

# Temporary Radio Broadcasting Stations for the Great East Japan Earthquake Disaster Current State and Challenges



Hajime Ichimura (Kansai University)

# Radio Stations for Small Areas

## Community FM Stations

Reporting local topics and information to the municipalities to help promote local activity

Licensee: Broadcaster

Output: Under 20 W



252 stations nationwide  
(As of Feb. 2012)

## Temporary Radio Broadcasting Stations

1. Promoting public events
2. Temporary broadcasts to mitigate the damage during a disaster, such as earthquakes  
= TRSD



# What are Temporary Radio Broadcasting Stations for Disaster?

- “Setting up temporary facilities for radio broadcasting during emergencies” (Feb. 10, 1995 Agency Notice)

[This facility] “is to be used by local public authorities in the event of a large-scale disaster, such as an earthquake, to broadcast information necessary to the wellbeing of survivors living in the disaster affected area.”

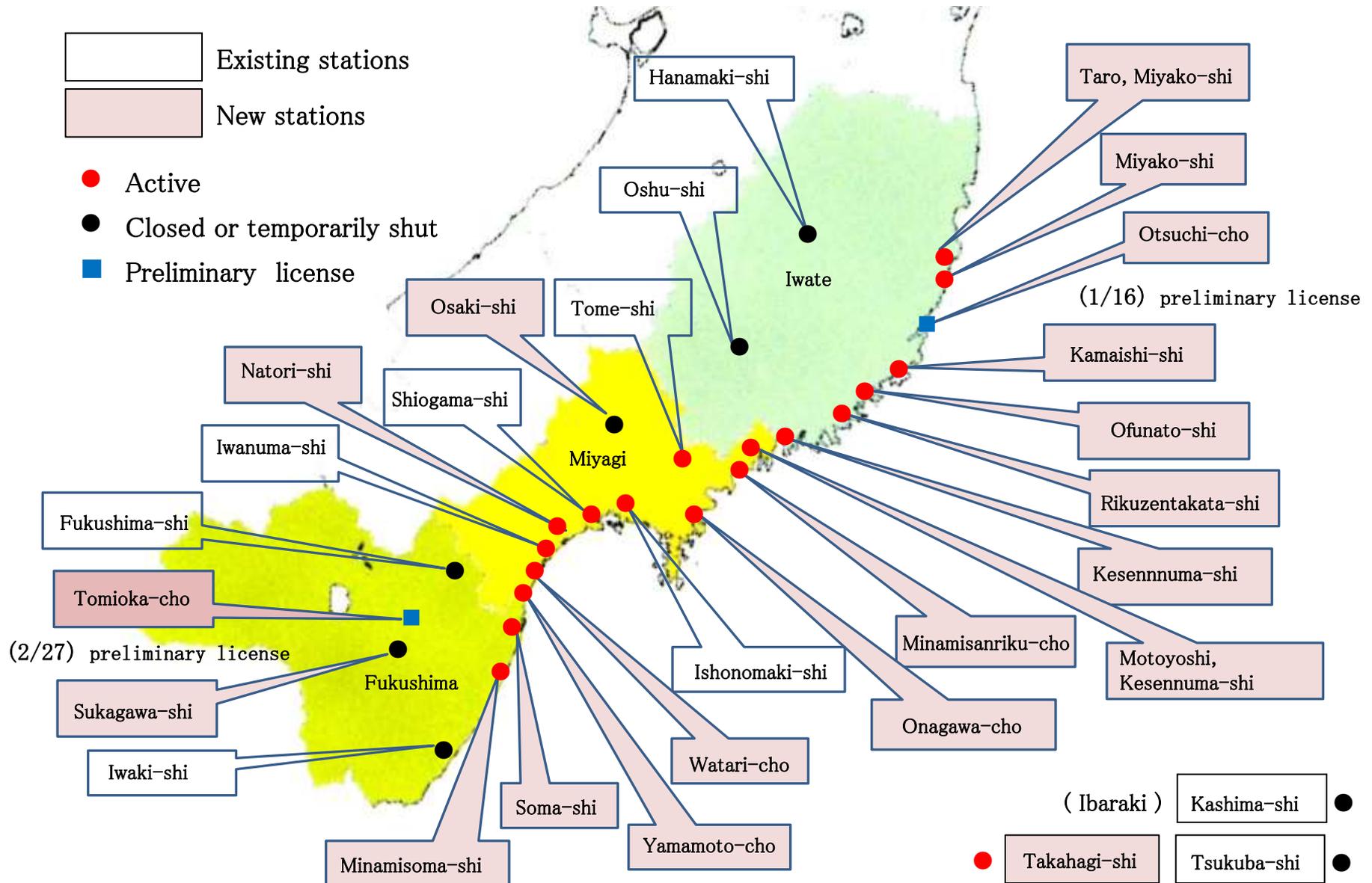


- Licensee: Local public authorities (municipalities)
- License period: Until the recovery measures being taken in the disaster-affected area have sufficiently progressed and the survivors have stable access to the necessities of life
- Broadcast power: Sufficient to be received by those in the affected area while not interfering with the operation of other radio stations

# Examples of Temporary Radio Broadcasting Station for Disaster

- The Great Hanshin-Awaji Earthquake (Jan. 1995)  
→ 1 station (FM796 Phoenix)
- Eruption of Mount Usu in Hokkaido (Mar. 2000)  
→ 1 station (FM Lake Topia)
- Mid-Niigata Prefecture Earthquake (Oct. 2004)  
→ 3 stations
- Mid-Niigata Prefecture Earthquake (2007.7) → 1 station (FM Pikkara)
- Akita blizzard (2011.1) → 1 station
- Sinmoedake volcanic eruption (2011.1) → 1 station

# Temporary Radio Broadcasting Stations for the wake of the Great East Japan Earthquake Disaster (As of February 2012)



# Two Types of Temporary Radio Broadcasting Stations for Disaster



Oshu FM (Iwate, Oshu-shi )

1. Turning an existing community FM station into a TRSD

10 stations, like FM Hanamaki  
→ 4 are still broadcasting  
(6 returned to normal service)



Ringo Radio (Miyagi, Yamamoto-cho)

2. Setting up new TRSD in affected cities and towns

17 stations set up  
→ 15 are still broadcasting  
A temporary license was also issued to 2 stations.

