

**IMAGES FROM
JAPAN:
IMAGE USE PROTOCOL TASK
FORCE STATUS REPORT**

**REIKO YOSHIMURA
FREER GALLERY OF ART, SMITHONIAN INSTITUTION**

NCC Image Use Protocol Task Force Members

- Theodore C. Bestor (*Professor of Anthropology, Harvard University*)
- Robin Le Blanc, **Co-Chair** (*Professor of Political Science, Washington & Lee University*)
 - Ian Condry (*Professor of Cultural Studies, MIT*)
- Izumi Koide (*Director, Resource Center for the History of Entrepreneurship, Shibusawa Ei'ichi Memorial Foundation*)
 - Haruko Nakamura (*Librarian of the Japanese Collection, Yale University*)
- Eiko Sakaguchi (*Curator of the Gordon W. Prange and East Asian Collections, University of Maryland*)
 - Toshiko Takenaka (*Professor of Law, University of Washington Law School*)
- Gennifer Weisenfeld (*Professor of Art History, Duke University, President-Elect Japan Art History Forum*)
- Bruce Willoughby (*Executive Editor Publications Program, Center for Japanese Studies University of Michigan*)
 - Akio Yasue (*Senior Advisor, National Diet Library, Deputy Director (formally), National Diet Library*)
 - Reiko Yoshimura, **Co-Chair** (*Head Librarian, Freer Gallery of Art, Smithsonian Institution Libraries*)
- Tokiko Bazzell, **Chair, NCC** (*Japanese Specialist Librarian, University of Hawaii Manoa*)
- Victoria Lyon Bestor, **NCC Executive Director** (*Associate, Reischauer Institute, Harvard University*)
 - Nozomi Naoi, **NCC Project Staff** (*PhD Student in Art History, Harvard University*)

The IUP Goals and Objectives

1. To conduct an online survey to document the problems encountered by individuals to identify common problems.
2. To develop a set of guidelines on how to obtain permission to use images from Japan. This also includes a sample letter of requesting permission both in English and Japanese; and list of useful contacts and links to sites and organizations related to Japanese image use.
3. To clarify the differences in publishing environments of United States and Japan.
4. To organize a joint meeting with Japanese image right holders and providers to promote mutual understanding and to solicit their advice on how to improve the process of securing permission to use Japanese images.

