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Centerviews

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A Balinese procession opens the 1987 International Fair. The annual pageant of the cultures and cuisines of Asia and the Pacific returns April 16. See Calendar, p. 8, for details.

Scientists take aim at hazardous wastes

by Grady Timmons

In Papua New Guinea, a barge carrying drums of cyanide to a gold mine sank in a storm and now sits under 20 feet of silt. Authorities haven't yet figured out how to retrieve the cyanide, which may eventually seep into nearby fisheries, killing species that are economically important.

In several rice fields in Asia the grain harvested contains so much cadmium that it is dangerous to eat. The heavy metal comes from irrigation water that is contaminated with wastes from metal finishing industries.

In Thailand, angry neighbors of a new tantalum metal processing plant were worried about alleged toxic discharges from the facility. An estimated 50,000 people stormed the plant and burned it down. Damage estimates were \$44 million.

These incidents are but three examples of the growing threat posed by toxic chemicals to the Asia-Pacific region, and the reason why more than 100

scientists gathered at the Center in February for the first Pacific Basin Conference on Hazardous Wastes.

The conference, sponsored by the Pacific Basin Consortium for Hazardous Waste Research, headquartered at the Center, and by the U.S. Environmental Protection Agency and the United Nations Environment Programme, drew representatives from all the major nations of the Pacific Rim, including Japan, China, Malaysia, Indonesia, the United States, Mexico, New Zealand and Australia. Representatives from the World Bank and the World Health Organization also attended.

"The Pacific Basin is the most rapidly developing part of the world, and that's what makes hazardous wastes such a pertinent issue," said Consortium Executive Secretary Richard Cirillo, a researcher with the Argonne National Laboratory in Chicago and the Center. "Every single country in the region has

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Asia's little 'dragons' are felt in America's heartland

by Steve Hannah

Honolulu, Hawaii—Lee Kie-Hong was agitated. And when he gets agitated, he gets animated.

"It is hard to know what America wants," he said, shrugging his shoulders and shaking his head to underline his profound state of confusion. "South Korea is willing to cooperate on trade matters, but it is hard to know what America wants. America must speak with a single voice."

Later, as we walked to lunch, Lee, publisher of *Korea Business World* in Seoul, elaborated:

"It is hard to figure America. Take 1984. Summer Olympics in Los Angeles. Official film of the summer Olympics? Do you remember? I will tell you. Fuji! Japanese film. Summer Olympics in Los Angeles, California, U.S.A. What film is picked as official film in your country? Fu-ji," he repeated, spitting both syllables with obvious distaste.

"Now it is 1988. Summer Olympics in Seoul, South Korea. Official film of our Olympic games? Kodak! We do not hesitate. The answer is obvious. Official film is Kodak."

The South Koreans didn't hesitate to pick the American film company, Lee implied, because it is far more than a mercantile matter. It is a political decision where South Korea rewards the U.S. as an old political and economic ally, he said. He seemed baffled at why the U.S. Olympic Committee in '84 wouldn't have favored an American firm such as Kodak.

Lee and I were talking about trade problems between the U.S. and South Korea at an editors seminar at the East-West Center a few weeks ago.

I was there because I've become increasingly convinced that our lives in Wisconsin, in the center of the indus-

trial heartland of America, are inextricably linked to economic events in the Pacific. And those links, I suspect, are going to get stronger.

It's a story that's going to get more coverage in the pages of *The Journal* this year and, as such, it's something the editors of this newspaper need to get better acquainted with.

Most of my time as managing editor of *The Journal* is spent on local rather than global matters: Deciding whether a certain person in a crime story should be identified. Deciding whether we should trail an elected official in Milwaukee County to see if he or she is putting in a full day's work for the taxpayers. Fielding complaints. Hiring reporters and editors.

"Our lives in Wisconsin . . . are inextricably linked to economic events in the Pacific."

Trying to stay within budget.

While our readers tell us that they are vitally interested in local news, a growing number say that we've also got to keep them abreast of what's happening elsewhere.

South Korea and its economic siblings—Taiwan, Singapore, Hong Kong—seem particularly important these days. The little "dragons," as they are commonly called, are a growing economic force in the world. They manufacture many of the same goods our Wisconsin companies produce, things like automobiles, small engines, machine tools, batteries and shoes, to name just a few. What happens along the Pacific Rim will continue to have consequences at home.

We saw evidence of that last week when Chrysler announced it was clos-

ing its Kenosha plant, and 5,500 souls started wondering about their future paychecks. While the closing was prompted by a complex web of events, you'd have to be unconscious not to recognize that the fact that so many of your neighbors are driving Hondas and Toyotas—and the Hyundai from South Korea is not far behind—has influenced the number of jobs in our own auto industry.

The East-West Center brings people together from the United States, Asia and the Pacific islands to discuss matters of mutual concern. In this instance, they brought in senior editors from Singapore, South Korea, Philippines, Indonesia, Taiwan and the People's Republic of China to brief

middle-income society," Chen said.

To get there by the middle of the next century, Chen suggested, China will need all manner of help from the industrialized world, from joint ventures with companies such as Briggs & Stratton and Johnson Controls, to arrangements with institutions such as the University of Wisconsin for educating China's youth.

I told Chen about a conversation I had with an elderly man named Gabriel Chen Yun on a train heading for Shanghai in 1979. Yun, who attended the University of Wisconsin-Madison in the 1920s, said that while he was not personally concerned, others feared that sending their best and brightest students to the United States would expose them to wicked Western ways. And maybe some wouldn't return.

Does that fear exist today?

"No," said Chen, smiling indulgently.

A day later, standing in the hallway of our hotel, Chen demonstrated just how unafraid he could be. He told me that a China Daily reporter would likely be studying at Northwestern University next fall and he would be grateful to *The Journal* if we could have her spend some time at the paper, preferably in the company of people covering business and economic matters.

I said that would be fine and we shook hands to seal the deal. I suspect both parties will benefit.

Just as I think our readers will benefit this year as we pay more attention to economic events in the Pacific and their impact in Wisconsin.

Steve Hannah is managing editor of *The Milwaukee Journal*, from which this article is reprinted. He attended an annual Pacific Basin News Development Seminar put on by the Institute of Culture and Communication.

Foundation will aim for broader Center constituency

A commitment to help expand the Center's role in the private sector highlighted a January meeting of the Board of Directors of the East-West Center Foundation, a private, non-profit organization established to support East-West Center programs.

The Foundation's focus on assisting with increased private sector involvement resulted from Center President Victor Li's comments to the Board at its meeting. Li told the Board that the Center's policy-relevant research has led to collaborative efforts with primarily academic institutions and governments. He observed that the Center has not fully explored the possibilities of working with the private sector in the United States and abroad, even though business is a major player in developing and using applied research.

