

EXTERNAL AFFAIRS



The Office of External Affairs is responsible for news media and public information services, the East-West Center Foundation, EWC Alumni Association, Arts Program, program representatives in the region, briefings for visiting officials, as well as public affairs, community relations and public programs.

A year of increased activity in each of these areas culminated in an emotional outdoor concert and fundraiser organized by staff members in the aftermath of the Dec. 26 earthquake and tsunami that devastated coastal communities in the Indian Ocean region. In the days and weeks that followed, donations poured into the East-West Center Tsunami Relief Fund from organizations and individuals who demonstrated their solidarity in response to the tragedy.

NEWS AND INFORMATION

Media coverage of the East-West Center expanded in 2004, enhancing the Center's capacity to inform policymakers and the general public on issues of importance to the region. Last year the Center and its staff were cited in approximately 1,200 reports or media outlets around the world—twice the number of print, broadcast and online news reports in the previous year.

The News and Information section serves as liaison between the Center and journalists throughout the region by arranging interviews with EWC specialists; organizing media briefings, news conferences and editorial roundtables; writing and editing op-ed pieces for national and international publication; issuing news releases, newsletters and related materials; and distributing

“The East-West Center serves as a bridge between diverse cultures with a shared interest in the future of the region—educating, informing and raising awareness of issues that are central to the lives of its people. By taking a leading role in the process of regional outreach and information dissemination, the Center provides an invaluable service to the Asia Pacific community as a whole.”



n Karen Knudsen is director of EWC External Affairs.

The East-West Center was cited in twice as many news reports as the previous year.



EWC analysis and commentary on important regional issues. News conferences, editorial roundtables and interviews for EWC specialists were organized last year in New Delhi, Seoul, Houston, New Orleans and Washington, D.C. Numerous media events were also held at the Center's headquarters in Honolulu.

In September, the Center sponsored an information booth at the Unity Conference for journalists of color, which drew 10,000 U.S. journalists to Washington, D.C. The EWC also sponsored a booth at the

national convention of the Society of Professional Journalists in New York City.

Media Services Coordinator Susan Kreifels attended the East Asia Journalists Forum in Seoul as a member of the Society of Professional Journalists delegation. In response to requests for coordination of international journalism exchange programs, the Center arranged for Korean journalists traveling on a State Department program to stay at the homes of journalists in the U.S.

2004 Publications by the News and Information Section:

East-West Center Annual Report 2003

Specialists on the Asia Pacific Region: A Guide for Journalists 2004

Coming Up: monthly advisory on conferences, seminars, and new EWC publications

East-West Wire: timely, topical email reports covering EWC news, commentary, analysis and publications on important regional issues. Reports are emailed to approximately 2,000 journalists and others around the world.

EWC Headlines: monthly online newsletter on EWC events

Asia Pacific Center for Journalists brochure

n Susan Kreifels was EWC media services coordinator in 2004.

ASIA PACIFIC CENTER FOR JOURNALISTS

The Asia Pacific Center for Journalists (APCJ), the Center's primary resource hub for media, sponsored several events last year, including talks in Honolulu by Asia-based journalists and activities for EWC media alumni in cities throughout Asia and the U.S.

EWC LAUNCHES ONLINE NEWSLETTER

EWC Headlines, a monthly online newsletter providing concise coverage and photos of recent events at the East-West Center, debuted in August 2004.

The HTML-only newsletter, emailed to more than 3,000 subscribers, also lists upcoming activities presented by the Center. To subscribe to EWC Headlines visit www.eastwestcenter.org/newsletter.asp.



For Internet access to EWC news material:

Specialists on the Asia Pacific Region: A Guide for Journalists 2004:
www.eastwestcenter.org/apic-ex.asp

Coming Up Advisories: www.eastwestcenter.org/news-cp.asp

EWC news releases: www.eastwestcenter.org/events-pr.asp

East-West Wire reports: www.eastwestcenter.org/events-en.asp

Asia Pacific Center for Journalists: www.eastwestcenter.org/journalists

Dr. Edison Miyawaki, co-chair of the EWC Foundation Board, with former Philippine President Corazon Aquino and Mrs. Sallie Miyawaki.



