

DOCUMENT RESUME

ED 437 896

IR 019 843

TITLE The 70th Anniversary of the Japan Audio-Visual Education Association: A Review of the Past 70 Years. AVE in Japan No. 37.

INSTITUTION Japan Audio-Visual Education Association, Tokyo.

PUB DATE 1999-00-00

NOTE 37p.; Translated by James D. White.

PUB TYPE Historical Materials (060) -- Reports - Descriptive (141)

EDRS PRICE MF01/PC02 Plus Postage.

DESCRIPTORS *Audiovisual Aids; Development; Educational Media; Educational Technology; Foreign Countries; History; Nonprint Media; Organizations (Groups); *Professional Associations; *Technological Advancement

IDENTIFIERS *Japan Audiovisual Education Association

ABSTRACT

On January 21, 1998, the Japan Audio-visual Education Association (JAVEA) celebrated the 70th anniversary of its founding. This illustrated booklet provides a chronological review of the history of the Association, and serves as a means for reviewing the Association's present status and as a basis for determining what directions it should take in the future. The booklet begins with a Foreword by the president of the Association highlighting several events in its history. The booklet consists of the following sections: "The Beginnings," "The Period of Expansion," "The Period of Fulfillment," and "The Period of Development." Sidebars on most pages of this booklet provide a chronological timeline of significant events in the years 1928 through 1998. (Includes a list of past presidents and managing directors.) (AEF)

The 70th Anniversary of The Japan Audio-Visual Education Association: A Review of the Past 70 Years. AVE in Japan No. 37

PERMISSION TO REPRODUCE AND
DISSEMINATE THIS MATERIAL HAS
BEEN GRANTED BY

____ J. Sato ____

TO THE EDUCATIONAL RESOURCES
INFORMATION CENTER (ERIC)

1

U.S. DEPARTMENT OF EDUCATION
Office of Educational Research and Improvement
EDUCATIONAL RESOURCES INFORMATION
CENTER (ERIC)

- ☒ This document has been reproduced as
received from the person or organization
originating it.
- ☐ Minor changes have been made to
improve reproduction quality.
- Points of view or opinions stated in this
document do not necessarily represent
official OERI position or policy.

**The 70th
Anniversary of
The Japan Audio-visual
Education Association**

A Review of the Past 70 Years



AVE IN JAPAN NO.37

In December 1949, the Japan Film Education Association (today the Japan Audio-visual Education Association or JAVEA) moved its offices into this three-story building at its present location in Minato Ward, Tokyo.



The 70th Anniversary of The Japan Audio-visual Education Association (JAVEA)

A Review of the Past 70 Years

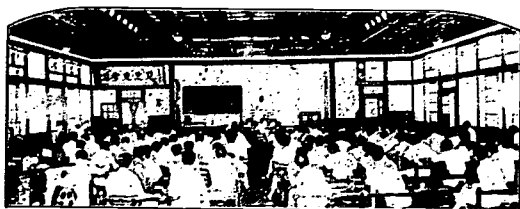
On January 21, 1998, the Japan Audio-visual Education Association (JAVEA) celebrated the 70th anniversary of its founding. A number of events were held in celebration of this pivotal year. But, until now, what could well be called the cornerstone of the Association, its pre-war history, has received little attention. It was therefore decided to use January 21, 1928 as the starting point for reviewing the past 70 years through the publishing of a chronological table and past photographs. Hopefully this booklet will not only serve as a means for reviewing the Association present status but will also provide a basis for determining what directions it should take in the future.



cooperation of the Mori Building K.K., this new building was opened in June 1961.

The Beginnings of the Association

A Seventy Year Chronology



(清原の士郎本番)

第一回
映画教育夏季大会



(記念撮影)



The First Summer Seminar on Film Education was held in Wakanoura-cho, Wakayama Pref. in August 1929.

(These are the oldest photographs available in the JAVEA's files.)

Forward

Keijiro Inai

President, The Japan Audio-visual Education Association



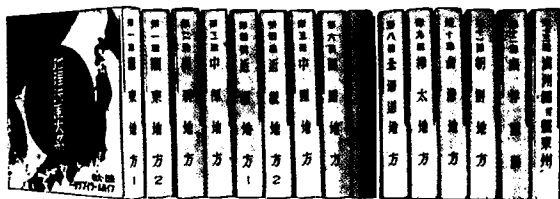
The Japan Audio-visual Education Association actually had its start a very long 70 years ago. The National Silent Film Education Research Association was established on January 21, 1928. The offices for the Main Kansai Office were established in the Osaka Mainichi Newspaper Company office while those for the Kanto Office were located in the Tokyo Nichi-nichi Newspaper Company (today the Mainichi Newspaper Company) office. The name was changed to the National Film Education Research Association in November 1933. Then in April 1943 it was consolidated with the Central Committee on Film Education and re-established as an incorporated foundation under the name of the Film Education Association. Following the end of the Second World War, in October 1946, it was again consolidated with the Educational Film Producers Council and renamed the Japan Film Education Association (Inc.) . Over the next 30 years it came to be well known by the Japanese abbreviation “Eikyo” (literally, “Vis-Ed”). During this time, in December 1949, it moved it its present location in Toranomon, Minato Ward. The last change to its name was in March 1980 when it became the Japan Audio-visual Education Association (Inc.). Although its substance, organization and name changed many times, it has consistently been a central contributor to the advancement of Japanese audio-visual education. This pamphlet has been issued in order to, through pictures, give readers a chronological review of the history of the Association.

The Beginnings



The National Silent Film Educational Study Society was established on January 21, 1928 in cooperation with the Osaka Mainichi and the Tokyo Nichinichi News-paper companies. The Society's regulations called "for Promoting the educational use of silent films through research on actual problems seen in their use in school and social education." According to then Mainichi News President Hikoichi Motoyama, the Osaka Mainichi News wished to promote film education because their national distribution of films taken during the Great Kanto Earthquake had shown that film had value beyond that of simply reporting the news.