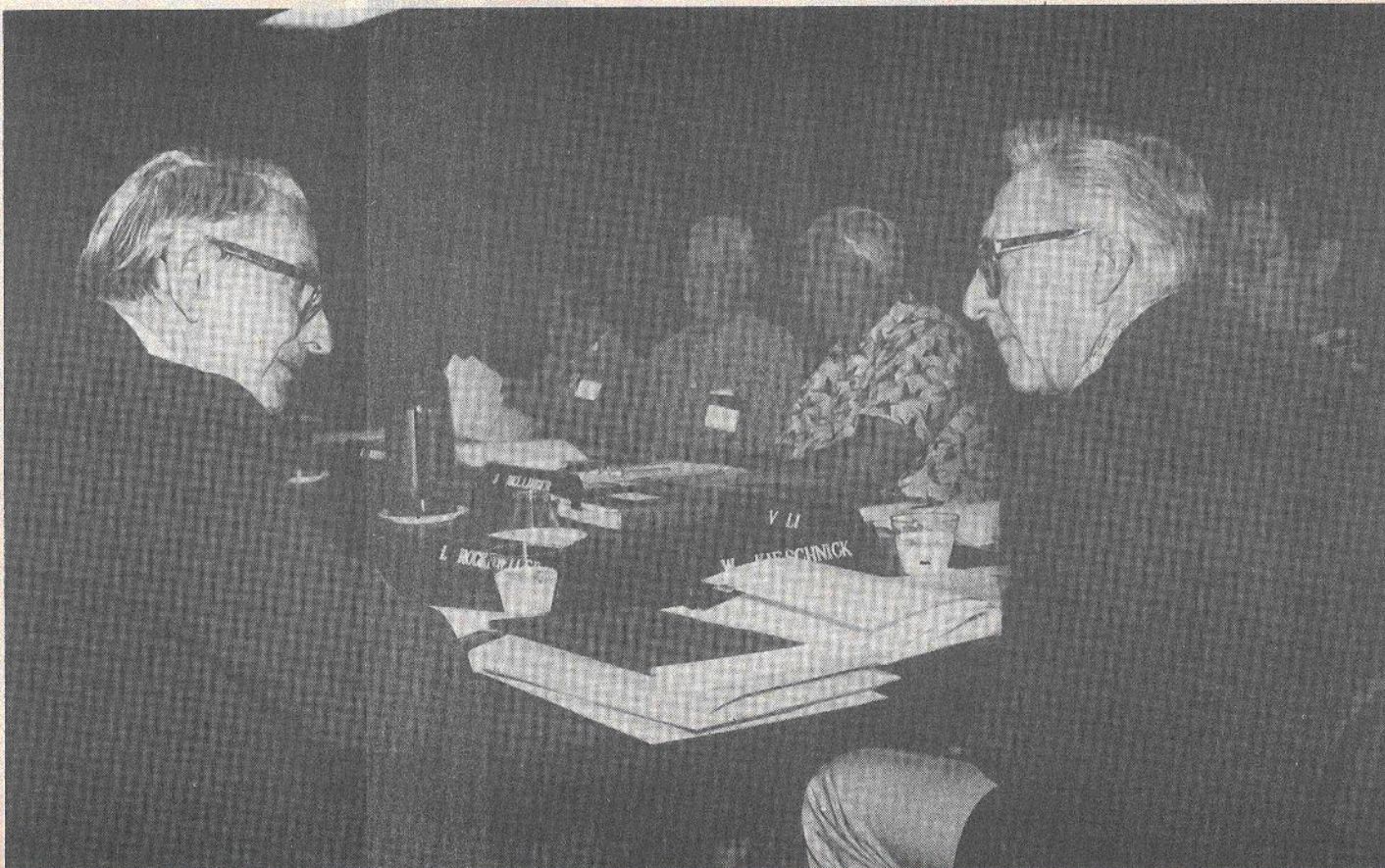
Foundation Vice President Mary Ho said the aim is to help the Center establish programs of specific interest to corporations and business leaders in the Asia-Pacific region. In this way, the Center will be extending its reach to a broader constituency, and responding to the increasing need for international education and research in the area of business and economics. By establishing a greater link with the private sector, the Center will also broaden its base of private support.

The Foundation's Board of Directors is chaired by William F. Kieschnick, director and former chief executive officer of the Atlantic Richfield Company. He succeeds Herbert Cornuelle, chairman of the board of the Estate of James Campbell in Honolulu, who retired as Foundation chairman after serving since its inception in 1982. Cornuelle played a key role in assembling the Foundation's international board of directors and overseeing the development of its current programs.

These include the First Hawaiian Lecture Series, funded by First Hawaiian Bank, which invites leading statesmen, scholars and business leaders in Asia, the Pacific and the United States to speak at the Center; the New Generation Seminar, supported by the Henry Luce Foundation, which brings together potential Asia-Pacific leaders for intense discussion of the issues of today and tomorrow; the George Chaplin Scholar-

in-Residence Program, funded by Duty Free Shoppers, which brings to the Center distinguished authors and journalists to participate in workshops, seminars and lectures, and to author articles or monographs on subjects of particular relevance to Hawaii and its future; the Cultural Diversity Project, supported by Laurance S. Rockefeller, a far-ranging study which aims to better understand the consequences of cul-

tural differences and to learn how cultural diversity can enrich the human experience; and the Consortium for Teaching Asia and the Pacific in the Schools, supported through a gift from Castle & Cooke, Inc., which will help Hawaii's public and private school teachers better instruct K-12 students about Asia and the Pacific.



New Foundation Chairman William Kieschnick (right) talks with Senior Counselor Laurance Rockefeller. At center are Foundation Directors Kenneth Char, Kenneth Brown and John Bellinger.

Board hears 'Phase II' plans for Center excellence

At the February meeting of the Board of Governors, President Victor Hao Li discussed the Center's present condition and future directions. Li said the major programmatic and administrative reviews begun in the early 1980s—Phase I—are essentially completed. The Center's research and training activities, finances and infrastructure are in satisfactory order.

The goal of Phase II is to strengthen each program until all are of the highest quality. This effort involves a

continuing review of Center programs, integrating the work of the institutes, developing new areas of concern and strengthening the financial base.

Li said he will be starting "critical issues" seminars with the different institutes in which staff members and eminent outside participants will be asked, "What are the big developments that you expect to see coming up in your subject over the next decade or two? Are we dealing with them, and if not, why not? This is an effort aimed

both at making an assessment of the region and at institutional agenda setting."

Li also reported that over the past several years, the Center has implemented several efforts to integrate the work of related areas, cutting across institute lines. Some examples are: the *Asia-Pacific Report*; the Korean development project; the international relations program; the oceans program; and a beginning program on urban issues. Upcoming are integrative efforts centered around rural development, science and technology, and culture.

Other important thrusts, said Li, will be expanding relations with the private sector through the EWC Foundation, and extending the Center's work with alumni. "The framework for working with alumni is built, but we still have to put in content," Li said. "I'm struck by the fact that we're getting responses from 10,000 of our alumni saying they would like to work with us, really an extraordinary number."

Li said he would also like to expand the Center's work in public education, a long-term project which would develop outreach to a broader audience. He said he has great hopes for the Consortium for Teaching Asia and the Pacific in the Schools, which will introduce materials into the curricula of Hawaii students in grades K-12, and serve as the model for a national program. "I think the program will have a very large impact, although it will not become apparent for a decade," he said, adding that he would eventually like to do something similar at the university level.

"Phase II is a very large agenda," said Li. "I don't have any illusions—this will be hard. There is much to do. The staff members, beginning with myself, will

have to redouble our efforts. But even though everything is working quite well now, we must discomfort ourselves and stir the pot again if we want to make the Center a preeminent institution."



Center President Victor Hao Li discusses plans for the Center's development during a meeting of the Board of Governors. At left is Board Chairman George Chaplin.

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Designed by Russell Fujita.

THE EASTWEST CENTER is a public, nonprofit educational institution established in Hawaii in 1960 by the United States Congress. The Center's mandate is "to promote better relations and understanding among the nations of Asia, the Pacific, and the United States through cooperative study, training, and research."

Some 2,000 research fellows, graduate students, and professionals in business and government each year work with the Center's international staff on major Asia-Pacific issues relating to population, resources and development, the environment, culture, and communication. Since 1960, more than 25,000 men and women from the region have participated in the Center's cooperative programs.

Principal funding for the Center comes from the U.S. Congress; Support also comes from more than 20 Asian and Pacific governments, as well as private agencies and corporations. The Center has an international board of governors. President Victor Hao Li came to the Center in 1981 after serving as Shelton Professor of International Legal Studies at Stanford University.

