

NIPPON TV HOLDINGS

ANNUAL REPORT 2014

CSR HANDBOOK

For the Year Ended March 31, 2014





Our Responsibility



As a media and content company centered on broadcasting, which has a decidedly public nature, Nippon TV Holdings recognizes the importance of its responsibility to society.

Based on the “four promises” of the CSR Proclamation we formulated in 2013 to mark the 60th year since our start of broadcasting, we are stepping up our efforts to support disaster reconstruction and other global environmental preservation efforts.

Representative Director, President

Yoshio Okubo

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CSR at Nippon TV Holdings

Nippon TV Holdings' CSR Proclamation

The Four Promises

Nippon TV Holdings is a media and content company centered on broadcasting, which has a decidedly public nature. Therefore, we have formulated four promises that we aim to fulfill as

we aggressively promote activities intended to be useful to society through our broadcasting and operations.

For a society filled with smiles

Through trustworthy broadcasts and heartwarming programs and businesses, we will strive to make life bountiful.

For heartwarming culture and well-being

By increasing the opportunities to come into contact with various types of culture and arts, we will strive to foster welfare that is considerate and offers peace of mind.

For a life-supporting environment

By protecting our irreplaceable world, we will strive to pass on a good living environment for future generations.

For a future where dreams come true

As a leader in the broadcasting industry, we consistently strive to develop technologies, provide new experiences and build a future where dreams come true.

Signing the UN Global Compact

Nippon TV signed the UN Global Compact (UNGC) in January 2011. Formally launched by UN Headquarters in July 2000, the UNGC was first announced by then Secretary-General Kofi Annan in a speech to The World Economic Forum in January 1999 at a conference in Davos, Switzerland, in which he expressed the importance of meeting the needs of people who are in weak positions and addressing issues that concern the world's future. Among the companies and organizations that are signatories to the UNGC, corporate top management pledges to uphold 10 principles related to the protection of human rights, the elimination of unjust labor practices, environmental responsiveness and the prevention of corruption and to conduct corporate activities to achieve these aims. More than 12,000 organizations (including more than 8,000 companies) in 145 countries are included as signatories on the UN's official website.

Since the creation of the Nippon TV Eco Committee, we have taken a companywide approach toward environmental protection activities. Since 2005, we have conducted an eco-campaign in conjunction with the United Nations World Environment Day on June 5. As part of this weeklong campaign of television programs and events, we air *24-Hour Television*, a charity program, and conduct lessons through school visitations called "Nippon TV Forum External Class Terekoya," targeting elementary through high school students. In line with our signing of the UNGC, we will step up activities such as these as we work to raise the level of trust in Nippon TV as a global company, from people overseas as well as those in Japan.



FTSE4Good

For 11 consecutive years, Nippon TV has been selected as a member of the FTSE4Good Index series of environmental sustainability indices, provided by FTSE International Limited of the United Kingdom.



Network Japan
WE SUPPORT



Nippon TV Holdings' Original Social Contribution Activities

24-Hour Television: "Love Saves the Earth"



24-Hour Television

This year marked the 37th annual broadcast of this long-running charity program since its inception in 1978. The program is designed to maximize the media power of television to contribute to welfare activities in Japan and overseas and to

communicate the importance of support.

The theme of this year's program, which was broadcast August 30–31, was "Small Miracles, Mighty Miracles." Donations collected from numerous viewers were used in their entirety—without any deductions to defray costs—to support works in the three areas of welfare support activities, activities to support environmental preservation and activities to support disaster recovery through the 24-Hour Television Charity Committee. The committee comprises 31 commercial television broadcasters throughout Japan. During the one-year period (from October 1, 2013, to September 30, 2014), 24-Hour Television collected ¥936,955,640. These contributions brought the cumulative total for the 37 years from 1978 through 2014 to ¥34,810,592,095.

Welfare Support Activities

Donating Special Vehicles for Public Service Activities

Donating special vehicles for public service activities is an ongoing activity that started from the first 24-Hour Television broadcast. As of October 1, 2014, we had contributed to welfare and other institutions a total of 9,918 vehicles, ranging in purpose from vehicles that help people bathe to lift-equipped buses and electrical wheelchairs. Each year, we conduct a campaign status survey to confirm whether special vehicles we donated are being used effectively. The 24-Hour Television Charity Committee also has in place a system to monitor the use of these vehicles from the time of their donation through to the end of their useful life to ensure that they are being used as intended. Once welfare vehicles reach the end of their useful life, an application must be filed to indicate their disuse. After the vehicles are scrapped and disassembled, their parts are reused as components for other special vehicles or recycled into

their constituent aluminum and steel materials.



Welfare vehicles



Individual contributions (donations)



24-Hour Television Charity Committee*
The 31 commercial television broadcasters throughout Japan broadcasting 24-Hour Television

Welfare support activities

Support for the elderly and people with disabilities

Activities to support environmental preservation

Support for environmental preservation

Activities to support disaster recovery

Disaster-relief support

* The 24-Hour Television Charity Committee received public interest certification by the Japanese Cabinet Office on December 1, 2013, thereby becoming a public interest incorporated association. The association received certification for new social contribution activities in areas of support, including patients with intractable diseases, information security for people with disabilities (people with visual disabilities) and sports for people with disabilities.