(Osaka Mainichi, "Film Education," No.1)



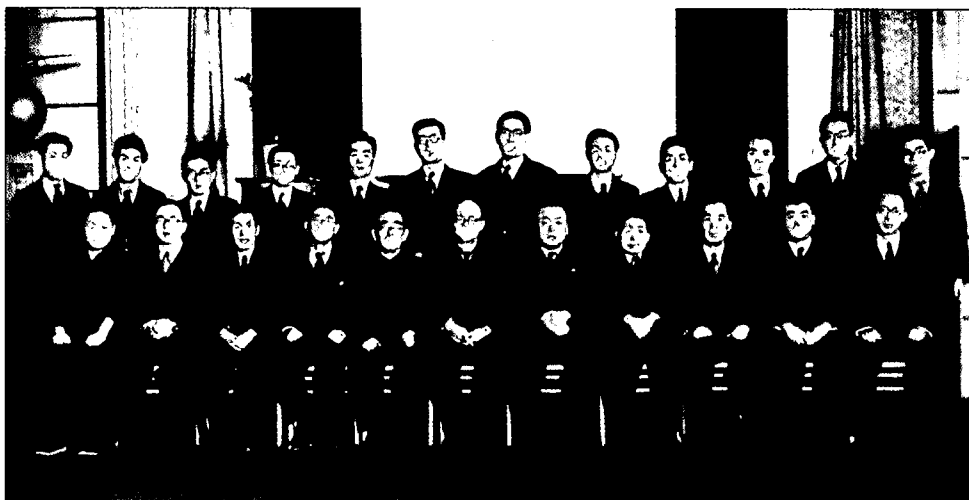
Taking nearly two years to prepare, the "Elementary School Geography Film Series" was completed in August 1935. Issued in 16mm format, this set of 15 reels sold for 600 Yen, comparatively expensive in relation to the funds available for elementary school visual education. (Osaka Mainichi, "Film Education," No. 90)



On May 7th and 8th, 1938, the "10th Film Education Movement Commemorative Conference" was held in the Auditorium of the Osaka Mainichi Newspaper Co. under the auspices of the National Film Education Research Association. The photo was taken during the commemorative ceremony which was attended by a Social Education Officer, Ministry of Education, who is shown in the circle.

(Osaka Mainichi, "Film Education," No. 1)

1 9 2 8	Jan.21 Establishment of the Japan Silent Film Education Research Association. Kanto offices located in the Tokyo Nichi-nichi Newspaper Co.; Kansai offices in the Osaka Mainichi Newspaper Co.
	Mar.20 First issue of "Film Education" published.
1 9 2 9	Feb.21-23 First National Silent Film Education Conference is held in the Osaka Mainichi News-paper Co. auditorium.
	Aug. First Summer Seminar on Film Education is held.
1 9 3 3	Sept. Started production of the "Elementary School Geography Film Series" (completed in 1935).
	Nov. The National Silent Film Education Research Association is renamed the National Film Education Research Association.
1 9 3 7	May 31 The Central Committee on Film Education is established within the Ministry of Education for the purpose of formalizing film education and establishing an educational film distribution network.
1 9 3 8	May 7 The National Film Education Research Association holds its 10 th Film Education Movement Commemorative Conference.



In April 1943, the National Film Education Research Association was combined with the Central Committee on Film Education which had original been established within the Ministry of Education. This photograph of directors, committee members and staff was taken on March 29, 1943 in the Mainichi Newspaper Tokyo Office conference room to commemorate the dissolution of the Central Committee. ("Audio-visual Education," No. 250)

- | | |
|---|---------------------------------|
| 1 | Apr. 5 Formed by merging |
| 9 | the Central Committee on Film |
| 4 | Education and the National |
| 3 | Film Education Research As- |
| | sociation, the Japan Film |
| | Education Organization (Inc) is |
| | established with offices in the |
| | Culture Bureau, Ministry of |
| | Education. |

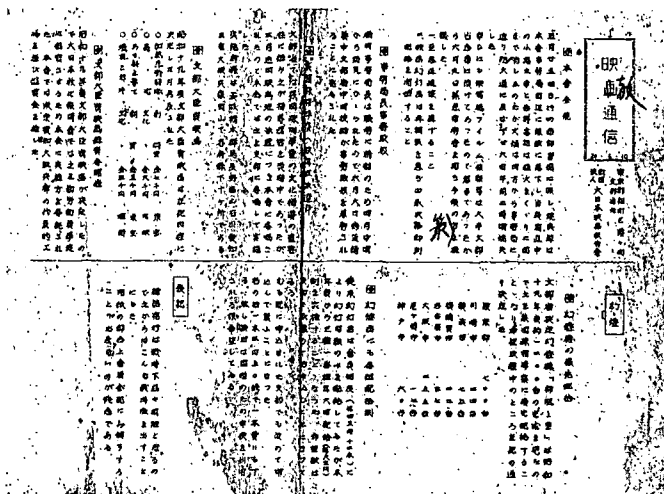


On the right is the cover of the last issue of "Film Education" published on April 1, 1943 while on the left is that of the first issue of the new "Film Education" published on December 1 the same year. Just below the photo is the faint imprint of the Army censors' stamp showing that the publication has been approved.



1	June 10 The first issue of
9	"Film News" is published.
4	Aug. 15 World War Two
5	comes to an end.
1	Oct. 1 The Japan Film Educa-
9	tion Organization joins with
4	the Educational Film
6	Producers Council to form the
	Japan Film Education
	Association (Inc.) [Nihon Eiga
	Kyoiku Kyokai]. Office is es-
	tablished in the Saiou Element-
	ary School in Minato Ward.