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Pacific leaders select chairman, review programs

Ieremia Tabai, president of Kiribati, became the new chairman of the Standing Committee of the Pacific Islands Conference when the group met at the Center in late January. Tabai was chosen through consensus. He replaced former chairman Ratu Sir Kamisese K. T. Mara of Fiji, who had served since 1980.

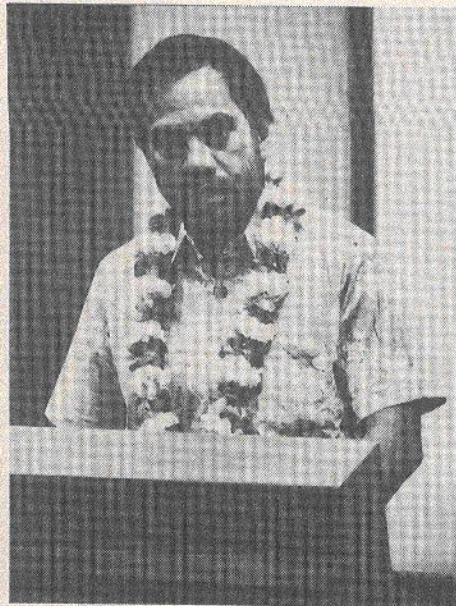
The Standing Committee, which is comprised of eight heads of government, advises the Center's Pacific Islands Development Program on its research and training projects. PIDP also serves as the secretariat for the Pacific Islands Conference.

At the committee meeting, PIDP Director Charles Lepani reported on projects underway. These include an examination of the role of the private sector in the Pacific, and studies of youth, gold, tourism and health and nutrition.

Lepani said the first stage of the tourism project includes an overview of the ocean travel industry, the emerging airline industry and market trends in the Pacific islands. He noted that among those islands concerned with the social impact of tourism are the Northern Marianas, where the annual number of visitors (150,000) is five times the resident population.

Already, he said, there are not enough Pacific nationals to service the industry in the Marianas, and the importation of workers is causing some problems. He added that PIDP is planning a series of case studies throughout the Pacific which should illuminate ways that governments can retain the benefits of tourism while safeguarding against the social costs.

The youth project, Lepani said, will look at the social and economic pressures which are creating serious problems for young people, problems reflected in the unusually high youth suicide rate in many Pacific islands. The goal will be to address widespread youth unemployment and alienation as part of the larger issue of development. The gold project, which primarily involves Melanesian countries where large deposits of gold have been identi-



Tabai addresses the Standing Committee.

fied, will examine how governments should plan for the development of these deposits.

In the area of health, Lepani said considerable progress has been made in reducing diseases that were once prevalent in the region. But new problems are resulting from changing diets and lifestyles. Researchers are surveying health services and identifying health trends and problems and their potential social costs.

In other developments, Lepani said the recruitment of two new researchers for the private sector project was the beginning of what he hopes will lead to stability in PIDP staffing. "The long-term plans are to have a staff of researchers so that the three functions of the program—research, training and data collection—can be better used by Pacific island governments in the development of island policies," he said.

Other topics discussed by the Stand-

ing Committee, said Lepani, included a plan to initiate a study of government use of PIDP research and the possibility of increased funding for PIDP. During the meeting Tadayuki Nonoyama, Japan's Consul General in Honolulu, presented a check for \$100,000 to Standing Committee chairman Ieremia Tabai in support of PIDP programs.

A highlight of the gathering was an impromptu trip led by Hawaii Governor John Waihee to view the ocean thermal energy conversion plant at Keahole Point on the island of Hawaii. A similar plant may one day be located on a Pacific island. (See story below.)

Participants at the Standing Committee meeting represented the Commonwealth of the Northern Marianas, Cook Islands, Federated States of Micronesia, Fiji, French Polynesia, Hawaii, Kiribati, Papua New Guinea, Kingdom of Tonga and the South Pacific Commission.



During the Standing Committee meeting, Japan presented a major gift to PIDP. Clasp hands in congratulations are (from left): President Li, Governor Waihee, Consul General Nonoyama and Chairman Tabai. At right is Terepai Maoate, deputy prime minister of the Cook Islands.

Center energy experts tackle new ocean technology

The Energy Program of the Center's Resource Systems Institute has been awarded a \$50,000 grant by the Hawaii-based Pacific International Center for High Technology Research (PICHTR) to do economic analysis for its ocean thermal energy conversion (OTEC) project at Keahole Point on the island of Hawaii.

According to Energy Program leader Fereidun Fesharaki, the grant marks a new direction for his program, which has been involved primarily in oil and natural gas studies in the Pacific Basin. "It's the first time we've been involved in ocean-thermal energy research," he says. "It's also the first time we've engaged in a cooperative research project in Hawaii."

PICHTR, a private non-profit corporation, is an international research group closely affiliated with the University of Hawaii. Partial funding for the OTEC system has been received from the U.S. Department of Energy, the Government of Japan and the State of Hawaii. Its purpose is to determine the technical and economical feasibility of using the temperature difference between deep cold water and warm surface water to produce electrical energy. Products and by-products of the process include aquaculture and agricultural products, air conditioning and fresh water. The eventual goal is to take this experimental system and implement it on a Pacific island.

The Center's Energy Program will

develop a computer model to find the most cost-effective way of combining the various OTEC uses—information that will be useful to island governments and private investors.

According to Fesharaki, the techniques and the issues encountered in the PICHTR project are similar to a natural gas model Center Fellow Tom Wilson developed for the United Nations Economic and Social Commission for Asia. In that project, natural gas, like the cold water used for ocean thermal energy conversion, was a resource capable of serving several functions, and all of them needed to be evaluated jointly.

"What makes this project exciting is that we are involved in the development and application of a brand new technology," says Center Fellow Sharon Hoffman, who along with Wilson and Fesharaki comprise the PICHTR project team. "In the past, the Energy Program has mostly helped Pacific island countries to make more cost-effective purchases of imported oil. Here we are involved on the supply side of an alternative energy."

Ocean thermal energy conversion uses the temperature difference between deep cold water and warm surface water to produce electricity. Hawaiian waters, and particularly the waters at Keahole Point, are ideally suited for this task. Surface temperatures there are 77 degrees Fahrenheit while sources of cold water (41 degrees at a

depth of 2000 feet) can be found close to shore. The cold water is pumped via a pipeline to an OTEC plant and is used to condense low pressure steam from the warm water, thus driving a turbine and generating electricity.

In addition, both the cold and warm water by-products can be put to other uses. Co-products may include use of cold water for aquaculture; freshwater

for human consumption and agricultural uses; chilled water for air conditioning, and other uses.

The PICHTR grant is for one year. Hoffman says the Energy Program, with its experience in the Pacific, also hopes to be of help when the time comes to choose a site and implement this new technology.



Fereidun Fesharaki, Sharon Hoffman and Tom Wilson of the Center's energy program.

Therapist and administrator, new dean is perfect for job

The Center's Dean of Student Affairs and Open Grants presides over a mixed plate of activities: not only is the dean concerned with the education and welfare of international students, she also oversees the alumni program and the provision of grants and support services to Center participants. The dean must be versatile, and Sarah D. Miyahira, educational administrator and psychologist, is just that.

Miyahira, who assumed her new position in January, had been dean of student services in 1986 and 1987 at Honolulu Community College, and for seven years previously staff psychologist, associate director and director of Student Counseling Services at the University of Southern California, Los Angeles.

She is chair of the American Psychological Association's Board of Ethnic Minority Affairs and has been a frequent speaker at professional conferences on such subjects as psychotherapy with Asian-Americans, cross-cultural counseling and aging and ethnicity.

