

Outline of Miyagi Prefecture Earthquake Disaster Recovery Plan (created October 2011)

Basic Principles

- 1 Developing a disaster-resistant and secure community
- 2 Each citizen is a key player in recovery efforts; using all available resources
- 3 Drastic "reconstructing" that does not stop at "restoration"
- 4 Progressive community development that will solve issues in modern society
- 5 Constructing a model outlining steps from catastrophic damage to recovery

Basic Concept

1 Period of plan

The period to achieve full recovery of the disaster-affected region is set at 10 years, with fiscal year 2020 being the target year. The recovery period is broken down into three stages: Restoration, Reconstruction and Development. Goals are set for each stage as follows: restore living infrastructure and public service systems primarily to support people directly affected by the disaster (Restoration); increase support to those suffering from difficulties in livelihood and business recovery as a result of the disaster, and accelerate infrastructure improvement to rebuild the regional economy (Reconstruction); and promote strategic initiatives aimed at future development of Miyagi Prefecture (Development).

2 Key players in recovery efforts

Each prefectural citizen will play an important role in the recovery efforts. It is important for parties from various sectors to work together, fostering bond between each person. The government will build systems to fully support efforts to be carried out by various parties, including the private sector.

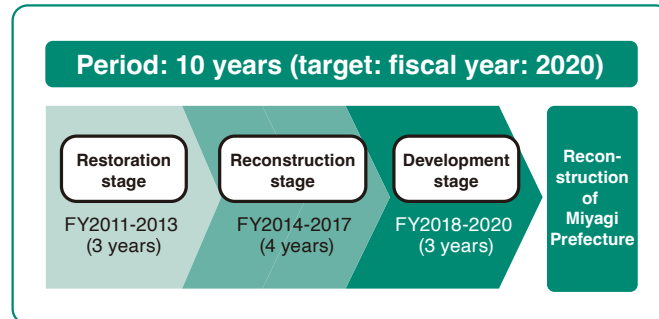
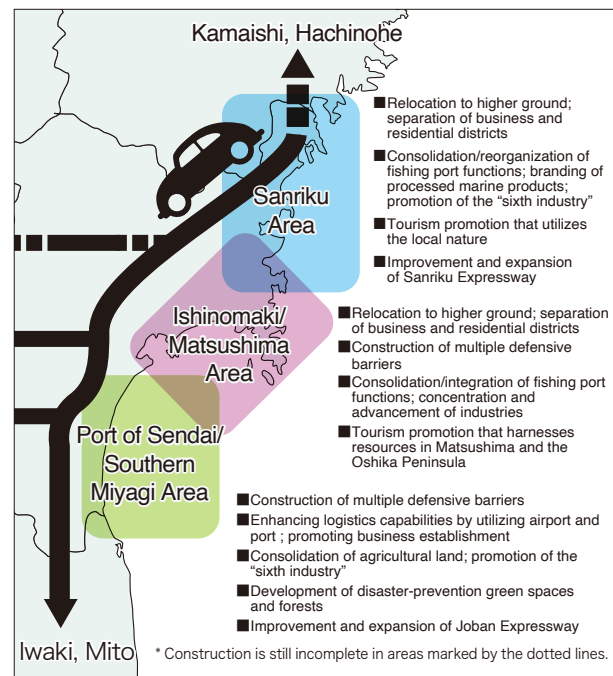
3 Target area

The plan will target the entire prefecture, prioritizing the severely damaged coastal areas.

4 Progress management

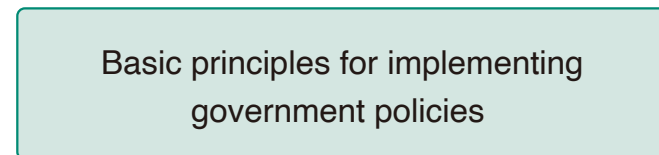
Progress of the plan will be controlled using the PDCA cycle management method, evaluating the progress of each project and reflecting the relevant results in the ongoing efforts. Also, in order to effectively respond to social changes and other circumstances, the plan may be revised as necessary.

Overall picture for recovery of coastal areas and the entire prefecture



Initiatives for the Development Stage

To implement government policies during the three-year Development Stage, the final phase of the recovery plan, four basic principles have been established, as summarized below.



- 1 Miyagi's determination to drive through reconstruction
- 2 Further growth of the local economy
- 3 Realization of a lively Miyagi where everyone can live with peace of mind
- 4 Creating a beautiful and safe living environment



On March 11, 2011, at 2:46 p.m., the Great East Japan Earthquake struck. The magnitude of the earthquake was ultimately 9.0, the largest ever recorded in Japan and the fourth largest in the world. The newspaper industry was no exception to the unprecedented chaos.

The Kahoku Shimpō, which has its head office in Sendai's Aoba Ward, was also hit hard by the tremors, and what was supposed to be an ordinary day turned into an extraordinary one. The equipment needed to produce the newspaper was also damaged, which prevented the company from publishing its own newspaper. In addition, the Kahoku Shimpō was not only a bearer of information but also a victim of the tsunami, as its branch offices were damaged by

the tsunami and the power and water were cut off for days on end.

Nonetheless, it was imperative to convey the disaster, thus compelling the staff to make an urgent effort to report the news. Borrowing equipment from the Niigata Nippo, with which the Kahoku Shimpō had a cooperation agreement in the event of a disaster, an extra edition was issued on the night of the 11th. In the chaotic days that followed with no functioning communications, the Kahoku Shimpō continued to report on the "now" of disaster-affected areas. Now that 10 years have passed since the disaster, one can look back at the news reports of the time.

Publication: Kahoku Shimpō Publishing Co.

Looking back at 3.11 in the newspaper

Ishinomaki City

Published: March 17, 2011

The community which had prospered as a whaling base was a distant shadow of its former self. On the afternoon of the 16th, I entered the Ayukawa Port of Ishinomaki City on the Oshika Peninsula.

Damaged asphalt roads lay haphazardly on the foundations of houses that had been washed away. A buoy that should have been afloat in the ocean was tangled near the top of a barely-standing utility pole.

Looking back at 3.11 in the newspaper

Kesennuma City

Published: March 23, 2011

The Shishiori District, northeast of central Kesennuma City. In addition to the tsunami, a fire that burned for two days has devastated the area.

The tsunami reached as far as National Route 45, 1.5 km from the coast. Then the fire broke out. The fire engulfed the area in front of Shishiori-Karakuwa Station on the JR Ofunato Line. Even now, the smell of something burning permeates the area.

Looking back at 3.11 in the newspaper

Sendai City

Published: March 27, 2011

There are seven factories on the site. Large trucks and containers that were swept in with the tsunami have wedged themselves into the exterior walls, and countless debris and vehicles have drifted into the interiors of every building.

The floodwater reached the first-floor ceiling of the two-story headquarters. All employees on the premises evacuated and were safe, but one female employee out on business died.