During the Second World War, the National Film Education Research Association which had been under the Ministry of Education moved to new offices in Minato Ward. Conditions during the Allied bombings were reported in the first Issue of "Film News" on June 10, 1945

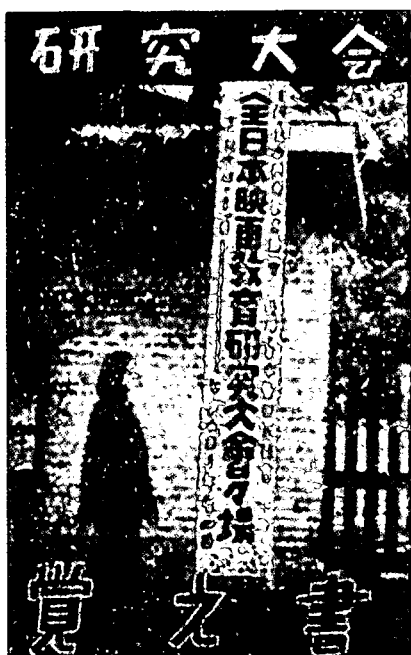


◆ Main Offices Completely Demolished

During an indiscriminate B29 bombing raid on the Imperial Capital May 25 1945, innumerable bombs fell in the vicinity of the Association's main offices. Director Koji and Secretary Yoshino, both of who were staying on overnight duty, were able to put out the horrible fires twice but the flames attacked the offices from all sides. Their efforts plus those of the fire department were in vain and the office succumbed to the flames at approximately 2:00 a.m. the 26th. Fortunately, the association's projectors and most of the original copies of films, etc. were safe because they were being kept in the storage at the Ministry of Education. An emergency meeting of the board was held on June 6. The results of this important meeting included:

1. A concentrated effort at rebuilding will be made.
2. Re-supply of films and filmstrips will begin immediately and distribution will be started as soon as possible.

(Translation of a portion of the newsletter shown above.)



The National Film Education Research Association joined with the Educational Film Producers Council in October 1946 to form the Japan Film Education Association . Offices were established in the Saiou Elementary School in Minato Ward. In November 1947 the first post-war Japan Film Education Research Conference was held at the Tokyo National Museum. ("Film Classroom," No. 6)

1	Feb. 1 The first issue of
9	JFEA's magazine, "Film Class-
4	room" is published (later
7	renamed "Film Education").
	May Organization of the
	movement for "Providing
	Access to Films to Six Million
	Children" is established.
	Nov. 11 The first post-war
	Japan Film Education
	Research Conference,
	sponsored by JFEA is held at
	the Tokyo National Museum.
1	Jan. "Film Education
9	Newsletter," a thrice-monthly
4	newsletter begins publication.
8	

The Period of Expansion



The rights to the land where the office had been before being destroyed during the war were restored and in December 1949 the offices moved from the Saiou Elementary School to Shiba Nshikubo Sakuragawa-cho, Minato Ward (now, Toranomom, the Association's present location).



Published from February 1947, the monthly magazine "Film Classroom" was renamed "Film Education" in June 1950. In this first issue, the reasons given for making this change were given as follows: "The editors of this magazine wish to devote all of their strength towards, putting visual educational materials in the very basis of education practice. While this was the intent at the time the original title "Film Classroom" was selected, today this term has come to be used in the feature film industry for youth. This tendency pushes us with little choice but to change the name of the magazine. However, this magazine continued under this title only through November of the same year and resumed the publication under the re-named "Audio-visual Education" in April 1951. The reason for this was that the ever-increasing distribution activities had resulted in the reorganization of the association and separation of the business section. The reason for changing the name was announced as "None other than, from a broad perspective, to establish a place for audio-visual education in the new educational system and to come to terms with many problems related to this effort."

1 April 1 The Kansai Branch of
9 the Japan Film Education
4 Association is established in
9 Osaka.

Aug. JFEA edits and publishes "Shichou-kaku Kyouiku Seisetsu" [The Introduction to Audio-visual Education].

Oct. 28-30. The Japan Association of Film Education in Schools holds the First National Film Education Research Assembly (later to become the National Conference of the Japan Association for Film Education in Schools) in Otsu.

Dec. 12 The Council on Development of an Instructional Film Collection for Social Studies is established.

Dec. JFEA moves into its new offices in Nishi Kubo Sakuragawa-cho, Minato Ward (Eikyo Bldg.) (now Toranomon 1-17-1)

1 June The magazine "Film
9 Classroom" is renamed "Film
5 Education."
0



November 1951 was the 150th Anniversary of the invention of the magic lantern. November 11 was designated "Filmstrip Day" and the first "Filmstrip Day Festival" (later both renamed "Slide and Filmstrip") and a number of events were held in celebration of this event. The photo is of Mr. Chuzo Aochi receiving the First Distinguished Service Award for Filmstrips.
("Audio-visual Education," No. 250)



Filmstrip Day Festival started with wish to make more use of slide projectors, well equipped but not much used those days.

1 Jan. 1 The JFEA's business section is separated out, reorganized and established as the Japan Audio-visual Educational Materials Company, K. K.. At the same time the Osaka Branch is closed down.

Feb. The thrice-monthly publication, "Film Education Newsletter" is renamed "Audio-visual Education Newsletter."

April The monthly magazine, "Film Education" is renamed "Audio-visual Education."

Nov. 11 "Filmstrip Day Festival" (later "Slide and Filmstrip Day Festival") is established and the First Central Conference on Film Education is held in Tokyo.

1 Oct 1. "An Outline of Audio-visual Education" is published.

The JFEA held the First Educational Film Festival from November 15 to 20, 1954, with co-sponsorship by the General Council on Educational Films, was planned as a campaign for the production, distribution, diffusion, utilization, research on and promotion of educational films. The major events included (a) Selection of Outstanding Educational Films, (b) Commendation Ceremony of Educational Film Distinguished Service Awards, (c) Plenary Conference on the Promotion of Educational Films, and (d) the First International Cultural Film Festival. The format and content of the festival have changed over the years but it has continued primarily through the efforts of the JAVEA. The 45th Festival was held in 1998.



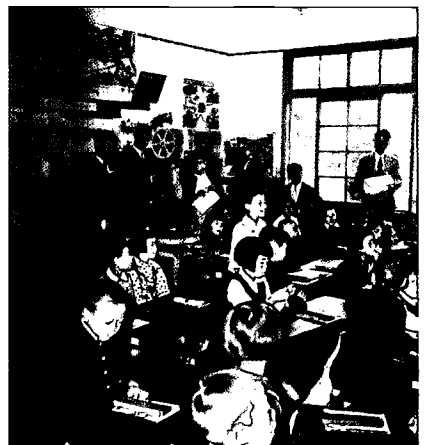
The Outstanding Film Awards Committee, chaired by Kyo-ichi Ochiai, at work on November 5 at Bansuiken, Toranomon.