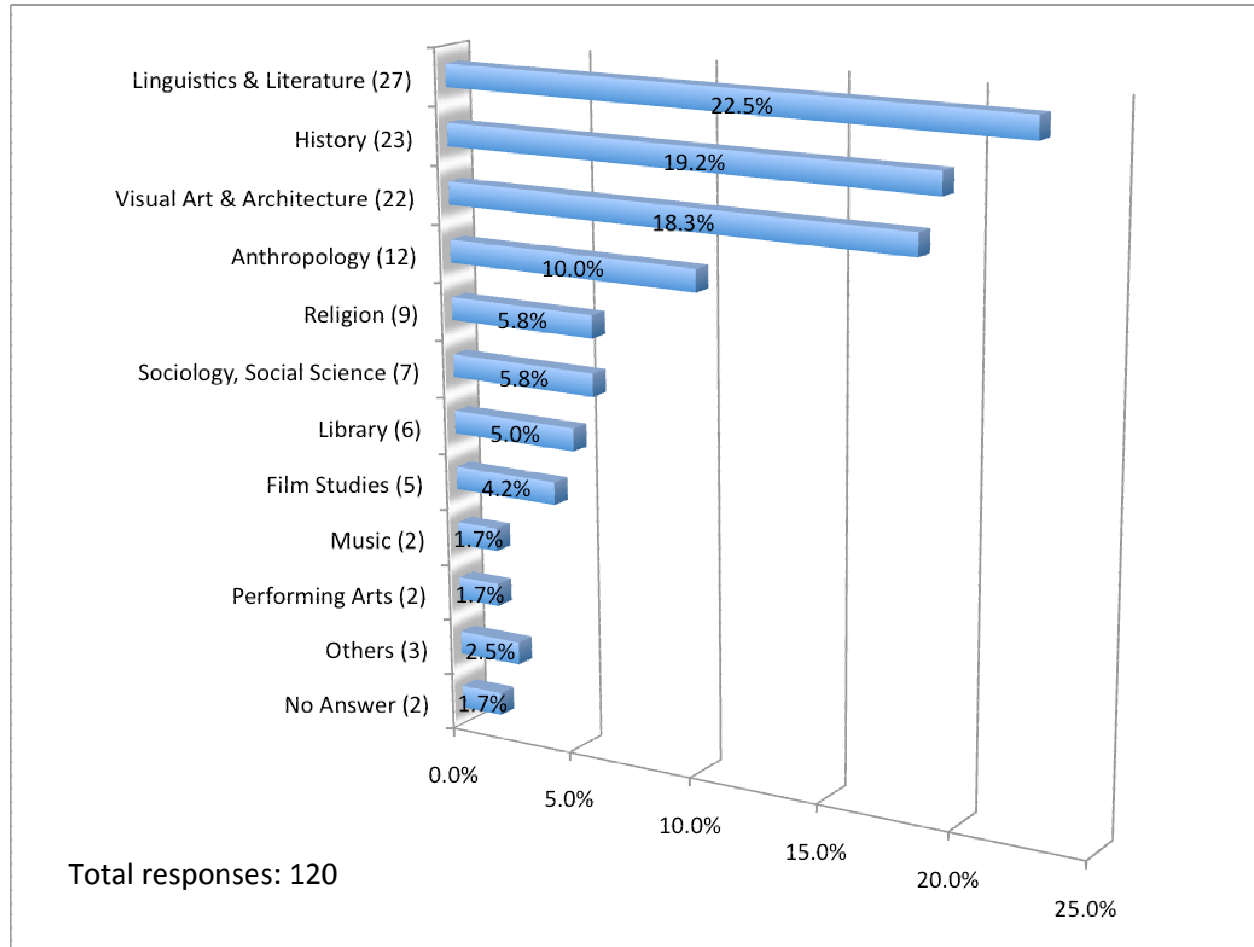
The IUP Goals and Objectives in both Japanese and English are posted on the NCC website

