This is the annual report to review the outreach activities across Michigan from August 2017 to July 2018.
OVERVIEW

Above map shows the places I have visited (Red) and will be going to visit (Blue) in next fiscal year. The three tables show the quantity of cities, audiences, and place of outreach in the past 1 year.

Since I started to work as JOI coordinator at Japan Center for Michigan Universities JCMU in August 2018, I have reached out to many schools especially near Lansing area where my office is located, been involved with and participated 50th anniversary for Michigan and Shiga sister state relationship, worked for Shiga – Michigan sister cities events, and participated cultural events through local organizations to give people an opportunity to know about Japan.

In this report, I would like to highlight three of these outreach activities.
OUTREACH CASE NO1: JAPAN TRIP FOR 50TH YEAR SISTER STATE ANNIVERSARY

From September 5th to 15th in 2017, the 50th anniversary of the Michigan - Shiga Sister State relationship celebrated in Shiga, Japan and I was travelling together with delegates from Michigan. During this trip, I was in charge of some speech translation for Shiga and Michigan governors, US and Japan consul generals, and translation for delegates during their stay in Japan.

Being an interpreter and leading the group was very challenging work for me especially when Michigan delegates and Japanese people needed to communicate with. However, I was able to see the sustainable effort between two states and understand why Shiga-Michigan relationship is so called “good model” of US-Japan's
friendly relationship. Therefore, it was a great opportunity for me to learn about these two states so as to enhance this connection more through my future outreach activities.

In addition, my main purpose of this trip was networking with Michigan delegates. Thanks to 10 days trip in Japan, I was able to connect many people and explain about my JOI work face to face. After I came back to US, I still keep in touch with some delegates and they sometimes introduced me to their local community so that I can visit there for outreach.

Therefore, this trip brought me not only participating as assistant, but also created another outreach opportunities in Michigan through people I have met there.

COMMENT ABOUT OUTREACH CASE NO1:

In September 2017, Ms. Kanako Morshita acted as a co-leader of a 54-person goodwill mission delegation traveling from Michigan to Shiga Prefecture, Japan. Participants from across the state of Michigan traveled to Japan to celebrate the 50-year sister state relationship between Michigan and Shiga.

Morishita’s support as an interpreter and cultural liaison helped ensure every delegate had a positive and enjoyable experience. She interpreted both in a formal capacity, translating at ceremonies and tours, and in an informal capacity, helping the Michigan delegates understand the culture of Japan as they encountered each new and exciting thing. This informal engagement helped the delegates gain a deeper more personal understanding of Japan. This ranged from touring through small mountain villages with the delegates, to navigating temples and shrines, to accompanying them to grocery stores and exploring Japanese products.

Morishita has maintained close relationships with many of the delegates and is now helping them to share Japan with their communities. It is exciting to see this impact ripple through our Michigan communities, and to know that the impact will continue to reverberate for a long time to come.

Kate Simon
Program Director
Japan Center for Michigan Universities
OUTREACH CASE NO2: ONE DAY WORKSHOP FOR SAKURA GARDERN

A $150,000 sakura garden is expected to open in 2018 with 17 flowering cherry trees and a pavilion at Michigan State University Tollgate farm. With this in mind, I led a one-day workshop on Japanese agriculture, cherry blossoms, and Japanese language to the garden’s staff so they could better understand the image of a sakura garden from a Japanese perspective.

This workshop was very important in terms of sustainability. The location where sakura garden will be launched is the place where many Japanese people lives (No1 Japanese population in Michigan), so we needed to make a place where both Japanese and American visitors enjoy the atmosphere of real Japan. Therefore, giving a lecture to the garden’s staff to understand Japan is the important so that they could also apply my information to their sakura garden project.
During the lecture, I have found out that people in Michigan might think that Japanese cherry blossom is a food-producing tree like cherry trees in Michigan. I have found out the different idea of cherries between Japan and USA people have, and also realized the importance of telling the correct information about Japan for their awareness of different concept. The workshop was very successful and I will host future event at this farm such as pumpkin festival which will be implemented in Oct 2018.