The Plenary Conference was held on November 17 at the Asahi Auditorium, Yurakucho, Tokyo. The theme was "What Prevents Promoting the Production and Use of Educational Films and How Can These Problems be Overcome?" ("Audiovisual Education," No. 250)



The announcement of the prize winners for Outstanding Educational Films and the Commendation Ceremony of Educational Film Distinguished Service Awards were held on November 17 at the Video Hall, Yurakucho, Tokyo. Outstanding educational film prizes were given to "Mosquito" (Iwanami Production, Inc.), "Tsuki-no-Wa Tomb" (The Old Tomb of Tsuki-no-Wa Film Production Committee), "The Japanese Monkey's Natural Social Setting" (Mitsui Geijutsu Productions), "Fly" (Nichiei Science Film Production Studios) "Diary of a spoilt child" (Fuji Film Production), "Awano Village" (Tokyo Cinema Studio), "Dairy of a Baby" (Tokyo Film Technical Research Institute).



Films were welcome to enhance learning activities and understandings of knowledge among school children.



The first recipients of Commendation Educational Film Distinguished Service Awards were Mr. Tatsuo Inada (photo) and Mr. Ka-ichi Satou.



As part of the First Educational Film Festival held in November 15 to 20, an International Cultural Film Festival was held at the Yamaha Hall, Ginza, Tokyo, on November 18, 1954. Films shown included "Australia Today" (Australia), "The Record of Building a Dam" (France), "The Bright Continent" (England), "Seeking Japan's Beauty" (America) plus three other selections.

1 March JFEA establishes an
9 Internal General Council on
5 Educational Films. (Participants
4 include: Japan Association of Audio-visual Education in Schools, Japan Film Education Study Society, National Association of Audio-visual Techniques in Adult Education, Educational Film Producers Cooperative, Association of Educational Film Producers, Council of Education Film Distributors, etc.)

Oct. The General Council on Educational Films sponsors the First Educational Film Festival (later sponsored by JAVEA). Events include a Plenary Session on the Promotion of Educational Films, the Selection of Outstanding Educational Films, Commendation Ceremony of Educational Film Distinguished Service Awards, and the First International Cultural Film Festival.

The Period of Fulfillment



In commemoration of the 30th anniversary of JFEA, a Research Conference on 30 Years of Audio-visual Education. The awards ceremony was held at the Ota Ward Public Hall. At the podium is Audio-visual Education Division Chief Eitaro Iwama as he reads a congratulatory message from the Minister of Education. President Jiro Arimitsu is second from the left in the front row, left. The Chair was General Director Tatsuo Moriwaki. Everyone on the right were recipients of distinguished service awards.

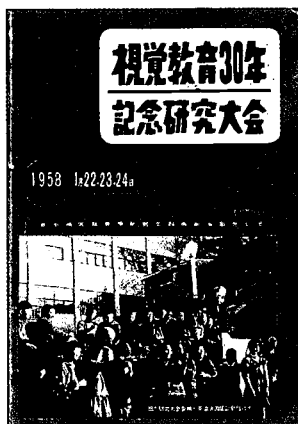
(“Audio-visual Education,” No. 250)

Lectures and events on the first day included “Keynote Speech.... The Year of Audio-visual Education-People and Images, Reflections upon the Year through Slides- (Mr. Yoshio Sekino)”, Awards and Commemorative Party. The second day was devoted to Section Meetings and the third day included a general meeting and a keynote speech by Prof. Tokiomi Kaigo.

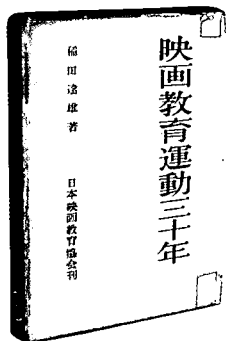


Dr. Edgar Dale, author of "Audiovisual Methods of Teaching" visited Japan in July 1956. From the left are JFEA Managing Director Tatsuo Moriwaki, Dr. Dale and Prof. Mitoji Nishimoto of International Christian University .
("Audio-visual Education, " No. 250)

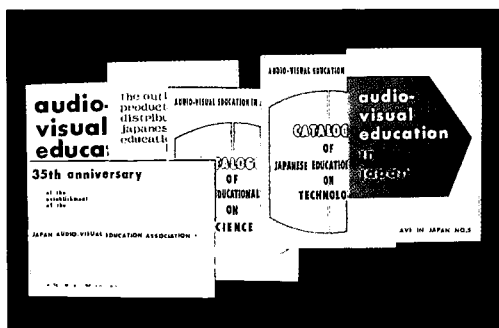
1 9 5 5	<p>Feb. The General Council on Educational Films begins promoting a law for the establishment of audio-visual libraries.</p> <p>June 8-10 The National Association of Audio-visual Techniques in Adult Education holds the First National Audio-visual Education Conference in Kyoto.</p> <p>Nov. The "1956 Comprehensive Index of Educational Films" and the "1956 Comprehensive Index of Filmstrips and Slides" are published. Announcement of the "AVM Categorization System," based on the Nippon Decimal Classification System(NDC).</p>
1 9 5 6	<p>July. Dr. Edgar Dale visits Japan.</p>
1 9 5 7	<p>Aug. "Anecdotes on the Practical Application of Visual Education" is published in commemoration of the 30th Year since the establishment of JFEA. A permanent exhibits of audiovisual equipments was prepared in JFEA Bldg. "Comprehensive Catalogue of Educational Films, Slides and Filmstrips and other Materials" was published.</p>
1 9 5 8	<p>Jan 22-24. In commemoration of the 30th anniversary of JFEA, a Conference in Celebration of 30 Years of Audio-visual Education is held at the Ota Ward Public Hall.</p>



Pamphlet prepared in honor of the 30th anniversary of the JFEA.