<http://www.fas.harvard.edu/~ncc/imageuse.html>

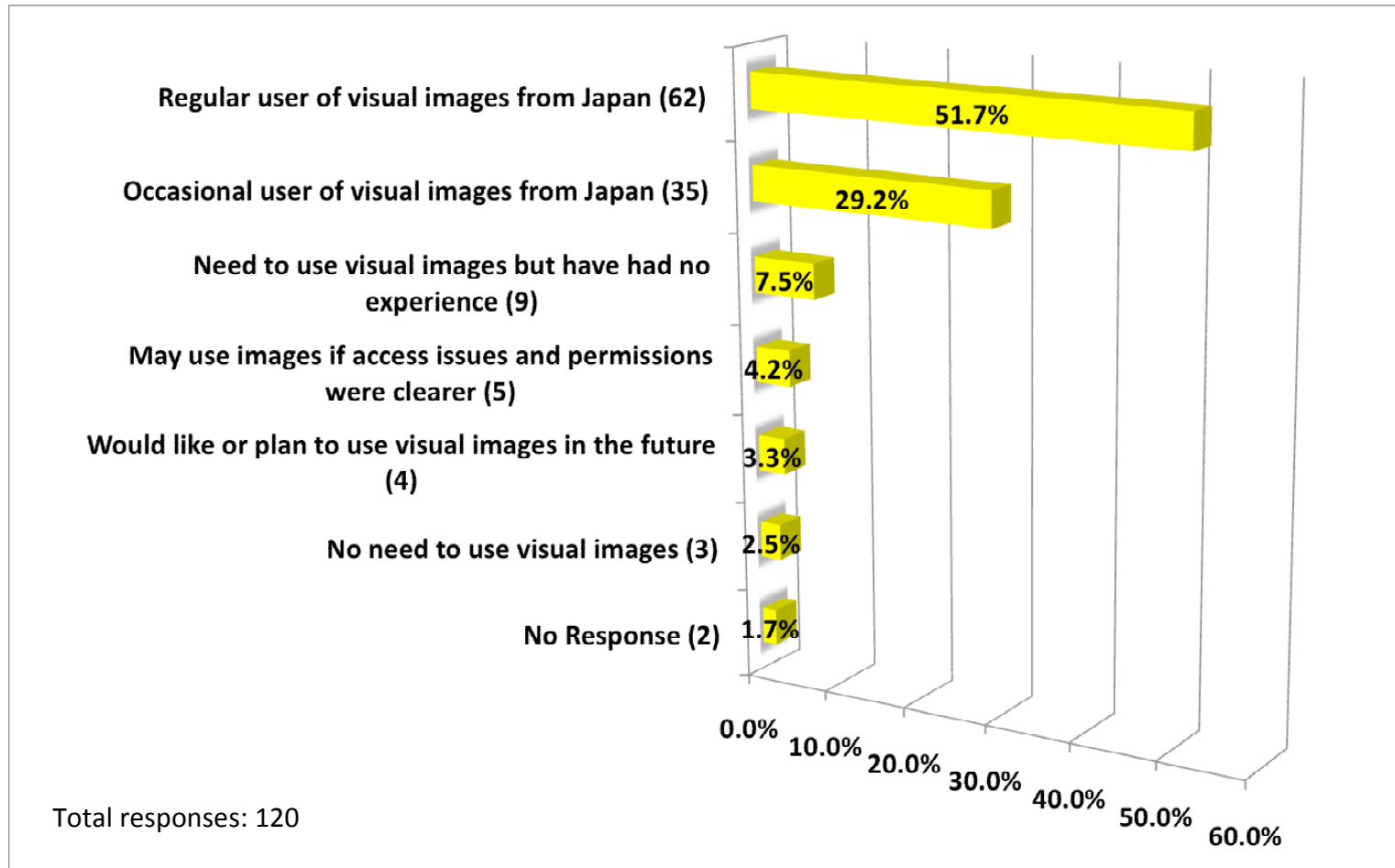
IUP Image User Survey Results: Highlights

- Conducted in Winter 2007-2008.
- E-mail survey was sent out to various Japan-related list-servers in US, Europe and Australia (ex. Eastlib, Japan Art Forum)
- Received 120 responses.
- Over 85 % of respondents were scholars, teachers or graduate students from academic institutions, followed by a small number of librarians, independent scholars and museum professionals
- 90 respondents said their professional activities mainly take place in North America.
- 101 answered their native language is NOT Japanese, and out of the 101 people, 90 answered their native language is English.