**Comment About Outreach Case No2:**

The Tollgate Farm Sakura Garden will be a permanent fixture in Southwestern Michigan—a landmark to bring Michigan’s American and Japanese communities together.

Morishita’s daylong workshop provided the Tollgate Farm team (including executive staff, educators and horticulturists) with a cultural framework to understand sakura and the Japanese communities in Michigan. This framework will help them as they continue to build relationships with the surrounding Japanese communities, plan and develop the garden, and structure educational programming around the garden.

Kate Simon
Program Director
Japan Center for Michigan Universities
OUTREACH CASE NO3: COLLABORATION WORK WITH OTHER DEPARTMENT AT MICHIGAN STATE UNIVERSITY

I usually visit schools from elementary school to college and talk about Japan by myself. However, this time, a staff at Asian Studies Center at MSU invited me to work together for the grandparents university event (this is an annual event where grandparents who graduated MSU will re-visit campus with their grandchildren to share good memories through fun events and workshop).

A former JOI coordinator was placed at Asian Studies Center and they have been working hard for several outreach activities after JOI coordinator left so as to keep her efforts alive by using her methods and information she left. Thanks to her efforts, my JOI activity have started very smoothly. I visit Asian Studies Center often to talk about recent outreach activities, borrow materials and plan for future event.
This workshop was implemented by Asian Studies Center and JOI. We made a plan together and decided to do Maki-sushi workshop. In fact, the former JOI coordinator did a maki-zushi workshop before and the event was well received. Therefore, the availability of the reservation were quickly sold out this time thanks to her. I was very appreciate of this collaboration work and will keep the good working relationship with them by increasing more opportunities to work together for sustainability.

**Comment about Outreach Case No3:**

Grandparents University hosts hundreds of MSU alum and their grandchildren for engaging classes and activities on campus. Morishita taught a lesson on Japan food culture and maki-zushi; the class was full with 21 participants, many of whom expressed that it was the best class of the program. Morishita’s outreach efforts are always insightful, educational, and engaging. At the Asian Studies Center, it is an honor to collaborate with her on events.

Jeniffer Pippin
Outreach Coordinator
Asian Studies Center

**Conclusion**

As I mentioned above, I was able to reach out several places, people and aged group through my activities in the past 12 months. Thanks to the connection between people here, I was able to gain new outreach opportunity. However, I still have not visited some places where Japanese awareness is low. From next year, I hope to expand my activity territory to these new areas and also want to find new demand from them.

End of report
This is the annual report to review the outreach activities across Michigan from August 2018 to July 2019.
OVERVIEW

※RED POINT…VISITED IN THE 1ST YEAR  
※BLUE POINT…2ND YEAR VISIT PLAN  
※YELLOW POINT…RESULT OF VISIT IN 2ND YEAR
Above map shows the places I have visited (Red & Yellow) during the 2 year JOI term.

In addition, the three tables show the quantity of cities, audiences, and place of outreach in the past 2 years. Compared to the result of 1st year from August 2017 to July 2018, I was able to increase these figures by 40% more from August 2018 to July 2019.

The main reasons of this increased opportunity for the JOI activities are 1) Fundamental network which was built in the 1st year brought the continuing and new outreach opportunity and 2) being able to take action more in a professional manner based on the 1st years’ experience and lessons.

Spending 2 years as a Japan Outreach Initiative, it allows me to understand the importance of mutual understandings especially in a grass-roots level for a constructive relationship between two countries and find that there are many productive ways to do outreach activities for it.

Therefore, in this annual report, I would like to highlight three different kind of my outreach activities which I thought it was impactful.