The book, "30 Years of the Film Education Movement in Japan" is a compilation of 68 articles written by Tatsuo Inada for "Audio-visual Education" issues No. 74 through 159.



The JFEA began publishing an annual booklet, "AVE in Japan" in English in order to introduce audio-visual education in Japan to those from other countries as a service of JAVIC.

1 9 5 9	<p>April The "Audio-visual Education Distinguished Practice Award" is established as an annual event.</p> <p>June The General Council on Educational Films is disbanded and the JFEA assumes its responsibilities.</p>
1 9 6 1	<p>June 25 "White Paper on Audio-visual Education" is published.</p> <p>June 26. The new JFEA building is completed (in cooperation with the Mori Building, Corp., K. K.)</p> <p>June. JFEA set up Japan Audiovisual Information Center (JAVIC) for international exchange.</p>
1 9 6 2	<p>Jan. The book, "30 Years of the Film Education Movement" by Tatsuo Inada is published.</p>
1 9 6 3	<p>Mar. The first issue of "AVE in Japan-Audio-Visual Education in Japan" is published. It has continued to be published annually ever since.</p> <p>Nov. The Film Education Local Area Service Award is established in commemoration of the 10th Educational Film Festival and has continued to this day.</p>

1965年 視聴覚教育合同全国大会



Opening ceremonies at the Tokyo Culture Hall for the First National Joint Conference on Audio-visual Education by relevant organization held in 1965. According to the Conference Handbook, the main purpose of this conference was "To increase cooperation among ourselves as well as to clarify to others the present situation regarding the insufficient use of audio-visual educational methods." These joint conferences continued for 10 years, then from 1975 each organization began sponsoring its own conference.

1 Nov. 24-25 The First National
9 Joint Conference on Audio-
6 visual Education is held in
5 Tokyo. In addition to the
JFEA, co-sponsors included
the National Association of
Audio-visual Techniques in
Adult Education, the Japan
Association of Audio-visual
Education in Schools, the High
School Audio-visual Education
Society of Japan, the Japan
Productivity Center and other
groups. Events are held at the
Tokyo Culture Center and
other locations.

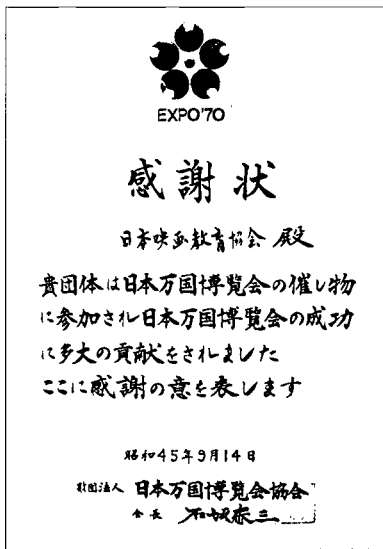
Nov. 24-25 The First Japan
Educational Materials
Exhibition (JEMEX) is held by
the JFEA in cooperation with
the Japan Association of
Manufacturers and Dis-
tributors of Audio-visual
Educational Materials at the
Tokyo Metropolitan Industrial
Hall.



The Board of Directors in April 1968. This photograph was taken on the roof of the Audio-visual Education Bldg. Behind it is the Kasumigaseki Building which had just completed. —Japan's first true skyscraper. Standing in the center is Mr.Jiro Arimitsu, the President of the association and to his right is Mr.Tatsuo Inada. To the far right is Mr. Tatsuo Morikwaki Managing Director; while to the far left is Mr.Tsugio Miyanaga Chief Editor. (Audiovisual Education, No. 250)



The JFEA's 40th Anniversary Party. Mr.Jiro Arimitsu, the President is at the microphone. ("Audio-visual Education," No. 252)



Certificate of Thanks received from the World Exposition Committee in appreciation the JFEA's cooperation during the World Exposition held in Osaka in 1970.

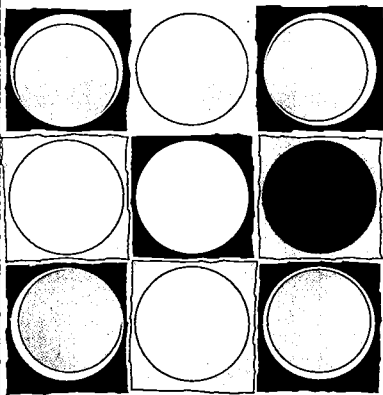
1	Aug. To commemorate both
9	the 40 th Anniversary of JFEA
6	as well as the 250th issue of
8	the monthly magazine, "Audio-visual Education," "40 Years of Audio-visual Education" and other topics are compiled.
	Aug. 28 A 40 th Anniversary party is held in the International Conference Room, Japan Agricultural Coop Building, Otemachi, Tokyo.
1	July The First JFEA Overseas
9	Audio-visual Education
6	Observation Tour is
9	dispatched (in exchange with countries in Europe and the United States).



Sponsored by the Asian and Pacific Council Social Culture Center (offices in Seoul, Korea) an ASPAC Audio-visual Seminar was held with the cooperation of the Ministry of Foreign Affairs. This seminar, held in the JFEA's conference room, was an introduction to each participating countries' situation in regards to audio-visual education.

1 9 7 0	Aug. The JFEA conducts an International Cultural Film Festival at the Osaka International Exposition.
	Oct 12-26 The ASPAC (Asian and Pacific Council) Audio-visual Seminar is held.
1 9 7 1	Mar. The JFEA becomes Japan's representative to the International Council for Educational Media (ICEM).

視聴覚教育のあゆみ



財団法人 日本映画教育協会刊

Written as a history of post-war audio-visual education, the "History of Audio-visual Education" was published to commemorate the 50th Anniversary of the JFEA.



OHP, came up to the educational scene in 1954, made a drastic expansion in the 1970's by its various ways of usage.