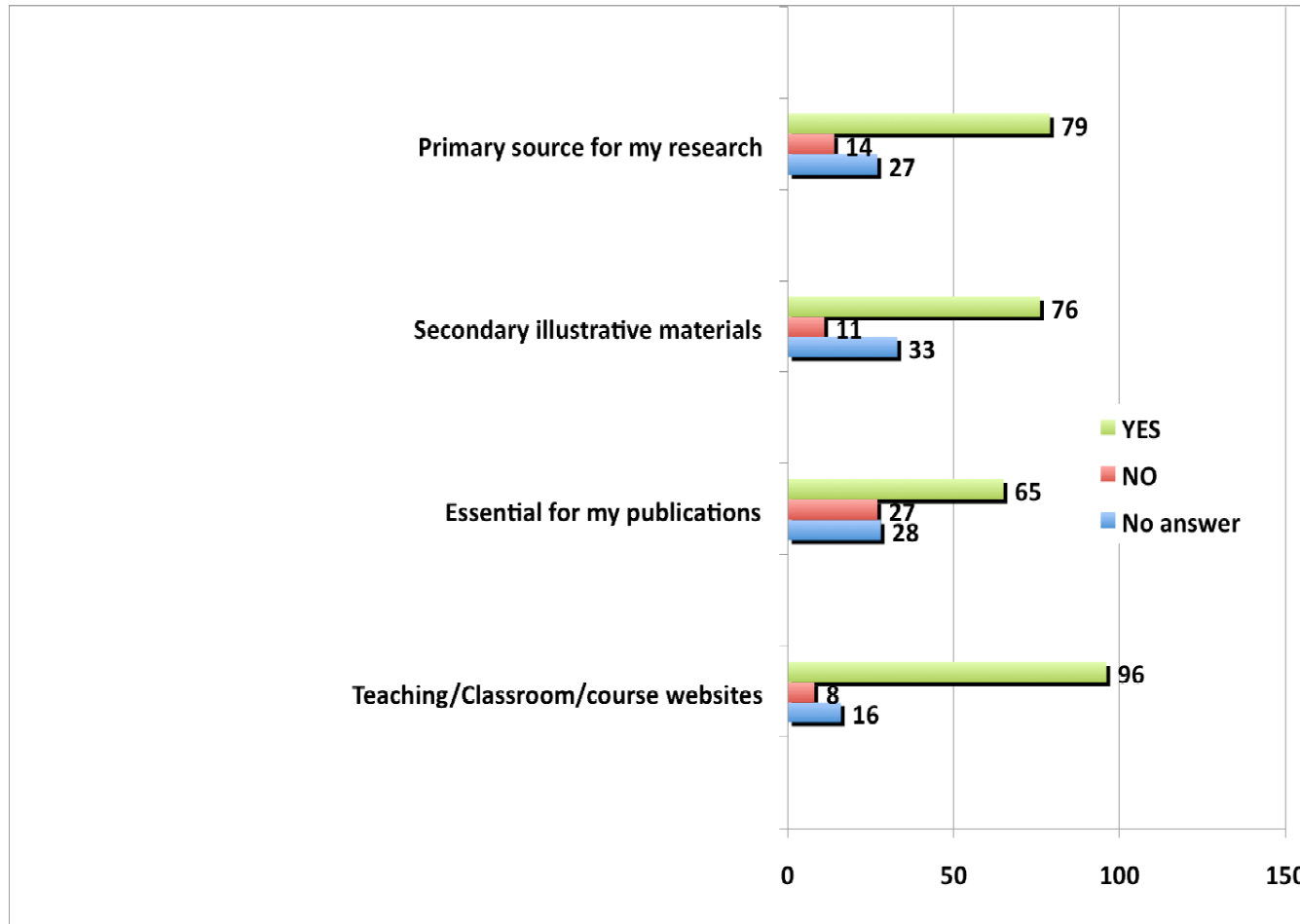
What is your academic discipline?



