Emergency Broadcasting

To save as many lives as possible from the Natural Disasters

- Lessons from March 11

Public Awareness and Outreach on Tsunami Hazard, March 11-12, 2013

Yuichi TABATA
News Department
NHK (Japan Broadcasting Corporation)
March 11th, 2011
Great East Japan Earthquake M9.0
Great East Japan Earthquake

15,881 people dead
2,303 on related death
2,676 people missing

March 6, 2013
NHK Broadcast on March 11th
NHK Emergency Broadcast

- 4 television channels
- 3 radio channels

- All will be switched to emergency programs in case of a huge disaster.
- Suspending normal programs.
The same emergency program on all 7 channels (TV, Radio) for initial 40 minutes.

24 hours for 1 week since March 11.

572 hours for 1 month.
Role of each channel

After March 14

Terrestrial 1
- News & Special programs

Satellite 1
- Info. of missing people
- Info. of relief service & supplies
- Children & the handicapped.

Terrestrial 2
- Disaster News

Satellite 2
- Normal programs
- Info. of missing persons etc.

R(AM)1

R(AM)2

FM
Regional & Local Information

- 54 Broadcasting stations
- 14 Branch Stations

Map showing distribution of headquarters, base stations, broadcasting stations, and branch stations across Japan.

- Headquarters
- Base station
- Broadcasting station
- Branch station
Information for disaster sufferers

Life Support information through national and local broadcasting

- Location of evacuation center
- Emergency supplies (water, foods etc.)
- Medical service
- Traffic (railways, highways etc.)
Voices of people from disaster-hit area

What kind of things we need now.
What kind of difficulties we have now.
Broadcast for the handicapped

- Superimpose subtitles on screen
  Sign language news program

- The important press conference
  with sign language
Multi-language Broadcast
(TV second sound channel, Radio2)

- Tsunami warning
  English, Chinese, Korean, Portuguese

- News simultaneous interpretation
  (English)
Supply disaster-related contents to local cable television stations.

Provide information on website in 17 languages.
Various Services in Digital

TV
- Data broadcasting
- Website

Radio
- Live streaming
- Mobile-phone website
- One-segment broadcasting
Corporate with digital media

TV | Radio

Person Finder

Live streaming

Google

Person Finder | 消防情報 | 2011 日本地震

Yahoo! Japan

Ustream

Nico Nico Live

Corporate with digital media

TV | Radio

Person Finder

Live streaming

Google

Person Finder | 消防情報 | 2011 日本地震

Yahoo! Japan

Ustream

Nico Nico Live
Disaster Coverage and Reporting
A Vital Mission for NHK

- NHK was founded after the lessons of Great Kanto Earthquake in 1923.
- Protection of life and property — NHK’s critical role

↑Hanshin-Awaji Earthquake in Hyogo (1995)

↑Eruption at Izu (1986)

↑Hanshin-Awaji Earthquake in Hyogo (1995)

↑Eruption at Fugendake in Nagasaki (1991)
NHK’s Disaster Broadcasting System
4 Stages of NHK’s disaster reporting

(1) Before the disaster = Reduce damages
- the warning quickly

(2) On the disaster = Support rescue operations
- the damage situation without delay

(3) After the disaster = Support recovery
- information to the sufferers
- Encouraging recovery

(4) Normal time = Build safe society
- the issues of disaster prevention
Remote-controlled Camera System

470 remote-controlled cameras nationwide
(ex. airports, nuclear plants, railway stations etc.)
Remote-controlled Camera Monitoring System

IP Network

Pictures saved for 12 hours
NHK helicopter network

14 helicopters at 12 stations
Tsunami strike coasts: 30 to 60 minutes after the earthquake
Remorse

“Why could we not lead more people to safety sooner?”

“What could we have done to save the lives of more people?”
Compilation of news reports and documentary programs why some people could not flee to Safety.
NHK Special
“The Line between Life and Death”
Rebuilding Efforts
Thank you for your attention!
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