HAWAI'I INTERNATIONAL EDUCATION WEEK

The Center and its partner organizations sponsored Hawai'i International Education Week (HIEW) programs for approximately 300 students in private and public schools, grades K-12. Activities were part of International Education Week, a nation-wide initiative sponsored by the U.S. Department of State and U.S. Department of Education to promote global learning activities in U.S. schools. Former Assistant Secretary of State for Educational and Cultural Affairs Patricia Harrison provided opening remarks at the elementary program, where students explored the relationship between animals and cultures. The high school program featured a simulation of the six-party talks on North Korea's nuclear weapons program.

Kailua High School social studies teacher Amber Strong was named recipient of the Hawai'i International Education Week-Honolulu Advertiser 2004 Outstanding Educator Award. HIEW sponsors in 2004 were the Center's AsiaPacificEd Program, the Pacific and Asian Affairs Council, and Wo International Center at Punahou School.

EAST-WEST CENTER FOUNDATION

The East-West Center Foundation was established in 1982 as a private, non-profit organization to increase private support from individuals, corporations, businesses and foundations. Under the leadership of co-chairs Edison H. Miyawaki and Haigo T.H. Shen, the EWC Foundation Board of Directors has played a significant role in the cultivation, solicitation and stewardship of private gifts.

Contributions — The Foundation received \$249,476 in unrestricted support during the past year. Revenues included general contributions, designated gifts, annual dinner proceeds and sponsorships. Restricted revenues of \$541,515 including funding by the Hawai'i Pacific Rim Society for the George R. Ariyoshi Fund and EWC Arts Program and contributions received for the Alumni Endowment Fund.

Annual Dinner — Nearly 1,000 supporters attended the East-West Center Foundation's annual dinner, "An International Affair," raising more than \$110,000 to support Center activities. Held in July at the Hilton Hawaiian Village Coral

Ballroom, the event celebrated the culture of the Philippines. The Center presented the Asia Pacific Community Building Award to Corazon Aquino, former president of the Philippines, in recognition of her determination and courage in leading her country's democratic revolution (see page 12). Proceeds from the silent auction and sari-sari store raised over \$28,000 for student scholarships.

Alumni Endowment Fund — As part of the East-West Center Association's 1960s Reunion, the East-West Center Foundation established the Alumni Endowment Fund to support student scholarships. More than \$250,000 in pledges and cash raised were placed in the EWC Foundation's Endowment Fund, where the principal amount will be held in perpetuity with income from the investment used to fund student scholarships.

Grants — A challenge grant by the McInerny Foundation strengthened the EWC Foundation's ability to increase financial support from alumni in Asia and the United States. The Foundation matched all first-time gifts from EWC alumni and previous donors who increased their last gift by \$100 or more—up to \$100 per donor. Nearly \$32,000 was raised during the spring portion of the annual campaign, with matching funds of \$8,629.



Haigo Shen, co-chair of the EWC Foundation Board.

Charitable Planned Giving —

Haigo Shen, co-chair of the EWC Foundation Board of Directors, pledged a bequest of \$300,000 to the Center, to be transferred posthumously. The Foundation will use the gift to fund EWC scholarships for Chinese students studying at the University of Hawai'i in the fields of medicine, education, architecture, city planning and civil engineering.

Outreach — AsiaPacific Breakfast Briefings is an EWC outreach program designed to help Hawai'i community leaders and EWC Foundation members understand the changing and dynamic region. Sponsored by Bank of Hawai'i since 1995, the series included six presentations last year, including "Islam and Democracy: Lessons from Indonesia," by Robert Hefner, professor of anthropology at Boston University, and "China's Capitalist Transition and Cross-Strait Relations," by EWC Fellow Christopher McNally.

