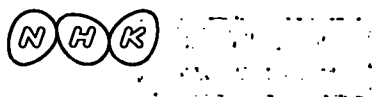


Broadcasting in Japan

The Twentieth Century Journey
from Radio to Multimedia



Contents

Preface	ix
Introduction	3
Part 1 The Age of Radio	21
1 The Birth and Growth of Radio	25
From Morse Code to the KDKA Radio Station	27
Birth of Radio Stations in Japan	28
A Medium for Everyday Life	31
Broadcasting under Government Control	33
Amalgamation of Stations and NHK	35
Independent Coverage of the News	37
“ <i>There’s the Pitch!</i> ”: Live Sports Broadcasts a Hit	39
Radio News Makes Its Mark	41
Radio Contracts Pass One Million	43
“ <i>Go! Go! Maehata!</i> ”: Coverage of the Berlin Olympic Games	45
The Muroto Typhoon: Broadcasting in Emergencies	47
School and International Broadcasting Begin	49
“ <i>It Is Not Too Late!</i> ”: The February 26th Incident	52
2 Wartime Broadcasting	56
Television Development Begins	58
“ <i>This Is a News Flash!</i> ”: Outbreak of the Pacific War	61
“ <i>Serving the Country through Broadcasting!</i> ”	64
Broadcasting a Losing War	66
Japan’s War Situation Worsens	68
Tokyo Air Raids and Battle of Okinawa	70
“ <i>Keep Broadcasting!</i> ”: The Atomic Bombing in Hiroshima	72
The Emperor Announces Japan’s Surrender: August 15, 1945	74
3 Toward the Golden Age of Radio	79
Radio in Chaotic Times	82
Broadcasting Strike	84
Liberation of the Microphone	85

Singing, Storytelling, and English Conversation	88
Satire on Radio	91
First Broadcasting Reporters	94
The “Three Radio Laws”	96
Commercial Broadcasters and the “Invasion of NHK Island”	100
Getting Listeners to Move the Dial	104
Airline Disaster and Intensifying News Competition	107
The Portable Tape Recorder “Densuke”	109
Radios Exceed 10 Million	110
Women Fans and Programs for Children	113
Radio Coverage of Natural Disasters	115
Part 2 The Age of Television	119
1 The Advent of a New Medium	125
Promoting the New Medium in Public Places	128
Popular Early TV Programs	130
“I Want To Be a Clam”: Drama Reflecting on War	132
Broadcasting Landmark: The Imperial Wedding Parade	134
Rapid Economic Growth and the Spread of Television	136
Birth of Educational Television	139
“Dawn Over the Mountain” and the Japan Prize	141
2 Television Takes Center Stage	143
Security Treaty Revision: Television and Politics	143
Asanuma Assassination: Death on Television	146
Fireside Chats Japanese-style	148
Expanding the Scope of News Broadcasting	150
Fighting Polio and Crime	152
Documentaries: <i>Japan Unmasked, Non-fiction Theater</i>	154
Travelogue Programs	156
New-style Dramas: Serials and the Taiga Drama	158
The <i>Kohaku</i> Singing Contest	162
Music Programs: From Music Variety to Orchestra Hour	164
The Flowering of <i>Kamigata</i> Comedy	166
Children’s Programs: Puppet Theater and Animation	168
From Radio to Television	170
The Broadcasters Council for Better Programming	173
Impact of Self-regulation and Government Pressure	177

3	The Satellite Era	179
	Kennedy Assassination: First TV Satellite Relay	179
	The Tokyo Olympics and Technical Innovation	180
	Launch of the Asian Broadcasting Union	182
	Vietnam: War on Television	185
	The Emergence of Morning News Programs	189
	Afternoon Talk Show Rivalry	193
	Freedom of News Gathering and the Courts	195
	Human Beings Set Foot on the Moon	197
	Radio in the Television Age	200
4	Establishment of Color Broadcasting	203
	Industrial Pollution: The Scars of Economic Growth	206
	Asama Sanso Incident: Live Relay for Over Ten Hours	208
	News Innovation: <i>NC9</i>	210
	New Electronic Technology Revolutionizes TV News	212
	Panic Buying: The Oil Crisis of 1973	214
	Commercial TV's Response to the Oil Crisis	215
	The Broadcasting Networks: Television-Newspaper Tie-ups	217
	NHK Moves from Uchisaiwaicho to Shibuya	219
	"I Don't Remember": Testimonies in the Lockheed Scandal	220
	Long Documentaries and "Home Dramas"	223
5	Television Comes of Age	228
	Enjoyable Educational Programming	231
	International Popularity: <i>The Silk Road</i> and <i>Oshin</i>	233
	Transformation of TV Viewing Styles	237
	Expansion of FM Broadcasting	239
Part 3 The Multimedia Age		243
1	The Beginning of Satellite Broadcasting	249
	Hi-Vision Broadcasting Begins: The World's First HDTV	253
	From Space Cable Net to Direct Satellite Broadcasting via CS	255
	Deregulation and Legislation for the New Media Age	258
	The Birth of the University of the Air	259
	The Battle of the News Programs	263
	The Crash of JAL Flight 123: Live Relay via Helicopter	266
	War, Land Price, Education: Issue-raising Specials	268
	All-night Live TV and Radio Programs	272
	Disseminating Information from Japan	274

2 Broadcasting in Transition	277
War on TV: Gulf War News	281
Reporting on Politics: Impartiality and Fairness	284
The Ethics of Broadcasters under Fire	288
“Trendy Dramas” and NHK Specials	291
The Kobe Earthquake	295
The Matsumoto Sarin Incident	300
The Tokyo Subway Sarin Gas Attack	302
The TBS Tape Incident: An Ethics Lapse and Murder	303
BRO Established to Deal with Rights Infringements	306
Children and Television: Third-party Monitors	308
The Soaring Costs of Broadcasting Rights	311
Vision for the Digital Era	314
The Beginning of the Digital Era	317

Appendices 323

Chronology	325
NHK’s Broadcasting Stations	341
Presidents of NHK	341
NHK Reception Contracts	342
NHK Operating Revenues	344
Commercial Broadcasters	345
Operating Income of Terrestrial Commercial Broadcasters	346
Commercial Broadcasting Television Networks	348
Presidents of National Association of Commercial Broadcasters in Japan (NAB)	353

Index 354