need to see things from many sides, and we shared those experimental thoughts with a lot of Yokohama JC members. There is no answer to whether it's right or wrong to have dolphins to eat. However, building on the experience of this program, Yokohama JC members will be able to make a right decision based on their own perspectives when they face the same kind of problem in their lives.

※画像4つ必要

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Long-term Impact of the Program プログラムの長期的な影響

What is the expected long-term impact of this project?

このプロジェクトの期待される長期の影響は、何ですか？ ※200語まで

There are so many times to make a decision in lives. Those decisions should be derived from a volume of information and multifaceted perspective. This program was a very good chance to learn its basic idea. What we learned from this program is valuable during many phases of our lives other than JC activities.

What changes would you make to improve the results of this project?

このプロジェクトの結果を改善するために、どんな改善策がありますか？

※300語まで

According to the result of questionnaire, the members of 13.2% felt the program didn't quite make sense. Next time we would focus on subjects in other fields and other case study approach, and try to plan more easily comprehensible program.

※画像4つ必要