She succeeds Sumi Makey, who retired last December after serving 24 years at the Center.

Miyahira, who was born in Wailuku,

Maui, received her B.A. degree in psychology from the University of Hawaii in 1970, and earned an M.A. (1973) and a Ph.D. (1976) in counseling psychology from Ohio State University. She says her evolution from clinical psychologist to educational administrator was not planned. Rather, it resulted from a conflict between her love of academia and a desire to go into clinical practice.

At the University of California she was able to combine both. She managed all programs and services of the campus mental health center and supervised a professional staff of licensed psychologists, psychiatrists and social workers. During that period, in private practice, she provided psychotherapy to adults and adolescents, specializing in the treatment of Asian and Pacific people and other ethnic minority groups.

"One of the reasons I was hired at USC," she says, "was to conduct a needs assessment survey and develop a program for Asian-American and Pacific island students. They represented the largest ethnic minority at USC as well as the biggest enigma. Academically they were doing very well but the dropout rate among the best students was high."

Miyahira's job was to find out what the problems were and make inroads. She says she discovered these students had no appropriate role models and that their issues and concerns were very different from the domestic minorities represented at USC. Moreover, they had difficulty relating to the student services staff, which had Black and Hispanic program officers but no Asians or Pacific islanders. "What I ended up developing," she says, "was a support services office targeted at Asian-American and Pacific island students."

While Miyahira sees some parallels between what she did at USC and what she will be doing at the Center, she notes a major difference: At USC, she serviced a student body of 29,000 but the focus of her responsibilities was narrow. Here, she will oversee 300 students but have a wide range of responsibilities.

Miyahira says that since arriving at the Center she has attended a warm reception given by students and met with the "impressive" Alumni Board. After meeting with the East-West Center Participants Association board members she said she was encouraged "by a strong sense of their wanting a col-



Sarah D. Miyahira

laborative relationship." Miyahira said she has also been encouraged by the trust she sees between students and the Participants Services Office.

"Right now I'm just trying to get a good feel for the different aspects of the Center," she said. "I want to get a better sense of the various pieces before I set an agenda."

Hazardous wastes a top priority for world governments

continued from page 1

experienced the problem. Pesticides, solvents and other industrial compounds are often a boon to economic development, but the potential risks to human health and the environment are of great concern."

In his keynote address on "Managing Industrial Wastes," Henrique B. Cavalcanti of the International Environment Bureau, Switzerland, said that industrial organizations have a responsibility for safety and environmental health beyond that imposed by regulations on handling wastes—a responsibility many are finally accepting.

Other speakers reported equally encouraging news. Maung Nay Htun of the United Nations Environment Programme, Thailand, said that "en-

vironmental awareness is now at the top of the agenda for most governments." Htun noted that at the time of the 1976 World Conference on the Environment at Stockholm only 12 countries had environmental ministries. "That figure has since increased ten-fold," he said.

Roger Batstone of the World Bank, U.S.A., said his organization now has a staff of 40 people working on environmental projects, also a ten-fold increase. The World Bank, he said, had been criticized in the past for ignoring environmental issues.

And John H. Skinner of the U.S. Environmental Protection Agency said the United States is undertaking an extensive research and development program to come up with solutions for hazardous wastes. "There are enormous problems," Skinner said, "but we're

finding that the technology exists to solve them."

Solutions are also the goal of the Consortium which, according to Cirillo, "can pool talents and facilities to find new approaches more quickly and cheaply." The unusual aspect of the Consortium, he said, is that it is not an official government-to-government activity, but is instead a group of researchers who have taken it upon themselves to begin the process of exchanging information and collaborating on research efforts.

Cirillo said that the conference launched a number of collaborative research projects. These range from the development of a standardized system for reporting hazardous wastes to a state-of-the-art review of chemical fixation and stabilization technology. One project, which seeks to identify regional

industrial research needs, will involve 13 research institutions.

In addition, said Cirillo, institutions in Canada, Australia, New Zealand and the United States agreed to fund positions to bring in visiting researchers.

"There is a real opportunity here for the developing countries in the Pacific Basin to make progress in the area of hazardous wastes and learn from the mistakes that have already been made in developed countries in the West," Cirillo said. "The effects of hazardous wastes can be particularly devastating in developing countries, where there is already poor health and nutrition."

If nothing is done about the problem, said Cirillo, there will soon be more incidents like the ones reported in Thailand, Papua New Guinea and other parts of Asia.

Alumni, students revive community outreach program

By Tan Soo Boo

On the morning of January 14, 1988, the Community Outreach Program of the East-West Center was revived after being dormant for about 10 years. Sponsored by the East-West Center Alumni Association (Hawaii Chapter) and the Pacific Asian Affairs Council, I and five other Center participants arrived at Lihue Airport in Kauai before daybreak and were promptly whisked away to some of the island's schools. There we shared a little bit of our home culture and history with students. As a group, we represented a mix of cultures. In addition to myself, there were Epi Fua'au from Samoa, Su-Yueh Huang from Taiwan, Vasanthi Ranganathan from India, Jaechon Park from Korea and Michael Simpson from the United States.

At Waimea High School Michael, in red Indian beads and headband, captured the interest of a class of Grade 10 students with the story of his American Indian ancestors, the Cherokee. The sight of me dressed in a *sarung kebaya* sparked wonder and curiosity among the children, who asked if all Malaysian

women were as tall as I. I had a good time telling them about Malaysian culture and customs, and my most memorable moments came when I showed them how to wear a *sarung* and to speak some *Bahasa Malaysia*. Very soon, everyone wanted to know how to say 'I love you' in my language.

My host for the first night was Jim Yamamoto, a social science teacher from

Those moments I spent in his backyard, watching his daughter and pet rabbit playing in the gathering dusk, while Jim reminisced about his childhood, his education, World War II and his family, gave me a real picture of what life was like then in this part of the world. That night I ate home-cooked food in an atmosphere of warmth and hospitality. I felt like part

had participated in the Center's Community Outreach Program to Kauai 10 years ago.

During the first two days of our visit, each of us from the Center made between four and six 45-minute presentations, at the end of which we barely had enough voice left to make ourselves heard. But the friendliness and hospitality of the PAAC committees and the host families, the beautiful weather that stayed with us throughout, and the irresistible charm of Kauai made all the labor worthwhile. A student named Carl at Waimea High School and a group of his friends served as our guides and told all about the school, the island and the people. And they wanted to know about our countries, and our people. A teacher myself, I thought Jim Yamamoto a very lucky man to have them as students.

On the third day of our visit we went sightseeing with Debbie Hughes, the Kauai alumna who coordinated our visit to Kauai. Someday, before I leave Hawaii, I shall have to go there again.

The writer is studying for a master's degree in education. She is from Malaysia.

"If the aim of the outreach program is to bring other cultures to Kauai, I must say it also worked both ways."

Kauai High School. If the aim of the outreach program is to bring other cultures to Kauai, I must say it also worked both ways. For a few hours at Jim's house at Waimea Homestead, I lived the life of a third-generation Japanese with a sugar plantation background.

of the family.

My second host was an alumni and newcomer to Kauai. Thao Khamoui had just moved his family to Lihue the week before, and I was his first guest. They had only one other friend in Lihue, Nitaya Pickop, an alumna from Thailand. Incredibly enough, Nitaya

Science vs. journalism: a case of cultural conflict?

by Elisa W. Johnston

The question of how well the press covers science, and whether scientists are helping or hindering the process, produced sharp divisions between members of both professions who attended a recent seminar on the subject at Bishop Museum.

