

*“MIC-ITU Symposium on Disaster Communications”*

# Great East Japan Earthquake and Broadcasting Media

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March 16, 2012

# NHK Sendai

## Construction Damage and Recovery

**The Emergency Recovery has kept building safety from Strong Aftershocks for several months.**



**Emergency Recovery  
by Installing Pipes  
(falling left-hand side)**

**Final Recovery  
by Removing 2<sup>nd</sup> and 3<sup>rd</sup> Floor**



**Pillar at Penthouse damaged by  
the Earthquake on Mar. 11, 2011**

# How NHK TV transmitted the Latest Earthquake Tragedy

Mar 11, 2011

Broadcasted Emergency Warning by Inserting Emergency News on Program of the Day(Diet debate)



Broadcasted the Tragedy with Helicopter View (Tsunami Hitting Sendai Sea-Coast)



Broadcasted the Tsunami by ways of Remote Camera View (Tsunami Hitting Kamaishi-city, Iwate)



# How NHK TV transmitted the Latest Earthquake Tragedy

Mar 11, 2011

When TV warned Tsunami with height of 3 to 6 meters, there was no abnormalities through Kesenuma remote camera view.

TV announced the first Tsunami Arrival with height of "50cm".

**Suitable Information for taking refuge during this time period?**

When TV re-warned Tsunami with over 10 meters on wider area, Huge Tsunami has already hit various regions like Kamaishi and Ishinomaki.

14:50

地域	津波の高さ
岩手県	3m
宮城県	6m
福島県	3m

観測された津波

観測地点	時刻	高さ
石巻鮎川	午後 2:52	50cm
大船渡港	午後 2:54	20cm
釜石港	午後 2:56	20cm
むつ関根浜	午後 2:54	

15:02

15:14

地域	津波の高さ
岩手県	8m
宮城県	10m
福島県	4m

# NHK Archives on Internet

## Documents about the Earthquake and Revival

<http://www9.nhk.or.jp/311shogen/>



The screenshot shows the NHK website interface for the 311 earthquake archives. On the left is a vertical banner with the text '明日へ NHK 東日本大震災アーカイブス' and 'あなたの声と受償料で'. The main content area features a search bar and navigation tabs. A prominent section titled '証言ピックアップ' (Testimony Pick-up) includes a video player showing a man speaking, with a '証言を見る' (View Testimony) button. Below the video is the title '避難中に原発爆発' (Nuclear Explosion During Evacuation) and details: '氏名: 伊藤 光一 さん (52) 被災地: 福島県大川町 番組名: 明日のわたしは'. To the right of this are three smaller video thumbnails with titles: '激流の中で女性を救出' (Rescue of a woman in a raging river), '救えなかった命' (Lives that could not be saved), and another one partially visible. A map of Japan is shown with markers for '北関東', '東関東', and '太平洋'. A sidebar on the left contains '映像視聴時のお願い' (Requests during video viewing) and '地図から映像を見る' (View video from map).

# NHK radio

## Radio

Generally Radio Broadcasting is effective because people can listen some information without electrical power, anywhere and with group



「Very useful media in times of disaster」

NHK challenges more effective ways of Disaster Reports by Radio Broadcasting merits.

- transmits Early Warning
- announces more suitable information
- strengthens daily relations with Listeners
- will launch Local Program 5pm Mon.–Fri.



【NHK Sendai's radio booth】

# Nationwide broadcasting and local broadcasting

How NHK should coordinate nationwide  
and local area information ?

TV

Inserting and Scrolling  
information by characters



Example of inserting Local Information



Example of inserting  
three Local Information

Local area Information over  
Local Broadcasting

# Nationwide broadcasting and local broadcasting

## Radio



Detailed information about the region



- alliances with district broadcasting, community FM, Disaster FM
- alliances with Internet sites such as Twitter

### Example of alliances by NHK introducing Onagawa Disaster FM



FM Interview Staff



FM Staffs of on-air



FM Station located at elementary school

Necessary Information should be certainly carried  
to people in Disaster area

# Communications among staffs

Strong shaking, huge tsunami and electricity down had Communications Networks damaged.

Land lines  
Mobile phones



Extremely difficult to get through

Effective : Satellite phones



Problems of high-price, large-size and number of units owned

**various ways of  
communications tools**



# Continuous Role of NHK Broadcasting

## As a regional public broadcasting

reports current situation of people in disaster area



uncovers reconstruction plans and their problems.



verifies disaster preventions



records the reconstruction



**Cheer over broadcasting !**



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The End