NHK’s Disaster Broadcasting
Accurate and Prompt Information to Protect Lives
TANAKA Takanobu

Establishment of NHK

1923 The Great Kanto Earthquake
Harmful Rumor caused Great Confusion

Necessity of
Accurate and Prompt information

1925 Establishment of NHK
Japan’s Sole Public Broadcaster
Designated Public Corporation

1959  The Ise-Bay Typhoon  ⇒ Disaster Countermeasures Basic Act

Turning Point for NHK

Damage Reporting  ➔  Disaster Prevention Reporting

NHK Broadcasting on March 11

14:46  Emergency Earthquake Alert
NHK Broadcasting on March 11

14:48 Cut out from the Diet Deliberations

14:50 Tsunami Warning
NHK Broadcasting on March 11
15:20 Live Footage of Tsunami in Sendai

Remote Controlled Camera (460 nationwide)
12 Helicopters
50 satellite Broadcasting Trucks

NHK Disaster Broadcasting

GTV • BS-1 • R 1 (24 hour coverage)
Earthquake related news and information
  - Updates on the disaster
  - In-depth Special Programs

ETV • BS-2 • FM
Safety and whereabouts of Individuals
  - Names of people at the evacuation centers
  - Practical Information (Life lines, Hospitals...)
NHK Disaster Broadcasting

Contents of Broadcast (Radio)
- Warning of aftershocks and tsunami
- Updates and Information on disaster, assistance and recovery
- For Emotional well-being messages and music to the affected

Always Stand by the Side of those Suffering from the Disaster

To Reach Wider Audiences

To reach as many people as possible

- Distribution of TV sets and Radios
- Utilization of Internet cooperation with Google, Ustream, Niko-niko-Doga
- NHK World for overseas audience and foreigners living in Japan
Disaster Broadcasting continues...

To Build Back Better
- Supporting the recovery and reconstruction
- Lessons for the future generation

To Save More Lives
Review our emergency broadcast
Find out what we can improve on.