Put on by the University of Hawaii Department of Journalism, the Hawaiian Academy of Science and the Hawaii Chapter of the Society of Professional Journalists, the purpose of the seminar was to improve communication between scientists and the print media—an ongoing concern at the East-West Center. Judging from the turnout of some 70 people from the print, science and public affairs fields, that concern is widely shared.

Panels and talks started out addressing a variety of topics, but ultimately they all seemed to return to the "communications gap" originally assigned to one panel. Whatever the future holds for journalists and scientists, the past and present seem to hold mostly anxiety and frustration.

Scientists at the seminar repeatedly expressed their distrust of journalists, their disgust at what they said is the prevalence of factual errors in the daily papers, their fear of letting non-scientists represent their views, their conviction that the effect of the news is to muck up and confuse, not to inform. The scientists felt the journalists were playing fast and loose not just with science but with the scientists' reputations. At least as bitterly they complained that the press is anti-science, suspicious of chemicals, energy, and other public policy science issues. The result, they said, is that the public is not getting the "truth" about

these subjects, only finding in the press a reflection of its own anxiety and irrationalism.

The journalists for their part seemed a little dazed by the barrage, or maybe just weary from hearing the same complaint year after year. They said their readers were interested in science and that they wanted more stories—of the right kind. They stressed the necessity of finding a human element in every story, of relating the news to their readers and of finding a local angle, of translating it into either immediately practical issues or casting it in an entertaining "gee whiz" style—whatever it took to

get. They are two distinct cultures." Scientists, he said, want to focus and narrow, refining all the time and eliminating generalizations. Journalists want to find the connections, broadening, finding relationships (to readers, to other concerns). Scientists think of time in the billions of years, the thousands of repeated tests, the years of studies (and their years of education). Journalists think about deadlines and beating the other paper. Scientists have learned to be cautious, to test their ideas before going public. Journalists want instant opinions and like controversy.

As a member of both the science

journalists, he said. The answer is never to be afraid to appear stupid and just keep asking for clarification. Aim for simplicity. "I really believe," said Jordan, "that it is at the 12th grade level that the most profound ideas are communicated, and beyond which jargon and obscurity set in."

Speaking to scientists about journalists, Jordan said: The scientists must try to take the "evolutionary" view of coverage—to understand that journalism runs from daily reporting through magazine length pieces to books. And that overall, "journalism does well, makes up for daily short-falls." He reminded scientists that the journalist's audience is most interested in hearing about 1) itself, 2) about its neighbors, 3) about the world, and 4) about abstract ideas. "The journalist must somehow create a connection between 1 and 4. And this writing must be entertaining. In fact, how you say something may be more important than what you say."

In the end, said Jordan, the only acceptable choice is to take risks, communicate and think long-term. This view was shared (not surprisingly) by Charles Petit of *The San Francisco Chronicle*, who said, "You've got to get up to bat or you'll never score."

The scientists didn't seem convinced, but they had been heard. Most of the journalists went away feeling as they had when they arrived—that they try to do an accurate job, and do most of the time. So the communications gap wasn't closed. But it was clear that responsibility for the gap is shared by scientists and journalists, and that only by insisting on clarity can they keep it from getting bigger.

"Science and journalism are antipodes, about as far apart as you can get. They are two distinct cultures." —William Jordan

get their reader's sustained attention.

Science reporting as a social duty was acknowledged, but members of the press agreed the news had to be big and of broad appeal (epidemics and the like). And they complained about the "hidden agenda" they said most scientists bring to their contact with the media: the desire for visibility among their peers, for recognition of their funders. An agenda, said one reporter, that is of no interest to the paper: "The paper's interest is to satisfy the reader."

William Jordan, Ph.D., an entomologist who is now a successful science writer, explained the gap succinctly: "Science and journalism are antipodes, about as far apart as you can

and journalism cultures, Jordan offered his colleagues in each some insights into the others' concerns. Speaking to journalists about scientists, he said: The scientist is under immense professional pressure. His career is based on his ideas, and the journalist has these in his hands, to mangle as he might. Further, the fact that the best science is simple and elegant can mean that scientists are sometimes self-conscious about the apparent "simplicity" of their discoveries—they often are more comfortable muddying the waters for a greater sense of complexity or importance.

This is a major reason for the avalanche of jargon that meets most

Dawn Rambo leaves a legacy of art, understanding

by Grady Timmons

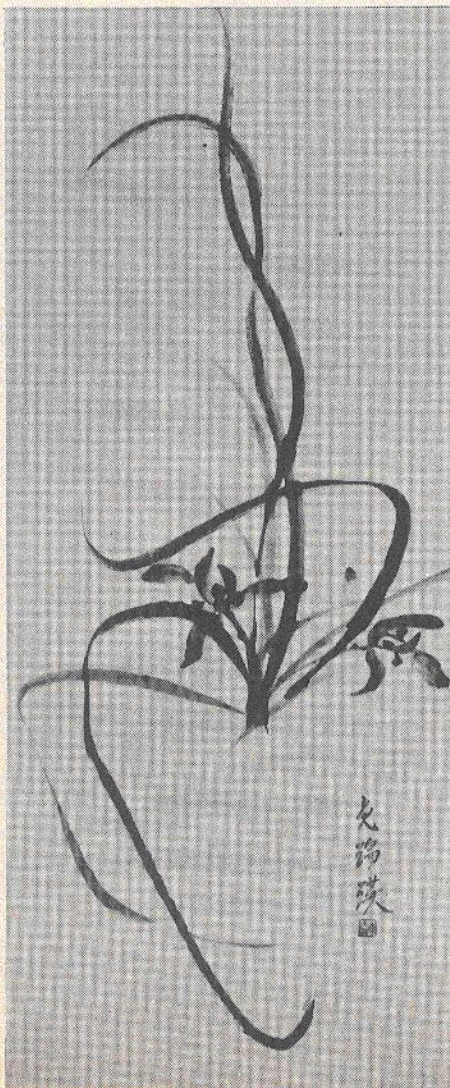
Many who viewed a Center exhibit of Chinese brush paintings this past December were surprised to learn they were the work of an American woman born and raised in a small town outside Houston, Texas.

Dawn Rambo, the late wife of Center Research Associate Terry Rambo, died in 1987 but not before creating an elegant collection of paintings—birds, flowers, bamboo and landscapes—that demonstrate an often forgotten truth: that it is possible for an "outsider" to pick up the spirit of another culture; indeed to make some of that culture her own.

"Dawn represents what the East-West Center is all about," says Terry. "She reminds us that it is not only possible to learn about another culture but to live it, to be it. People here used to talk a lot about 'interculturalism,' and in Dawn's case it really happened."

Quiet, intuitive and interested in Asia, Dawn Bowman surprised family and friends in Texas when she joined the Peace Corps in 1965, leaving to serve in Turkey. Later she worked with the International Volunteer Service in Laos. She met Terry in 1969 while pursuing a graduate studies degree in linguistics at the University of Hawaii, and two years later they were married.

In 1973 the Rambos went to Vietnam for Terry's post-doctoral studies. It was there that Dawn's interest turned to Chinese art. But it was not until 1975, while her husband was teaching in Malaysia and the second of their two



"Orchids" by Dawn Rambo

children was on the way, that Dawn met Jo Hess, the Chinese wife of the U.S. Cultural Affairs officer.

Hess was a native of Beijing and a master of Chinese brushwork, and Dawn studied under her for four years. "Dawn was very fortunate," Terry says. "Most masters never reveal everything to their students. But Jo didn't hold anything back."

Chinese brush painting and Chinese calligraphy are closely linked; in fact, it is considered difficult for anyone who has not mastered the brush strokes used in calligraphy to learn brush painting. Despite her lack of training in calligraphy, his wife showed a natural affinity for brush painting, says Terry. She worked at it several hours every day, learning all she could about Chinese painting. Following their 1980 move to Honolulu, he says, she also benefited from being able to study the excellent collection of Chinese and Japanese paintings at the Honolulu Academy of Arts.