Donor Programs and Recognition —

The President's Roundtable provides major donors with an opportunity to participate in discussions on key issues in the Asia Pacific region. Roundtable presentations in 2004 included "The China-Japan-U.S. Triangle in Asia," by Ezra F. Vogel, the Henry Ford II Research Professor in Social Sciences at Harvard University. Free seminars to assist donors in achieving tax, estate planning and charitable giving objectives were presented by estate-planning attorney Stephen H. Reese. Major donors are recognized on the Honor Roll of Donors wall at John Burns Hall.

n *Gary Yoshida is the East-West Center development officer.*



ARTS PROGRAM

The Arts Program enriched the Hawai'i community with concerts, exhibitions, demonstrations and lectures featuring a variety of Asian and Pacific performing and visual art forms. Last year more than 10,000 adults and school children enjoyed educational outreach activities that presented the arts in appropriate social and historical contexts and enhanced their understanding and appreciation of the region's diverse cultures. In 2004 the International Association of Business Communicators Hawai'i chapter recognized the EWC Arts Program with an Ilima Award for the design of a brochure highlighting its activities.



Hideo Murakami (third from left) with Hawai'i Pacific Rim Society members, EWC students and staff.



Thousands of school children visited the East-West Center Gallery.



PERFORMANCES:

Huun-Huur Tu: Throat Singers of Tuva presented a public concert of Mongolian vocal and instrumental music, followed by educational outreach to several Oahu schools in February.

“Enlightening Sounds: the Mystery of the Bamboo Flute,” an educational concert-demonstration presented five times in Hilo and Honolulu by Japanese *shakuhachi* flute master Christopher Yohmei Blasdel.

“An Indian Musical Odyssey,” featured an ensemble of six master musicians from Southern India, led by drummer Sri U. K. Sivaraman. Public concerts at the Imin International Center were augmented by three performance-demonstrations for Honolulu children.

Hanyang Traditional Korean Music Orchestra, a 25-member ensemble, presented two concerts cosponsored by the UH Music Department.

Los Camperos Mariachi, the Los Angeles-based, Mexican-American music ensemble gave two educational performances at the EWC in 2004.

EXHIBITIONS:

“Yunnan: Enchanting Region of Ethnic Diversity” focused on the ethnicities/nationalities in Northwest Yunnan Province, China. It was co-curated by Sam Mitchell, Lu Yuan and Benji Bennington. Xuan Ke, the renowned Naxi musician, was artist-in-residence in late January.

“Bamboo in Japanese Culture,” an EWC traveling exhibition, was displayed March-April at the Lyman Museum in Hilo. The exhibition was created by the EWC Arts Program in collaboration with Nancy Moore Bess.

“Contemporary Japanese Crafts,” was developed by the Japan Foundation and presented in collaboration with the Consulate General of Japan in Honolulu. The exhibition featured works of ceramics, glass, lacquer and metal work by modern Japanese masters. This project included numerous educational services.

“Remains of a Rainbow,” featured photographs of Hawai‘i’s rare and endangered plants and animals by Susan Middleton and David Liittschwager, presented in collaboration with the Nature Conservancy of Hawai‘i. Educational slide lectures and seminars were presented in the EWC Gallery.



“Monkeys: Myth, Magic, and Mischief in the Arts of Asia,” curated by Michael Schuster, featured paintings and three-dimensional works of art from East, Southeast, and South Asia. Related performance-demonstrations included “Monkey Waterfall,” by Ben Moffitt and Yuki Shiroma; and “Monkey dances and theater styles in Asia,” by Matthew Dunn, Pattie Dunn and Michael Schuster.

“Neither East nor West: Hong Kong Contemporary Arts,” featured works by seven artists noted for capturing the flavor and stresses of current life in Hong Kong. Five artists and Guest Curator Oscar Ho came to the EWC to participate in arts forums and the opening reception. It was co-sponsored by the HK Curatorial Unit: Research and Organization.



EWC President Charles E. Morrison, Senior Fellow Fereidun Fesharaki, and Fellow Chris McNally discuss oil prices at a radio station in New Orleans.

