

## *The role of Broadcasters in and for the time of Natural Disasters*

---

**Toshiyuki Sato**  
**NHK**

*Asian Conference on Disaster Reduction 2006*  
*Seoul*  
*March 16*



## ***Special Workshop in Tokyo***

---

- 19 broadcasters from ABU  
(Indonesia, Sri Lanka, India  
Thailand et.al)*
  
  - JICA, ADRS and MOFA  
participated*
- 

## ***Special Workshop in Tokyo***

---

**Objective**

To enhance  
preparedness of  
broadcasters for  
Natural Disasters

## ***What is wrong?***

---

- No knowledge on tsunami*
  
  - Not prepared for natural disasters*
  
  - Not enough funding*
  
  - No link with their meteorological  
agency*
- 

## ***Stage I (Multi countries level)***

---

*February, 2005, Tokyo*  
*NHK-ABU Special Workshop*

*June, September, 2005, Bangkok*  
*UN-ABU ISDR Workshop*

*November, 2005, Hanoi*  
*ABU General Assembly*

---

## ***Distributing Programs***

---

- Documentaries on Tsunamis*
  
  - 30-second programs on the nature of  
earthquakes and tsunami*
  
  - Promoting co-productions for  
commemorative day of Tsunamis*
-

## **Stage II**

---

*Working with individual broadcaster  
to make plans and manuals*



**Sri Lanka  
Pakistan  
Turkey**

---

## **Sri Lanka**

*(SLRC, National TV Station)*



## **Galle**

*(Southern Sri Lanka)*



## **Visuals on preventing Disasters**

---

*earthquakes, tsunamis, floods,  
landslide, typhoons, volcanic  
eruptions and others*

- 1) mechanism by CG*
  - 2) real image of damage*
  - 3) how we can mitigate the danger*
- 

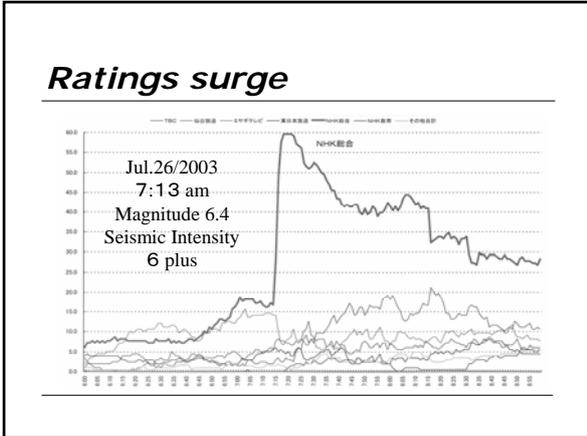
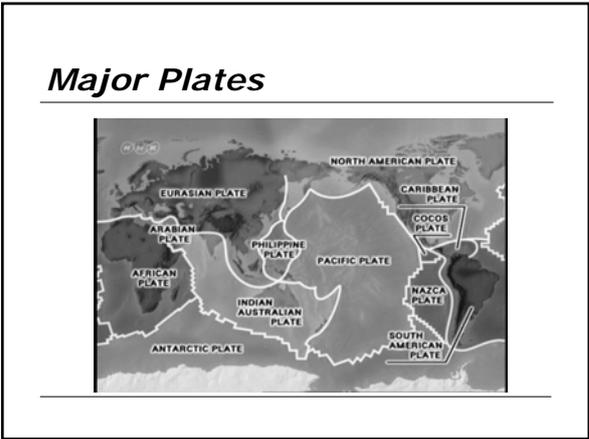
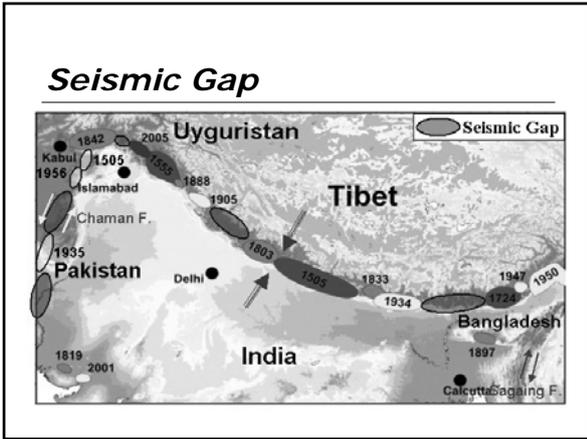
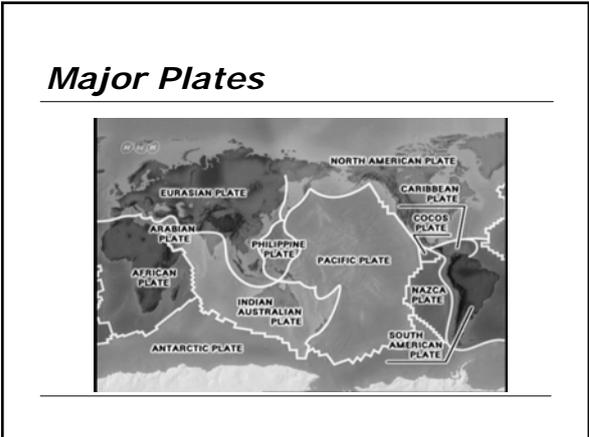
## **Pakistan**

*(Muzaffarabad Station)*



## **Muzaffarabad Station**





**END**

**Toshiyuki Sato**  
[satou.t-ha@nhk.or.jp](mailto:satou.t-ha@nhk.or.jp)