Dawn went to China only once, in 1982, meeting with several artists while her husband attended a conference. In 1983 she discovered she had cancer, and although she continued to paint, the rigors of chemotherapy made it increasingly difficult.

In 1985 her painting "Hibiscus" won an award in the Association of Honolulu Artists Show at Hawaii Loa College, and in 1986 her work was featured at a one-person show at Territorial Savings and Loan.

One who has written about her says the strict technical discipline imparted by her teacher "is visible in her

meticulous brushwork and, as is wholly proper in the Chinese artistic tradition, her paintings reflect the stylistic influences of the great masters Huang Chi Pi and Chang Dai Chien. However, the images that emerged when she touched her brush to the rice paper were uniquely her own."

Before Dawn Rambo died, she requested that any memorial donations be made to the American Cancer Society. In that spirit, Filipino participants who had known her took up a collection and sent money to the Philippines to an associate of Terry's who is being treated for cancer.

Terry says that gesture was typical of the continuing support he and his two daughters Charmaine and Claire received from colleagues and participants throughout his wife's long illness—and is another reminder of what the East-West Center is about.



"Morning Glories" by Dawn Rambo

Communications legend Schramm dies

Wilbur Schramm, international authority on mass communications, died December 27, 1987, at his home in Honolulu. He was 80 years old.

Schramm, who retired as a senior fellow at the East-West Center in 1984, was the author of 30 books, including *History of Human Communication*, to be published shortly by Harpers.

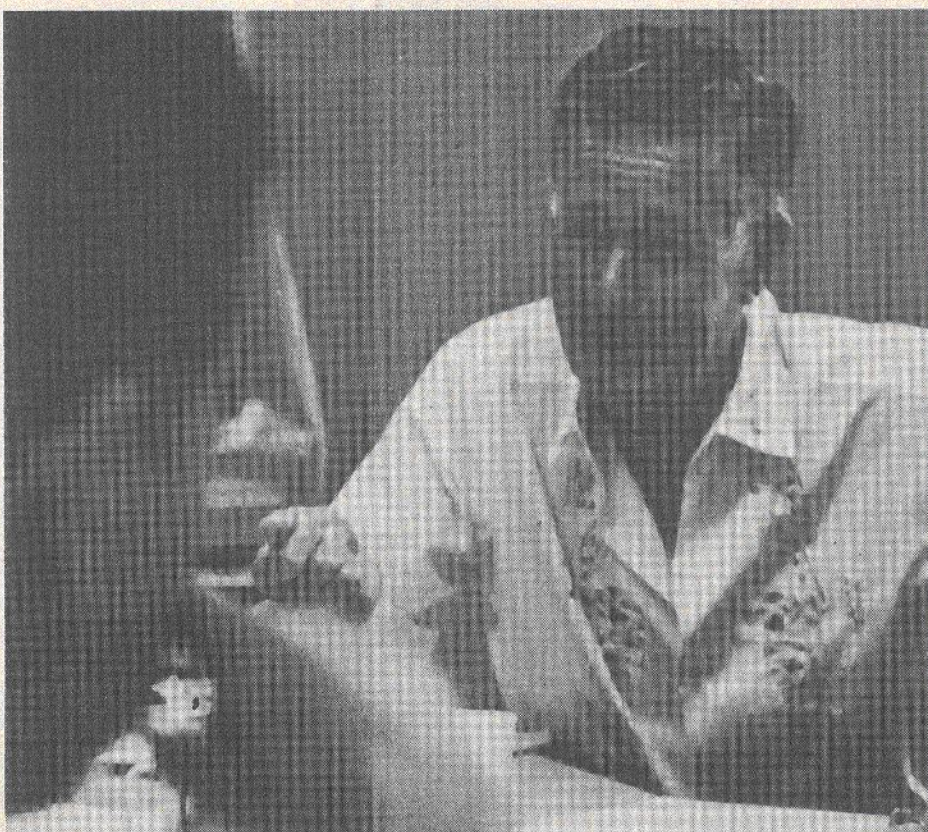
A graduate of Marietta College in Ohio, with a master's degree from Harvard University and a doctorate from the University of Iowa, Schramm served as the first director of the Iowa Writers Workshop until leaving in 1941 for wartime assignments that included service in the Office of War Information.

He was director of the University of Iowa School of Journalism until 1947 when he joined the University of Illinois as professor of communication and the first director of the School's Institute of Communication Research. In 1955 he went to Stanford University where he became first director of its Institute of Communication Research, serving also as professor of international communications, until his retirement in 1973, when he joined the East-West Center as director of its Communication Institute until 1975.

Schramm continued his affiliation with the Center as a researcher, and also taught at the Chinese University of Hong Kong, the University of Michigan and the University of Washington.

His books include *Circulation of News in the Third World* (1981), *Big Media, Little Media* (1973, 1977), *Quality in Educational Television* (1971), *Mass Media in Modern Society* (1949). He also published about 120 papers and monographs, poems, and fiction in various magazines and a book of short stories (*Windwagon Smith and Other Stories*, 1947).

Schramm was born in Marietta, Ohio, on August 5, 1907. He worked as a reporter and editor at the *Boston Herald*



Wilbur Schramm

and the *Marietta Daily Herald* and as special assignments correspondent for The Associated Press.

During his academic career he did research and consulting throughout the world, evaluating media in Asia and Africa, educational reform in El Salvador, educational television in American Samoa, the use of satellite broadcasting in India, and a design for an open university in Israel.

He served on numerous boards and commissions related to the mass media, including the UNESCO Commission on Space Communication, and the U.S. Office of Education Committee on

Research on Educational Media. He served on the boards of such journals as *Public Opinion Quarterly* and *Journalism Quarterly*, and consulted for a variety of government and private agencies, including the Ford, Carnegie, Rockefeller, Kellogg and Rothschild foundations, and for such media organizations as the *New York Times*, the World Book, the National Association of Educational Broadcasters and the Corporation for Public Broadcasting.

Schramm leaves his wife Elizabeth of Honolulu, and daughter Mary Coberly and grandson John Coberly, both of Boulder, Colorado.

Remembering

The passing of Wilbur Schramm made news around the world and resulted in a stream of letters to the East-West Center. Testimonials arrived from various parts of the United States as well from Japan, China and Indonesia. Twenty-eight journalists from the *China Daily* who had studied under Schramm at the Center's Chinese Journalism Program signed a letter expressing their indebtedness to him as a teacher. Others who wrote included a former student from Taipei, the former editor of China's *Economic Daily*, the head of the Center for Political and Regional Studies at the Indonesian Institute of Sciences, and the managing director of the Nihon Shibun Kyokai, the Japanese Newspapers and Editors Association. His colleagues at the Center also paid tribute. Some excerpts:

"...here in China we will always remember Wilbur as a great teacher and a great friend."

-Feng Xiliang, Editor-in-Chief Emeritus, *China Daily*

"I am one of many who continue to marvel at the range of his talents and interests. He was a pioneering giant in the field of mass communications; an internationally renowned scholar who was also a reporter and journalism dean; an accomplished flutist with the Boston Pops; a professional baseball player with a farm club of the Pittsburgh Pirates; a writer and editor of books (some 30 in all)...But above all, Wilbur was a magnificent human being, whose attainments never eroded his modesty..."

-George Chaplin, Editor-at-Large, the *Honolulu Advertiser*, and Chairman of the East-West Center Board of Governors

"...the splendid work on mass communication he produced will remain as lasting monuments for students of journalism."

