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Overcoming the Coronavirus Crisis Together: NHK's Action Agenda

The spread of the new coronavirus is having a huge impact on social and economic activity around the world. At the same time, the spread of unreliable information is stoking fear and anxiety. Now, more than ever, NHK, as a public service media organization supported by receiving fees, is fulfilling its mission of delivering services of genuine public benefit. In addition to linear broadcasting, NHK is making full use of the Internet to deliver necessary information anytime, anywhere, by focusing on the following six pillars of action:

1. Deliver accurate information quickly to ensure safety and security.

NHK will leverage its domestic and overseas networks and the expert knowhow that it has accumulated in order to deliver the latest information quickly, comprehensively, and conscientiously. By doing so, NHK will protect the public from unreliable information that is based on mere speculation or factually wrong.

2. Help to minimize adverse effects on social and economic activity.

NHK will deliver detailed information on medical and health issues, on community lifelines in individual regions, and on support measures taken by authorities and other stakeholders. By doing so, NHK will help to minimize adverse effects on social and economic activity and to ensure that all people have equal access to the same information regardless of their locations, their ages, and whether they have disabilities.

3. Increase opportunities for learning and contribute to education for all.

NHK will intensively broadcast various programs for children on its Educational TV channel. NHK will also use its educational website, *NHK for School*, and NHK WORLD-JAPAN services to deliver content tailored for people of different ages and languages. NHK will thereby increase opportunities for learning, while spurring development of new learning methods.

4. Deliver high-quality entertainment, cultural/artistic content to help ease public anxiety.

Given the difficult times, NHK will deliver high-quality dramas, entertainment, sports, and cultural and artistic content to enrich people emotionally and enable them to feel connected. NHK will thereby help to ease public anxiety and help to realize an inclusive society.

5. Contribute to the international community by providing accurate information on Japan.

NHK will provide the international community with the latest accurate information on Japan, including its achievements and challenges in its fight against the virus. NHK will also share information on Japanese and overseas initiatives to tackle the crisis, be they individual or collective. NHK will thereby contribute to efforts to stop the spread of coronavirus infections.

6. Do everything possible to maintain functions for delivering vital broadcast services.

In order to properly play its part as a designated public institution, and deliver the above-mentioned broadcast services at all times, NHK will constantly check and update the anti-infection measures of its staff, broadcasting facilities, and newsgathering sites and do everything possible to maintain functionality.