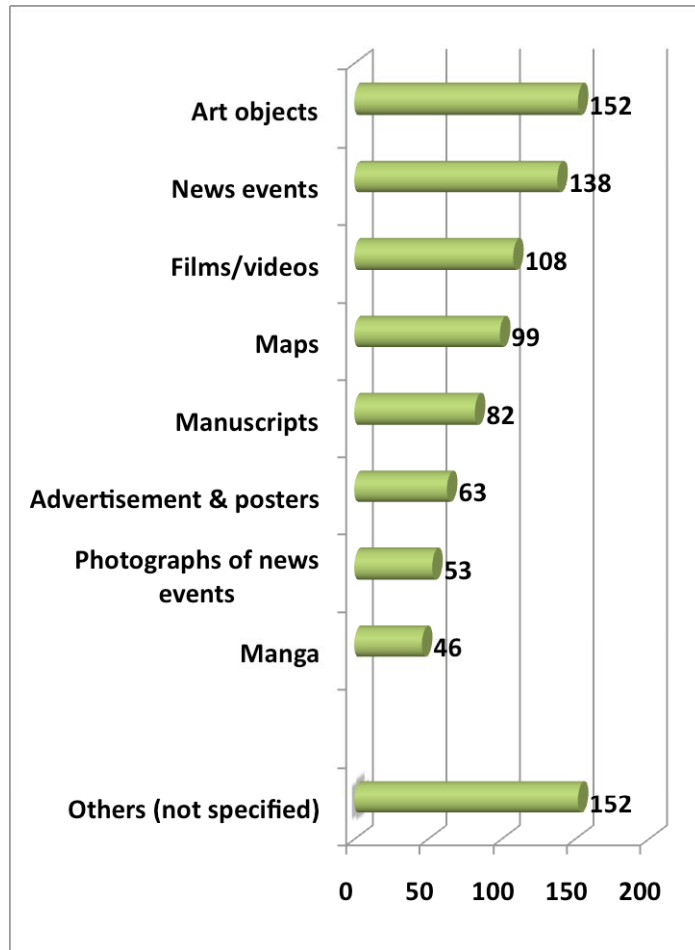
Describe your image use



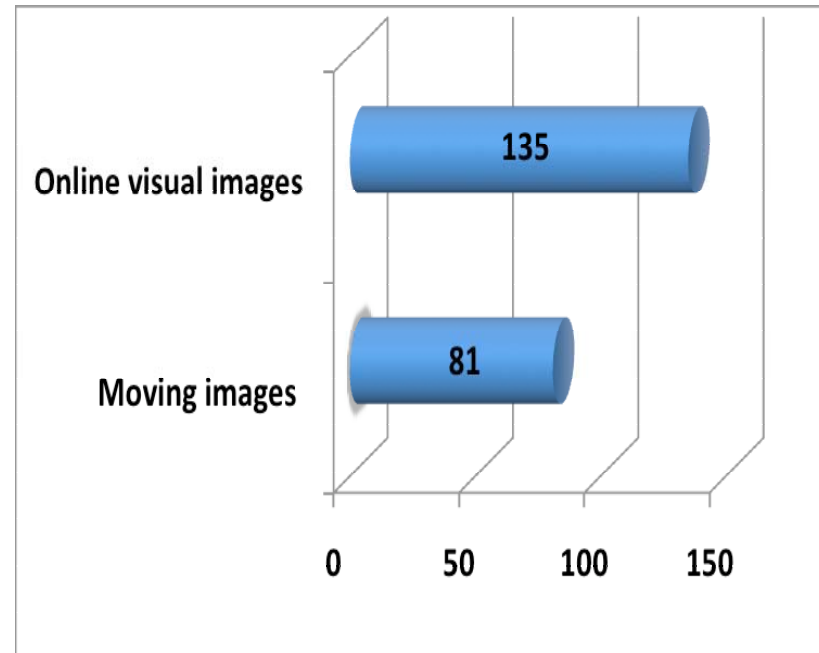
How do you use images?



What kind of images do you use?



Total 903 answers



What was your procedure to contact lenders?

1. Made Contact through friends, personal connections, third parties – including payments handled by them.
2. Prepared a request letter in both Japanese and English, a scanned image they are requesting to use, and a detailed description of the planned publication.
3. Hired a native speaker to telephone publishers to obtain an oral permission.
4. Contacted an intermediate organization such as ArSTOR and DNP Archives.
5. Used commercial databases – Mainichi Photobank, Yomiuri Image Bank.
6. US Publisher's editor took care of clearing copyright.

What kind of problems did you encounter?

1. Cannot locate appropriate contact or image rights holders.
2. Do not know who to contact for permission.
3. Lack of understanding on Japanese legal issues and their differences from the US, including the interpretation of “fair use.”
4. Lack of knowledge on the Japanese social protocol.
5. Language problems – cannot write letters in Japanese or Japanese lenders do not read English.
6. Problems in explaining procedural differences to Japanese lenders and US publishers.
7. Payment method– many Japanese lenders require bank transfer in Japanese Yen and do not accept credit card payment.

8. Takes too much time to complete the process.
9. High price for image use/copyright fee.
10. Some lenders are not interested in signing off for permission or rather would like to give an oral permission.
11. Some lenders grant permission only to institutional representatives.
12. Some lenders require a proxy in Japan.
13. Received no response to initial request letter.
14. Difficulty in explaining the nature of American “scholarly or academic publication” in which authors do not make profit on their publications. Therefore, in North America image use fee is often reduced or in some cases, waived.