-Toshie Yamada, managing director, Nihon Shibun Kyokai

"When I think of him, I can hear his cheery greetings as he came along the hall outside my office, and his throaty, careful voice as he drew on a wealth of wisdom to advise a colleague. Most of all, I think I shall remember his laugh. It strangely made me think of cornfields and bright, sunlit skies. I've never been to Iowa, but Wilbur's laugh took me there. That sound will be here for a long time."

-Paul Clark, coordinator, Chinese Journalism Program, Institute of Culture and Communication

"Behind this jolly exterior, he was churning out books and papers.... His death marks an end of an era in communications theory..."

-Meheroo Jussawalla, research associate, Institute of Culture and Communication

You will be missed, Wilbur, sorely here in our muddled world, where we still need to learn -a thing or two- on how to relate, communicate

-Majid Tehranian, chairman, Communications Department, University of Hawaii



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Profit turns to loss in Japan's Toshiba affair

by Grady Timmons

The Japanese have made a "full-dress" response to tighten export security regulations in the wake of last year's controversial Toshiba Machine affair, but not without assuming heavy economic and psychological burdens says a study presented at a recent Center workshop.

Eight Japanese scholars conducting a three-year study of Japan's comprehensive security policy met in February to discuss Japan-U.S. defense cooperation, Japan's \$30 billion dollar capital recycling program, and the Toshiba Machine affair, among other topics. The Center's International Relations Program served as the workshop host.

News of the Toshiba affair first became public early last year and involved the sale of highly sophisticated milling machinery to the Soviets by Toshiba Machine Company, a subsidiary of the Toshiba Corporation. The sale, which breached international COCOM (Coordinating Committee for Export Controls) regulations on the sale of high technology exports to communist countries, is believed to have helped the Soviets build submarines with virtually noiseless propellers.

When the Toshiba issue first surfaced, officials in Washington accused the Japanese business community of promoting profits before security. Although the incident led Japanese authorities to arrest two senior Toshiba Machine executives and impose a one-year ban on all Toshiba Machine sales to communist countries, that initial response did little to placate Washington, which was incensed by the addi-

tional costs required to develop more sophisticated means of tracking Soviet submarines.

Since that time, however, various measures taken by Japan have quieted U.S. administration criticism (although not congressional criticism). According to the paper presented by workshop

result, "meeting contract deadlines has become impossible, leading to successive filings of breach-of-contract damages....There have been repeated instances where Japan has lost Chinese contracts for goods falling under COCOM regulations..."

Yamamoto's paper is highly critical of

said that if a strong Senate version of the pending Omnibus Trade Bill passes, it could help stir anti-U.S. nationalism in Japan. However, House and Senate conferees are reported to be favoring a compromise applying more limited sanctions only to Toshiba Machine Corporation and a Norwegian company also involved in the sale.

Charles Morrison, head of the Center's International Relations Program, who led the discussion on Yamamoto's paper, noted that paradoxically the ban on Toshiba products in the United States has been strongly opposed by U.S. electronic companies such as Honeywell and Hewlett Packard, who depend heavily on Toshiba parts. "It's a good lesson in how economically interdependent the world has become," he said. Morrison added that the Toshiba affair underscores the high quality of Japanese technology and has made Japan more aware of how its technology exports can be used for military purposes. "I don't think Japan has been fully conscious of the security implications," he said. "So in some respects the incident has had a salutary effect."

The workshop on Comprehensive Security and Japan-U.S. Relations also included papers on U.S.-Japan defense cooperation, Japan's policies in Southeast Asia, Soviet Asian policy, Japan's \$30 billion recycling program and models of Japan's political and economic future. The workshop was sponsored by the World Order Study Organization of Japan, headed by Professor Shinkichi Eto, president of Asia University, Tokyo. For more information on published papers write Eto at Asia University, 5-24-10 Sakai, Musashino City, Tokyo 180, Japan.

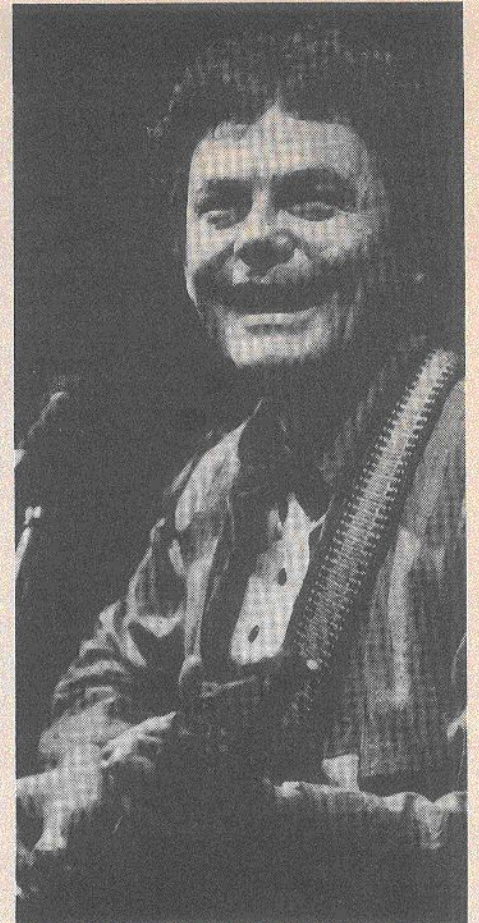
Paradoxically, the ban on Toshiba products in the United States has been strongly opposed by U.S. electronic companies, who depend heavily on Toshiba parts. It's a good lesson in how economically interdependent the world has become.

participant Takehiko Yamamoto, a senior researcher with the Research and Legislative Department of Japan's National Diet Library, Japan has added civil and criminal penalties for COCOM violations, adopted strict new conditions for export applicants, added an Economic Security Office to the Ministry of Foreign Affairs and increased the number of Ministry of Trade and Industry Export inspectors.

These moves have not come cheap. Yamamoto writes that inspectors now need nine months to complete reviews that previously took one month. As a

congressional response to the affair. He notes that despite the strict new adherence to COCOM regulations and the expectation that this would quiet U.S. criticism and distrust, there has been "no sign of a let up in the call for sanctions against Toshiba within the halls of the United States Congress."

The 1988 Omnibus Spending Bill, passed during the final session of Congress in 1987, contained sanctions banning Department of Defense purchases of all Toshiba products and shutting such products out of U.S. military post exchanges around the world. Yamamoto



(At left) With his tongue sticking out in a traditional menacing expression, a member of the Maori troupe Te Whare Wananga o Waikato leads his fellow dancers in a haka dance. (Above) Michael Cooney, "singer of old songs," brought American folk music, including blues and ballads, to the Center in January. Both events were produced by the Performing Arts Series of the Institute of Culture and Communication.

—Photographs by Deborah Booker

Contracts Grants Gifts

Contracts and grants received by the East-West Center from November through February were:

- \$4,200 from the United Nations Environment Programme for participation in the 1988 Pacific Basin Conference on Hazardous Wastes. Principal investigator: Richard A. Carpenter, Environment and Policy Institute.
- \$36,704 from the United States-Japan Foundation for the Japanese student/orientation segment of the 1988 Jefferson Fellowships. Principal investigator: Mary Biterman, Institute of Culture and Communication.
- \$99,999 from the National Family Planning Coordinating Board, Government of Indonesia, for the development of an international family planning training center in Indonesia. Principal investigator: Linda Martin, Population Institute.
- \$50,000 from the Pacific International Center for High Technology Research (PICHTR) through the Research Corporation of the University of Hawaii for the Economic Optimization Model Project. Principal investigator: Fereidun Fesharaki, Resource Systems Institute.
- \$21,615 from the World Bank to provide the assistance of two natural resource economists to the Philippines Farm Mission. Principal investigator: John A. Dixon, Environment and Policy Institute.
- \$146,625 from the John D. and Catherine T. MacArthur Foundation for the Conservation of Biological Diversity in Tropical Ecosystems: U.S. Affiliated Pacific Islands. Principal investigator: Lawrence Hamilton, Environment and Policy Institute.