Supporting Information Security for People with Disabilities

The *24-Hour Television* Charity Committee supports the popularization of “sound codes,” which are being promoted by the Ministry of Health, Labour and Welfare. Designed for people with visual disabilities, sound codes capture around 800 letters worth of information in a two-dimensional space the size of a postage stamp and specialized bar codes also used for some old age pension-related paperwork in Japan. People with visual disabilities can use special reading devices to listen to the personal information contained in these codes.

Municipalities throughout Japan are asking for mobile phones with the functionality to read out sound codes, as well as software to create them. In response, we have donated 890 sets of reading devices and 13,000 licenses for sound code creation software.

Supporting Patients with Intractable Diseases

More than 200,000 children throughout Japan suffer from intractable and severe diseases. For these children, traveling is complicated by the fact that many lodging facilities are unable to cater to their special needs. To address this situation, Nanbyonet, an NPO with a nationwide network for supporting children with intractable diseases, is building special lodges where children with intractable diseases and their families can stay without worry. Named Aozora Kyowakoku (“Commonwealth of the Blue Skies”), the first such lodge was completed in March 2014 in the town of Hakushu, in Hokuto, Yamanashi Prefecture.

The *24-Hour Television* Charity Committee donated the solar-powered eco-system that converts sunlight into electricity and supplies hot water for the lodge. Nanbyonet plans to eventually increase its number of lodges to six, and *24-Hour Television* expects to continue extending its support.

(Specialized bathing facilities are currently under construction.)



Donating a solar-powered generator and hot water supply system in the town of Hakushu, in Hokuto, Yamanashi Prefecture

Helping People with Disabilities Participate in Sports

As prosthetic legs for use in sporting activities are designated as leisure items, the Japanese government does not provide financial assistance toward their purchase; the individual must bear the entire payment burden for such prosthetics. As a result, people with disabilities cannot easily take part in sports. To address this situation, the *24-Hour Television* Charity Committee is helping to provide prosthetic legs for sports with the aim of giving more people with disabilities the opportunity to take part in sports.

The Paralympic Games are followed less widely in Japan than in Europe, but this trend is likely to change somewhat in 2020, when Tokyo hosts the Olympic and Paralympic games. By providing support for athletes with disabilities, we aim to contribute to the success of the upcoming Olympic Games.



Prosthetic legs for sports

Encouraging the Popularization of Assistance Dogs for People with Disabilities

Since the Act on Assistance Dogs for Physically Disabled Persons went into effect in Japan in 2002, various facilities have worked to accommodate assistance dogs. Via the *24-Hour Television* Charity Committee, since 2003 we have published and distributed widely a guidebook, DVD and posters for people who are seeking accurate knowledge and understanding of assistance dogs, including seeing-eye dogs, service dogs and hearing-assistance dogs.

In November 2013, we produced a new educational DVD and quiz book about assistance dogs. The DVD highlights footage showing how assistance dogs are integral to the lives of people with disabilities, while the accompanying pamphlet introduces the work of assistance dogs in a quiz format. Both the DVD and the booklet are distributed to municipalities throughout Japan to people in charge of welfare for people with disabilities, as well as to social welfare councils, organizations that train assistance dogs and veterinarians associated with the Japan Small Animal Veterinary Association.



Assistance dog DVD and quiz book

Activities to Support Environmental Preservation

Despite being only one of the myriad living organisms inhabiting the earth, humans are placing a major burden on the environment in pursuit of their own convenience and have themselves become the source of environmental problems. To address the question of what people can do now to address the problems humankind faces, the *24-Hour Television* Charity Committee conducts activities to support environmental preservation, aiming to live in closer harmony with nature.

Through this program, we support cleanup activities around Japan's waterfront and mountain areas, as well as environmental conservation and educational initiatives. During the 10 years through 2014, 74,719 people volunteered for cleanup activities that resulted in the recovery of some 615 tons of garbage. In this manner, we aim to raise environmental awareness and leverage our media strength to foster wider environmental activities.



Saitama Midori-no-mori Nature Park Project

Activities to Support Disaster Recovery

Supporting Recovery in the Regions Affected by the Great East Japan Earthquake

The *24-Hour Television* Charity Committee is involved in a host of recovery efforts that closely address the needs of people in the Iwate, Miyagi and Fukushima prefectures—areas that sustained major damage from the Great East Japan Earthquake.

CASE 1 Iwate Prefecture

Supporting the Fishery Industry through Adboat Japan's Efforts on 114 Fishing Vessels, Including Ofunato
Many harbor towns rely on the fishing industry, which was damaged when fishing boats and nets were lost to the tsunami. Adboat Japan seeks to provide assistance to affected fisherman by emblazoning corporate ads on fishing boats. The *24-Hour Television* Charity Committee assisted the fishery industry in affected coastal regions through the ad placement of a globe, the committee's symbol.