OUTREACH CASE NO1: CULTURAL COLLABORATION WITH JAPAN AND TAIWAN

with Shadow puppet troupe from Taiwan

one scene from “Momotaro (Peach-boy)”
From November 10\textsuperscript{th} to 13\textsuperscript{th} in 2018, I traveled with Taiwanese shadow puppet troupe named 永興樂皮影劇團 “Yung Shing Le” Shadow Troupe for story-telling performance across Michigan. Their techniques of shadow puppet has a long history, very unique and it is a national treasure in Taiwan, so they were invited to Michigan to celebrate the opening of Asian Gallery at Detroit Institute of Arts by performing the shadow puppet. This time, I was very fortunate that I was invited to do a collaboration with them. As a result of several discussion, we decided to perform the unique fusion of Taiwanese and Japanese
tradition through Japanese folktale "The peach boy (Momotaro)". First part of the story was told by Taiwanese shadow puppet and the last half part was told by my English story-telling with music. As an Asian citizen, it was truly amazing collaboration to promote the Asian culture to local communities in Michigan. Also, it allowed me to get to know more about Taiwan and Japan deeply by comparing these two cultures. By four performances, we were able to reach out about 1,000 people.

OUTREACH CASE NO2: JAPANESE ANIME VOICE-ACTING WORKSHOP

with Mr. Ishii (Instructor) from Japan
I had been always thinking about the best way to generate the interest from people who doesn’t know about Japan. By doing several outreach activities, somehow I get to find their interest gradually depending on generation. Therefore, I paid attention so as to deliver the new knowledge about Japan to appropriate audience.

On the other hand, especially young generation, I knew that they already know about Japan thanks to social media and there was no extra needed from me to let them like Japan. However, I had no idea how long does young people’s interest would last because of the fast-paced nature of social media, users only briefly consider information presented to them before moving on to the next post.

With both the benefits and complications of social media in mind, I thought that the best way to engage young people with Japanese culture using these digital platforms.

Thanks to the educational grant from Japan Foundation, we implemented voice acting workshops for people in Michigan from March 15th to 21st. A professional instructor Mr.Ishii who is a Chief Director at JVTA (Japan Visualmedia Translation Academy) taught about the Japanese voice-acting method by analyzing from a situation of the scene / character’s facial expressions through Japanese anime. About 200 participants recorded their voices on the film and enjoyed a life-long memorable experience.
OUTREACH CASE NO3: SISTER CITY RELATIONSHIP IN SHIGA & MICHIGAN

Dinner with MASCP (Marquette Area Sister Cities partnership)
From June 26th to 29th, I travelled to Marquette for the first time where is located in Upper Peninsula (UP) of Michigan. The Marquette is located in the south of Lake Superior which is one of the great lakes. Last year, I set a target for 2nd year such as “I want to expand my territory to new area which doesn’t have enough access to Japan”. Therefore, travelling to UP was one of my goal.

As a JOI coordinator, fortunately, I had several opportunities to work with Shiga prefectural government to enhance the relationship between Shiga and Michigan. Marquette also have a sister city relationship with Higashi Omi in Shiga in almost 40 years. This time, thanks to the connection of this sister city, they brought me to UP to implement a Japanese arts workshop together with Shiga visiting official. We did an origami, kite making, and calligraphy workshop.

Many active members of sister-city relationship committees devotes their time as a volunteer.

40 years relationship…it is easy to say but it is not easy without these volunteers who put a lot of effort for it. Therefore, I was so fortunate that I was able to assist their relationship through Japanese cultural workshop because interaction at the grass-roots level is very important to connect people.

**COMMENT FROM SUPERVISOR:**

Kanako has been engaged in a large number of activities and events in the past year. One notable event includes the Taiwan Shadow puppet show in which Kanako traveled around Michigan with a professional Taiwanese puppet troupe narrating the story of Momotaro. Audiences were able to experience the Japanese version of the story with a backdrop of Taiwanese shadow puppets. This event drew large audiences sharing and celebrating Taiwanese and Japanese culture with hundreds of Michiganders of all ages. In the voice acting workshop, students of Japanese and anime fans had a rare opportunity to learn about and try voice acting. This event was both fun and highly impactfull for high school and college students interested in Japanese. Finally, Kanako visited Marquette in Michigan’s Upper Peninsula to conduct cultural activity workshops. Due to Marquette’s remote location, this was a very special opportunity for citizens to get to experience Japanese culture and meet with someone from Japan.

Kate Simon
Program Director
Japan Center for Michigan Universities