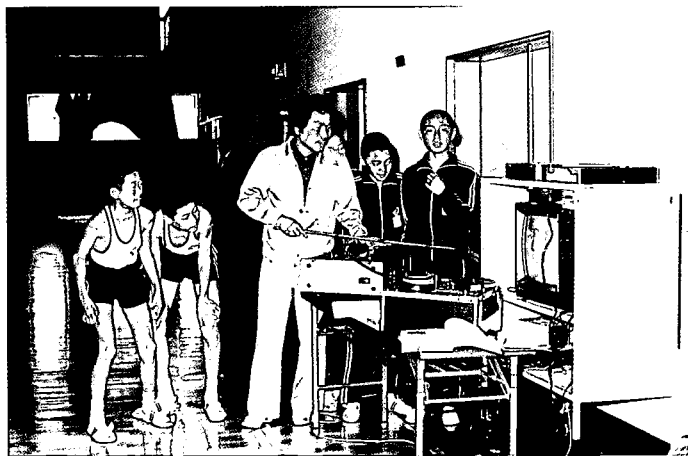
- | | |
|---|--|
| 1 | Apr. The JFEA participates in |
| 9 | the International Council on |
| 7 | Educational Media's |
| 2 | "Educational Film Week." |
| | May. Managing Director |
| | Moriwaki attends the General |
| | Assembly of the International |
| | Council for Educational Media |
| | for the first time. |
| | Aug. "Audio-visual Libraries- |
| | Questions and Answers" is |
| | published. |
| 1 | July Concurrent with the 20 th |
| 9 | anniversary of the Educational |
| 7 | Film Festival, a section for |
| 3 | selection of outstanding slides |
| | is added and the name |
| | changed to "Selection of |
| | Outstanding Educational Films |
| | and Slides." The entry judged |
| | to be the best is awarded the |
| | "Recommended by the |
| | Minister of Education Prize." |

50周年感謝の会

人 日本映画教育協会



President Jiro Arimitsu gave the welcome at the "50th Anniversary Party" given to commemorate the JFEA's 50th year. At this time awards were given to Managing Director Tatsuo Moriwaki and General Manager Tsugio Miyanaga for their steady devotion to the activities of the Association since the end of the Second World War.



As well as the inauguration of Educational TV Channel by NHK in 1958, VTR (open reel) came into the domestic market in Japan in 1961. Then, in the mid '70s, VCR became popular among schools and homes or producing hand made video materials.



Minister of Education Taka-saburo Naito (right) and Vice-Minister Keijiro Inai (currently President of JAVEA) at the "50th Anniversary Reception."

1 **Feb.** The "First Japan
9 Contest of Hand-made
7 Audio-visual Materials" is held.
4 This contest is a combination
of the Japan Slide and
Filmstrip Association's slide
contest and the Japn
Association of Audio-visual
Education in schools' Hand-
made Contest.
Nov. The 10th National Joint
Conference on Audio-visual
Education is held in Kanagawa
Prefecture. The next year, the
cooperating organization
system reverts back to the
previous system of separate
conferences, making this was
the last such joint conference.

1 **Jan. 21** The 50th Anniversary
9 of the JFEA.
7 **Oct.** A Japan Contest of
8 Audio-visual Materials for
Local Study is held in
conjunction with the Japan
Contest of Hand-made Audio-
visual Materials.
Dec. 19 As part of the
activities conduced in
commemoration of the 50th
year of the JFEA, the "History
of Audio-visual Education
(Post-War History of Audio-
visual Education)" is
published. A "50th Anniversary
Party" is also held in the con-
ference room of the Japan
Agricultural Cooperative
Building in Otemachi, Tokyo.
Awards are given to those
who greatly contributed to the
development of the
Association as well those who
had worked in the office for
many years.
Dec. Establishes an Audio-
visual Resources Library as a
place for maintaining books
and other materials related to
audio-visual educational
materials.

The Period of Development



In 1980 the name of the association was changed from Japan Film Education Association(Inc), to Japan Audio-visual Education Association. This was done in order to comply more fully with increased educational media diversity, to have a name that more closely matched the association activities, and as to keep up with the needs of the age.

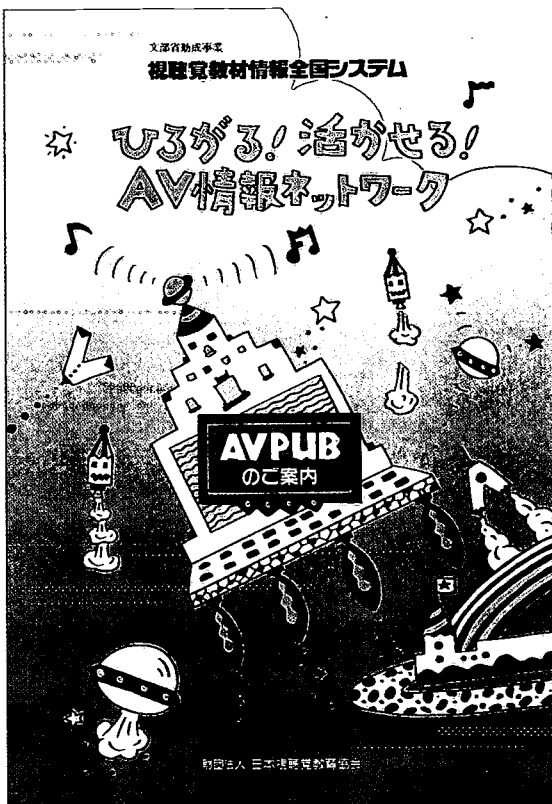
1979 Oct. 17 In cooperation with the National Association of Audio-visual Techniques in Adult Education, the JFEA held the First Study Conference of Public Audio-visual Centers at the Nishi-Nippon General Exhibition Hall in Kita-Kyushu. One result of the meeting was the establishment of the Japan Public Audio-visual Centers Coordinating Committee.

1980 Mar. 17 JFEA's system of donations was revised and the name changed to Japan Audio-visual Education Association(Inc.)(The English abbreviation became "JAVEA.")

Mar. Designed to help those involved in audiovisual education, the book "Essential Handbook for Audio-visual Centers and Libraries" was published.

