**BOSAI: DRR Project** 





### Shinichi Takeda

Head of Disaster Risk Reduction and Education Project Office

### **KAHOKU SHIMPO**



- Location: Sendai (the disaster-affected area)
- Number of Publications:
  - morning ver. 450,000; evening ver. 70,000
- Numbers of Workers: 450
- Damage from the Disaster:



Office was danger to collapse

15 newspaper stands were hit by tsunami

27 workers became the victims

2 branch offices were swept or flooded by tsunami

System for publication was shut down

A Crisis to collect data, to write articles, to transport, and to deliver...

Somehow found a way to publish, and deliver.

Functioned as the only media which can give the accurate information.

### **MUSUBI-JUKU**



### 311 **JISEDAI-JUKU**



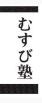
伝える/備える



### **ROUNDTABLE DISCUSSION**

to BOSAI in Miyagi









### 1 MUSUBI-JUKU — WORKSHOP to BOSAI

いのちと地域を守る

| Sign | S





Since May 2012

Held up to 72 times

For neighborhood association, schools, companies...

- Share the details of disaster
- Discuss a plan to reduce risk
- Chili 2013, Held in Indonesia
- Also in Kochi and Tokyo,...from 2014





### Needs to enlighten to **BOSAI**

- Victims (area): 20,000
- Examined prev. articles



**Lack of Intention to Save** the Local People's Life



**Limitation of Written-base** Need to tell one by one **Enlightenment and Appeal are** The Role of Media





### 防災報道の改善







## 2 311 JISEDAI-JUKU



"Next Generation Seminar for Transmission and Preparation"

- Started April This Year
- 100 students attend lectures
- Train them as memory-keeper

### 3 ROUNDTABLE DISUSSION

- Collaboration with univ,administration,media..
- Established April 2015
- Signed in 85 org. & 166 ppl.
- Executive office: Kahoku Shimpo



Demonstrate the capability to coordinate

# **KAHOKU SHIMPO BOSAI and Education Project Office**

- Established April Last Year
- Fulfill our duty of Transmission& Enlightenment

Put more efforts
to eliminate the numbers of the victims, and
tell the stories of the disaster
to not only people in Japan
but also people around the world.

Thank You.