# Establishing 29 Stations

## 1. Ministry of Internal Affairs and Communications provided active support

- The license was approved in a day based on a oral applications.



FM Hanamaki

→ Approval on March 11



Oshu FM

→ Approved over the phone on March 12

- TRSD was allowed to broadcast advertisements to financially sustain the operation.

# Establishing 29 Stations

2. Help from Existing community FM stations
3. Financial Support from Nippon Foundation
4. Emergency employment programs

The Government of Japan established the Emergency employment fund in 2008 to provide temporary employment opportunities for disaster victims.

Equipment with the “Nippon Foundation” sticker



# Operational Challenges

## 1. Various types of Operators

- Community FM stations
- Citizen's groups, NPO
- Municipalities
- Production companies etc.

## 2. Participation by municipalities

- Operating expenses and staff
- Contributions and cooperation with

## 3. Programs

- Broadcasting and Notices
- Programs that serves the people



Kamishi Saigai FM

# Challenges for New Stations

## ● Existing community radio stations

Connection with the local communities Broadcasting expertise, people are used to tuning in

## ● New radio stations

Receivers,  
notification of station frequency  
people not used to tuning in



Broadcasting that serves the public  
What is broadcasting program  
in need of the people



Miyako Saigai FM

# The Future Of Temporary Radio Broadcasting Stations for Disaster

## ● Sustainability

19 active stations, 2 new station  
(Otsuchi-cho, Tomioka-cho)



Until March, 2013?

Is it really necessary broadcasting?  
Can operational costs be covered?



Ringo radio (Yamamoto-cho)

## ● Conversion to a community FM stations?

Is it possible to manage them as a business?

Is there a consensus of the municipalities to sustain a TRSD by local tax revenues ?

# For Future Consideration

1. Awareness of Temporary Radio Broadcasting Stations for Disaster
2. Support of the government: Ministry of Internal Affairs and Communications
3. Building a mechanism of private support or official support that does not rely on emergency employment programs.
4. Availability of transmission equipment?
5. Support in broadcast expertise
6. Understanding and awareness of local government officials

Thank you very much.

FM Aozora (Watari-cho)