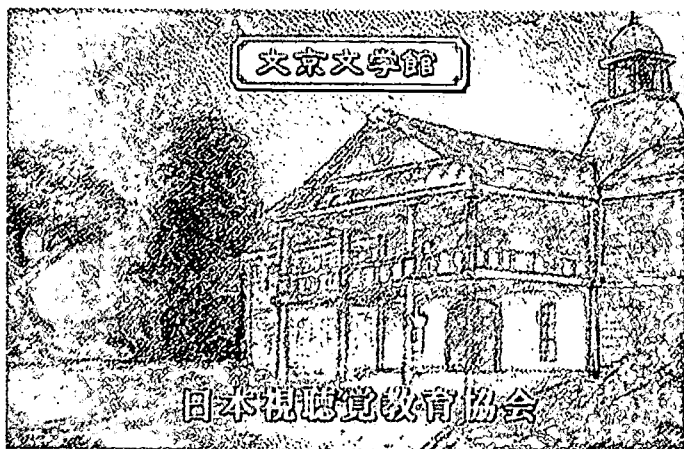
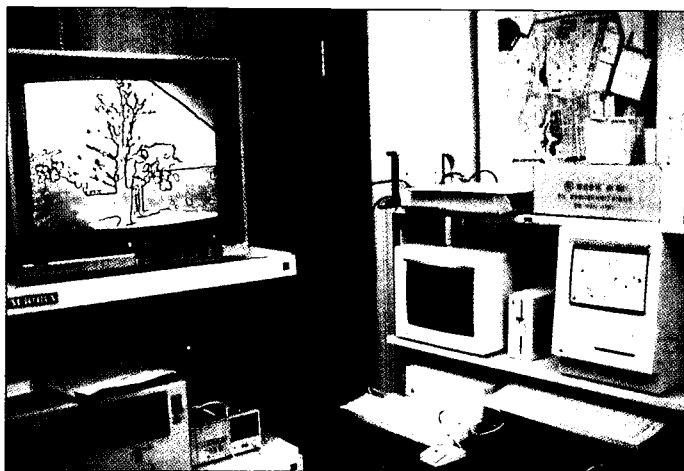
Apr. 1 Along with the change in the name of the JAVEA, the "JFEA Bldg" was renamed the "Audio-visual Building".

June Began publishing an annual "List of Audiovisual Centers and Libraries".

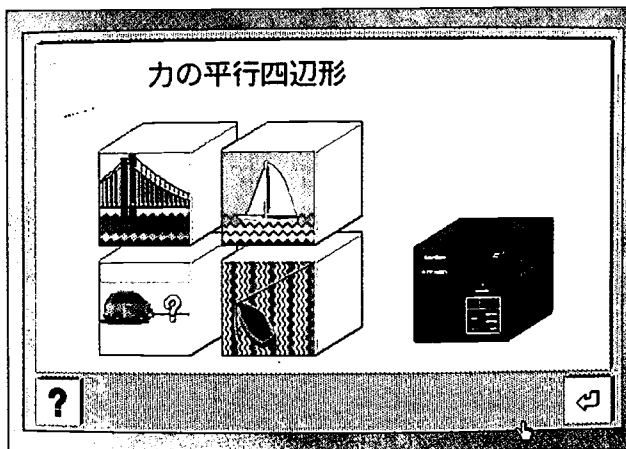


Starting in 1983, JAVEA began to investigate the possibilities of automating its audio-visual educational material catalogs. For its 60th Anniversary it developed an personal computer/telephone communications system called "National System for Audio-visual Instructional Materials Information" or "AV-PUB" with actual operations beginning in April 1988.

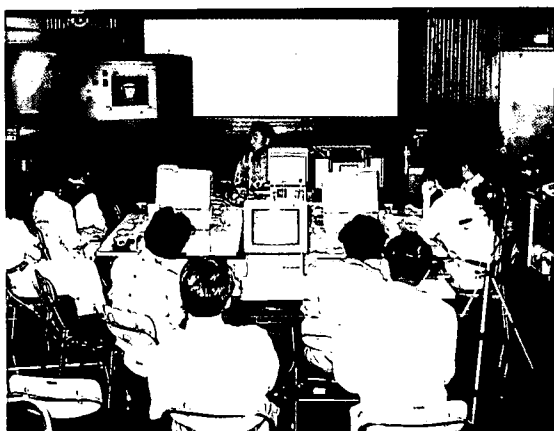
1 9 8 1	Sep. 29-30 The 28th International Cultural Film Festival was held. This was the final one.
1 9 8 4	Mar. Work ends on extensive refurbishing the 5 th Mori/JAV-EA Building.
1 9 8 5	Aug 23 On the occasion of the Educational Film Festival a Minister of Education Award is given as part of the Audio-visual Distinguished Service Awards.
1 9 8 8	Apr. 1 In celebration of the 60 th Anniversary of the JAVEA and with financial support from the Ministry of Education, a "National System for Audio-visual Instructional Materials Information" or "AV-PUB" is started.



In 1989, with funds from the Ministry of Education, JAVEA completed Japan's first hyper-media instructional program based on the movie "Bunkyo Yukarino Bunjin-tachi." This intends to introduce people into the literatures' lives and works who were active in and lived in Bunkyo-ku, Tokyo Meiji era (late 19c~early 20c.) Titled "Bunkyo Bungaku-kan," it was highly appraised as the first attempt at constructing multi-media instructional materials ever done in Japan.

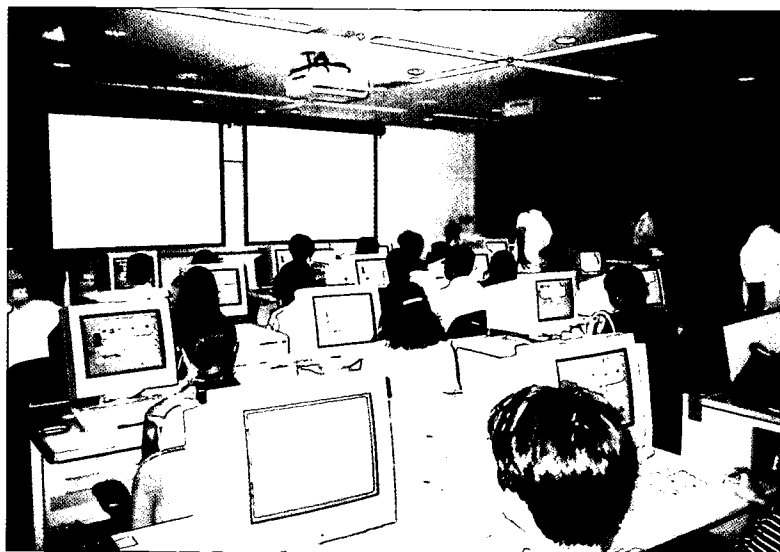


Following the development of "Bunkyo Bungaku-kan," JAVEA produced a second hyper-media instructional program titled "Hyper Science Cube."