Donations received from national governments included:

- \$4,000 from the Government of the Cook Islands in support of the Pacific Islands Development Program.
- \$3,515 from the Government of France.
- \$100,000 from the Government of Japan in support of the Pacific Islands Development Program.
- \$2,000 (Australian) from the Republic of Kiribati in support of the Pacific Islands Development Program.
- \$10,000 from the Government of Micronesia in support of the Pacific Islands Development Program.

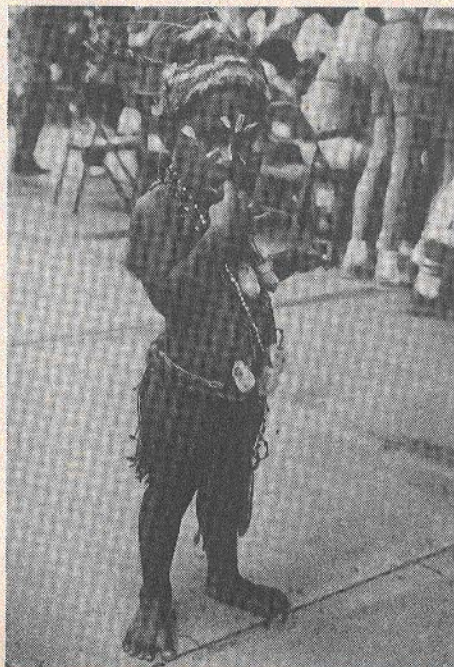
- \$5,000 from the Government of Nepal.
- \$25,000 from the Government of Thailand.

Other gifts to the East-West Center included:

- \$1,000 from the William K.H. Mau Foundation.
- \$3,000 from an anonymous donor.

Gifts to the East-West Center Foundation included:

- \$75,000 from the Henry Luce Foundation, Inc.
- \$1,000 from Mr. & Mrs. James N. Tajima.
- \$1,000 from Henry A. Walker, Jr.



At the 1987 International Fair, four-year-old Jaka'l Alan Volker danced with her father, Craig, and other Center participants from Papua New Guinea, but wasn't so sure about being photographed. This year's fair, from 10 a.m. to 5 p.m. on April 16, will feature dances from many of the more than 20 Asian and Pacific countries represented at the East-West Center. A Samoan kava ceremony, a cricket demonstration, and food and children's games from throughout the region will all be part of the day. The fair is put on for the local community by the East-West Center Participants Association. For more information call Participant Services, 944-7718.

DEBORAH BOOKER

EWCalendar

Calendar listings reflect events scheduled as of early March and represent only a portion of programmed Center activities. Since events are subject to change, please consult the East-West Center sponsor for details.

January 27-March 18. East-West Center Collection Exhibition. Burns Exhibition Hall. 9 a.m. to 5 p.m. weekdays. Selections of art from the permanent collection of the East-West Center. Sponsored by ICC. EWC coordinator: Benji Bennington.

March 14-18. International Workshop on Urbanization in China. EWC. Workshop will explore alternative paths of urban growth in China through the year 2000. Sponsored by PI. EWC coordinator: Fred Arnold.

March 18-May 16. Best of the Hawaii International Film Festival Tour. West Coast. Asian and Pacific films from the Festival's first seven years will be screened and discussed at university campuses and community sites. Sponsored by ICC. EWC coordinator: Elizabeth Buck.

March 21-25. International Family Planning Training Center. Jogjakarta, Indonesia. This planning seminar will discuss papers presented on potential workshop topics, finalize the workshop topic list, discuss future steps to be taken in establishing the international training center and develop a format for the training program. Sponsored by PI. EWC coordinators: Linda Martin and James Palmore.

March 23-24. The Late Great Ladies of Blues and Jazz, starring Sandra Reaves-Phillips. 8:00 p.m. Imin Center-Jefferson Hall. This is the season's fundraiser to assist the ICC Performing Arts Series. Sponsored by ICC Performing Arts Series. EWC coordinator: William Feltz.

April 11-June 3. Fibers and Fabrics Exhibition. Burns Exhibition Hall. 9 a.m. to 5 p.m. weekdays. Examples of creativity and continuity across cultures as shown through the use of fiber and fabric in the Asia-Pacific region. Sponsored by ICC. EWC coordinator: Benji Bennington.

April 16. International Fair. 10 a.m. to 5 p.m. Imin Center-Jefferson Hall. East-West Center participants share their cultures with the Honolulu community. This annual event features entertainment, demonstrations, exhibits and foods from many Asia and Pacific nations. Sponsored by the East-West Center Participants Association.

April 20-22. Comparative Study of Latin America and Asian Development and Trade Experiences. EWC. Development strategy, trade and industrialization policies and responses to the debt crisis will be compared. Sponsored by RSI, Asian Development Bank, Inter-American Development Bank and the Institute for Economic Integration of Latin America. EWC coordinators: William James and Shelley Mark.

April 27-30. Conference on Biography: East and West. EWC. Papers exploring the nature of biography East and West with particular emphasis on cross-cultural influences will

be presented. Sponsored by ICC and the University of Hawaii College of Languages, Linguistics and Literature. EWC coordinator: Larry Smith.

April 27-30. Conference on Literary History. EWC. Conference will examine issues related to the study of texts, tradition and institutions as they impinge on the evolution of literature in both the East and the West. It will run concurrently with the Conference on Biography: East and West. Sponsored by ICC and the University of Hawaii College of Languages, Linguistics and Literature. EWC coordinator: Wimal Dissanayake.

April 4-June 1. Jefferson Fellows Program. EWC/U.S. mainland/Asia. Program bringing together American and Asian-Pacific journalists for briefings on major Pacific Basin news issues and for a period of travel. Sponsored by ICC with support from the U.S.-Japan Foundation. EWC coordinator: Robert Hewett.

May 10-12. U.S.-Japan Official Development Assistance (ODA) Management Conference. EWC. Participants from the U.S. and Japan will meet to discuss strategies for improving ODA management in Asia. Sponsored by RSI and United States Agency for International Development and The Cooperation Bureau in the Ministry of Foreign Affairs. EWC coordinators: Seiji Naya and Bruce Koppel.

May 13-17. Research Review Seminar on Culture Change in China. Shanghai, China. Preliminary findings from a cooperative study of Culture Change in China will be reviewed and interpretations discussed. Sponsored by ICC and Fudan University. EWC coordinator: Godwin Chu.

May 16-June 3. The Third Asian Development Bank (ADB) Training Program in Development Economics. Manila, Philippines. A course in development economics for the staff of the ADB focusing on the contributing role of international trade, financial policies and markets to economic growth. Rural and human resource development issues will also be addressed. The example of South Asian development policies will be emphasized. Sponsored by RSI and ADB. EWC coordinator: Seiji Naya.

May 19-21. The Pacific War: Meanings and Uses of History. EWC. Conference will discuss the importance of World War II as a transformative period in Pacific history by relating wartime events to postwar sociopolitical developments. Sponsored by ICC and the University of Hawaii Pacific Islands Studies Program. EWC coordinator: Geoffrey White.

June 2, 5 p.m. and 8 p.m.; June 3, 8 p.m. Koto Concerts by Tadao and Kazue Sawai. Imin Center-Jefferson Hall. Admission free with complimentary tickets. Call 944-7666 for performance times and ticket information. Sponsored by ICC Performing Arts Series. EWC coordinator: William Feltz.