The Hiroshima Peace Media Center held the first Advisory Committee meeting, comprised of figures from various fields, at the Chugoku Shimbun headquarters in downtown Hiroshima on January 31. In a lively exchange of ideas, the committee members shared their impressions and suggestions regarding the Center’s website and work. A summary of each person’s remarks are offered below.

**Defining the website’s audience**

*Nassrine Azimi, Director of the Hiroshima Office of UNITAR (United Nations Institute for Training and Research)*

Clarifying the audience for the website is essential. If the intended audience is too broad--children, adults, NPOs, researchers--none of these groups will find the website satisfying. And, in order for the readership to grow, it’s important that other websites be able to link to the Peace Media Center website easily.

Hiroshima, which transformed its identity from a military city to a city of peace, has the potential to change hearts and minds. However, the A-bomb Dome and Peace Memorial Museum are not enough in themselves to encourage people to return for repeat visits. Something more is needed to attract not only peace activists but people from all walks of life, including youth and military personnel.

**Working together with Mayors for Peace**

*Wataru Imanaka, Special Advisor to the Chugoku Shimbun*

In order to generate wide awareness of the Peace Media Center’s activities, it would be helpful to create ties with member cities of Mayors for Peace or universities overseas that offer Japanese language programs. And joining forces with the city of Hiroshima or Peace Memorial Museum might be helpful, too, in producing a synergistic effect.

Although the number of newspaper readers in Japan is falling, it’s important to make efforts to increase awareness of the Center’s feature article, “Peace Focus,” which is published twice a month in the daily Chugoku Shimbun.

It would also be good to include guest columnists sharing their thoughts on Hiroshima
in their own words as well as present profiles of significant, but largely unfamiliar, figures involved in peace work.

**Making efforts for peace**  
*Dr. Shizuteru Usui: President of the Hiroshima Prefectural Medical Association*  
As a doctor who experienced the atomic bombing, I have been involved in studying and treating A-bomb survivors and conducting research on radiation exposure. I have been active in peace efforts as well. Peace is something that we have to work to attain, but I feel many people take it for granted, like the air. I suspect patience will be needed for the Center’s website to develop a strong presence among the international community.

To convey the Center’s message effectively, it might be helpful to introduce people from other countries who have served A-bomb survivors, such as Marcel Jonod, a doctor from Switzerland, and Norman Cousins, an American journalist.

**Making good use of previous coverage**  
*Akiko Naono, Associate Professor at Kyushu University*  
If the same peace-related people regularly appear in the Center’s information or events, I’m afraid its output will be predictable and the result will be a lack of attention paid to the Center’s work. It seems important to somehow step beyond the familiar slogan of “peace and the abolition of nuclear weapons.” Messages from the Center can be made more effective by clarifying what sort of ideas should be conveyed and to whom those ideas should be delivered.

I believe the Center can find its voice if it makes good use of the coverage on the atomic bombing and peace that the Chugoku Shimbun has accumulated over the years. It’s important to have that unique voice as the Center transmits its information to a global audience.

**Passing on the memories of A-bomb survivors**  
*Takeaki Nakajima, Professor at Hiroshima City University*  
The bombing occurred over 60 year ago, but many survivors have only recently become able to talk about their terrible experiences. If we don’t act now, the opportunity to hear their stories, and record them for the future, will be lost. It is not too late to capture these memories and convey them to the world.

Lately, some of my art students have begun using the atomic bombing or peace as a theme in their work. I believe that the use of art as a vehicle for the appeal of ideas is
very effective.

I think that the Center should play a role that’s different from a daily paper. Unique methods for offering information, such as a virtual conference, should be considered.

**Creating a link to Hiroshima University’s research**

*Masaharu Hoshi, Professor at Hiroshima University*

People around the world know about the atomic bombing of Hiroshima, but they don’t really understand what sort of reality was produced as a result of that bombing. I feel this reality, though discussed in Hiroshima and in Japan, has not been properly conveyed to the world. I think the overriding mission of the Center is to impress on ordinary people around the world the horrific facts of the bombing.

We might consider creating a link between the Center and the research data on radiation that Hiroshima University has collected. It might also be interesting to establish ties with NGOs located in Chernobyl and other areas.

**Sharing the peace efforts of local citizens**

*Tomoko Watanabe: Executive Director of ANT-Hiroshima (Asian Network of Trust)*

I suggest appointing overseas monitors who can view the website regularly and offer feedback from their international perspectives. I feel, too, that it’s essential to maintain a more open policy in regard to distribution of the website content in order to make the information accessible to a wide audience.

Also, residents of Hiroshima are engaged in a variety of activities for peace, but their efforts aren’t really known outside Japan. The Center could play a role in introducing their efforts to the world.

After all the A-bomb survivors have passed on, art could be a useful means of conveying their memories of the atomic bombing to future generations.

The Hiroshima Peace Media Center can sow a seed that grows new energy for the cause of peace.