The JAVEA was funded and entrusted by the Ministry of Education to develop a "Simple Multimedia Instructional Materials" program which would promote local teacher production of materials.

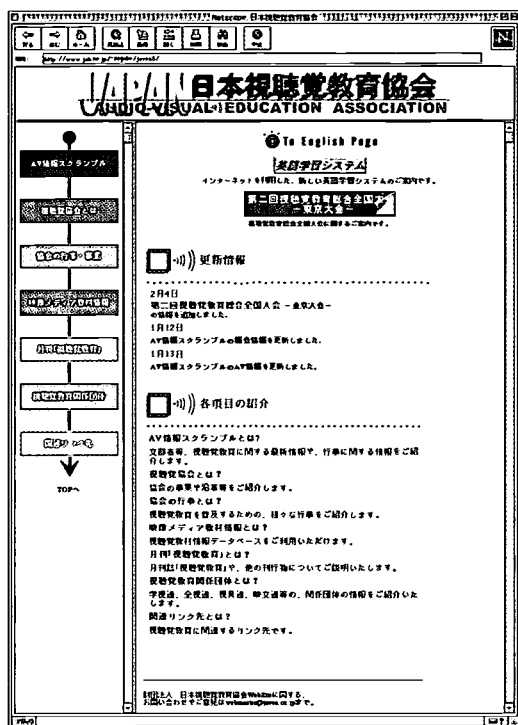
1	Mar. 14	Development of
9		"Bunkyo Bungaku-kan, the
8		first hyper-media developed in
9		Japan.
	Nov. 23-27	"Bunkyo
		Bungaku-kan" is exhibited at
		the First Life-Long Learning
		Festival at Makuhari Messe,
		Chiba.
1	Mar. 14	Development of
9		"Science Hyper Cube-
9		Balance"
1		
1	Mar.	The JAVEA is entrusted
9		by the Ministry of Education to
9		develop a "Simple Multi-Media
3		Instructional Materials"
		program which would promote
		local teacher production of
		materials.



Funded by the Ministry of Education, the "First Multimedia Instructional Materials Research and Development Workshop" for teachers held in February 1994 at the Science Museum, Tokyo.



First National General Conference on Audio-visual Education was sponsored by the Japan Association of Audio-visual Education in Schools, the High School Audio-visual Education Society of Japan, and the National Association of Audio-visual Techniques in Adult Education. Since 1975 these organizations had held their own conferences after 10 years joint conferences, but decided again to have this joint conference in light of their common interests and for the purpose of establishing a council for determining the future direction of audio-visual education.



In May 1998, JAVEA built a home page that permits direct access to the AV-PUB information system through the Internet.
(<http://www.javea.or.jp>)

1 9 9 3	Mar. JAVEA prepares a training video at the request of the Ministry of Education on "New Directions for Audio-visual Centers."
1 9 9 4	Feb. 4-5 JAVEA holds the first of an annual series of workshops on "Multimedia Instructional Materials Research and Development."
1 9 9 6	March. JAVEA prepares a CD-ROM on "Sample Database of Regional video Instructional Materials."
1 9 9 7	Oct. 23 - 24 First National General Conference on Audio-visual Education is held in Chiba Port Area.
1 9 9 8	March. At the request of the Ministry of Education, JAVEA begins research and development of "Learning English through the Internet." May. 1 JAVEA opens its internet homepage.

Past Presidents and Managing Directors

[National Film Education Research Association]

<President>

Toshibide Kino June 1931 September 1940
Shigenao Konishi May 1941

[Japan Film Education Association]

<President>

Kunibiko Hasbida (Minister. of Ed.) April 1943
Nakakage Okabe (Minister. of Ed.) 1943
Koutaro Tanaka (Minister. of Ed.) July 1946

<Managing Director>

Tatsuo Inada April 1943 July 1946

[Japan Audio-visual Education Association (Inc.)]

<President>

Nagamasa Kawakita October 1946—December 1948
Itaru Nii December 1948—October 1950
Jiro Arimitsu November 1950—November 5, 1991
Shigeru Fukuda November 6, 1991—June 26, 1997
Keiji Inai July 1, 1997—Present

<Managing Director>

Gi-ichiro Nakatani September 1946—December 1950
Tatsuo Moriwaki January 1951—June 1984
Kenji Fujii June 1984—September 1996
Morio Okabe June 27, 1997—Present

*Translated by James D. White,
Tezukayama Gakuin University.*

***JAPAN Audio-visual Information Center
for International Service (JAVIC)***

Japan Audio-visual Education Association
1-17-1 Toranomon, Minato-ku, Tokyo.105-0001, Japan
Phone 81-3-3591-2186 Fax 81-3-3597-0564
URL <http://www.javea.or.jp>

1,000yen

AVE



U.S. Department of Education
Office of Educational Research and Improvement (OERI)
National Library of Education (NLE)
Educational Resources Information Center (ERIC)



NOTICE

REPRODUCTION BASIS



This document is covered by a signed "Reproduction Release (Blanket) form (on file within the ERIC system), encompassing all or classes of documents from its source organization and, therefore, does not require a "Specific Document" Release form.



This document is Federally-funded, or carries its own permission to reproduce, or is otherwise in the public domain and, therefore, may be reproduced by ERIC without a signed Reproduction Release form (either "Specific Document" or "Blanket").