In 2004 the Arts Program also hosted several visiting artists and scholars; presented arts forums and seminars on Mongolia, Hawaiian ecological traditions, storytelling, Japanese music, and bamboo; co-sponsored a writing symposium by Maori writer Witi Ihimaera; and served as jury for the Guam contemporary art exhibition “Creative Hands.”

- n *William Feltz is coordinator of the EWC Arts Program.*
- n *Michael Schuster is curator of the EWC Gallery.*

COMMUNITY PROGRAMS

The East-West Center organizes community forums and special events to raise public awareness of issues affecting the Asia Pacific region. In 2004 the Center cosponsored 20 public programs including “Reagan’s Shadow: The Enduring Imprint on American Politics,” with Lou Cannon, former *Washington Post* reporter and biographer of Ronald Reagan, and “Power, Legitimacy & Credibility: the Transatlantic Partnership in 2004,” with Wolfgang Ischinger, ambassador of the Federal Republic of Germany to the United States.

BRIEFINGS

The EWC provided analysis of regional issues to more than 120 government officials, diplomats, journalists, military officers and the general public through briefings and individual meetings with Center researchers and professional staff in 2004. Briefings were held for the U.S. ambassadors to Thailand, Vietnam, and Malaysia, and deputy chief of mission to Bangladesh; several State Department desk officers; members of the Chinese Arms Control and Disarmament Association; and Korean security policy scholars, among others. A series of briefings was also held for Hawai’i state legislators and local journalists.

PROGRAM REPRESENTATIVES

The East-West Center currently has memorandums of understanding with organizations in 14 countries or geographic areas in the Asia Pacific region including Hong Kong, India, Indonesia, Sri Lanka, Malaysia, Nepal, Philippines, Taiwan, Thailand, Vietnam, and Korea. EWC program representatives provide assistance to EWC staff and students with visa applications, make Center materials available to prospective students, publicize in-country programs, and arrange meetings and speaking engagements by visiting EWC staff.

FRIENDS OF THE EAST-WEST CENTER

Complementing the Center’s outreach effort is the community-based organization, Friends of the East-West Center. The Friends is a non-profit volunteer organization providing support for Center activities. It coordinates a host-family program for EWC students, administers the Mary Morgan Hewett Journalism Endowment, provides volunteer assistance for special EWC events, and sponsors a popular community lecture series. Last year the Friends inaugurated an evening dialogue series in the EWC Gallery. The first two programs were “China’s Rise: Implications for its Asia Pacific Neighbors,” with EWC Fellow Chris McNally, and “India’s Emerging Global Role,” with EWC Fellow Arun Swamy. The Friends also helped coordinate the student-mentoring program, matching students with professionals in the community.



The EWC/East-West Center Association 2004 International Conference was held in Tokyo, Japan.

EAST-WEST CENTER ALUMNI

The East-West Center Association (EWCA) is an international network of professionals who have a past affiliation with the East-West Center. All participants are automatically members (associates) of the EWCA, regardless of length of stay or nature of involvement. In September 2004 EWC External Affairs Director Karen Knudsen accompanied EWCA President Dan Berman to Bangladesh, Sri Lanka and India, where they met with media, government officials and alumni to raise the visibility of the East-West Center, strengthen alumni chapters, and increase student applications in South Asia. In November, alumni from 25 countries gathered in Tokyo, Japan for the EWC/East-West Center Association International Conference (see page 10).

EWCA Support for Students

EWCA provided support for students seeking to achieve their professional objectives, including scholarships for those who would otherwise not have had the resources to continue their education:

- n In 2004 six travel grants were provided to students doing dissertation research or participating in professional conferences.
- n More than 120 students have participated in the mentoring program. Returning students completing their awards were provided with alumni contacts to assist in furthering their professional goals.
- n Six students received EWCA scholarships last year through the generous support of alumni.

New Chapters

New alumni chapters were established last year in Hanoi, Chennai and Hyderabad, bringing the number of geographical chapters in the EWCA network to 37. The network includes three special interest chapters.

- n *Gordon Ring is the EWC alumni officer.*



Alumni Officer Gordon Ring and Choko Takayama, former deputy mayor of Naha, Okinawa.