Fishing vessel bearing the committee's globe marking

CASE 2 Miyagi Prefecture

Donating Solar Lighting for Temporary Housing in the Town of Minami Sanriku
In the town of Minami Sanriku, which was severely damaged in the tsunami, the darkened parking lots in temporary housing areas meant that residents were unable to locate their own vehicles at night. To enable residents to walk more easily at night, the town of Minami Sanriku installed lighting at 58 locations around parking lots and walkways around temporary housing. The *24-Hour Television* Charity Committee installed solar lighting at 30 locations, covering all parking lots for temporary housing.

CASE 3 Fukushima Prefecture

Donating Stoves, Generators and Other Equipment at 11 Welfare Evacuation Shelters
Welfare evacuation shelters provide special assistance for people who require care, such as the elderly and people with disabilities who are unable to live in the general evacuation shelters provided in the event of an emergency. Special nursing homes for the elderly and other barrier-free institutions may operate as welfare evacuation shelters after being so designated by the local authorities. The *24-Hour Television* Charity Committee contributed to these shelters by donating stoves, generators and other equipment.

Providing Emergency Assistance for Natural Disasters

Nippon TV provides emergency assistance funding and supplies to areas in Japan and other parts of the world affected by large-scale natural disasters, such as typhoons and floods.

Date	Disaster Condition Assisted	Recipient	Amount Donated (Yen)
October 2013	Damage in Shiga Prefecture due to heavy rainfall accompanying Typhoon No. 18	Shiga Prefecture	5,000,000
October 2013	Damage in Fukui Prefecture due to heavy rainfall accompanying Typhoon No. 18	Fukui Prefecture	5,000,000
November 2013	Mudslide in Oshima, Tokyo, due to Typhoon No. 26	Oshima, Tokyo	5,000,000
December 2013	Flood damage in the Philippines due to Typhoon No. 30	Japanese Red Cross Society	10,000,000
March 2014	Damage to agriculture in Yamanashi Prefecture due to heavy snow	Yamanashi Prefecture	5,000,000
May 2014	Microcar equipped with loading ramp provided to town of Oshima to address damage due to Typhoon No. 26	Oshima Social Welfare Council	1,893,150
August 2014	Damage in Yamagata Prefecture due to heavy rainfall accompanying Typhoon No. 8	Yamagata Branch, Japanese Red Cross Society	5,000,000
August 2014	Damage in Kochi Prefecture due to heavy rainfall accompanying typhoon Nos. 11 and 12	Kochi Prefecture	5,000,000
August 2014	Damage in Tokushima Prefecture due to heavy rainfall accompanying Typhoon No. 11	Tokushima Prefecture	5,000,000
September 2014	Damage due to heavy rainfall in Hyogo Prefecture	Hyogo Branch, Japanese Red Cross Society	5,000,000
September 2014	Damage due to heavy rainfall in Kyoto Prefecture	Kyoto Branch, Japanese Red Cross Society	5,000,000
September 2014	Damage due to landslide in the city of Hiroshima	City of Hiroshima	10,000,000
Total:			66,893,150

7 Days Challenge TV: Contributing Together to the Future

The Nippon TV Group develops a host of ecological plans and environmental conservation initiatives that leverage television and events to leave behind a world of promise to future generations. Each year since 2003, we have conducted an eco-campaign in June in conjunction with the United Nations World Environment Day on June 5. In 2013, we began staging a large-scale special event named *7 Days Challenge TV: Contributing Together to the Future*. From April 29 through May 6, 2014, we ran programs on contiguous weekday slots, information programs on Saturday and Sunday, and a special program during Golden Time themed “ensuring a happy future for children.” Over the course of that week, we sought to propose—in a fun and easy-to-understand way—methods whereby children and adults can work together toward a bright future.

We plan to continue future contribution project efforts such as these that contribute to society in a manner in which a television broadcaster is uniquely capable, communicating their progress via television programs.



7 Days Challenge TV

CASE 1

ZIP! Big Adventure Calls on Parents Working Overseas! ZIP! Embassy for the Youth of the Future

ZIP! sought to help children experience the new values and diversity needed in an increasingly global future by having them travel abroad. The program showed children making new acquaintances, experiencing new cultures and communicating their reactions at the moment they came into contact with something they had never before experienced. At the same time, through the work undertaken by the parents of the children who appear on the program, we showed how Japanese companies contribute to the world, providing a realistic picture of how these corporations support global industry.

CASE 2

Sukkirii!! Educational Special, Report Update on Education in the World's Schools

Shown over a six-day period, *Sukkirii!!* focused on global educational methods not found in Japan. By introducing educational approaches found in countries around the world that are altogether different from those experienced in Japan, the program explored how we can assist children as they look to the future.

In this program, we visited various types of schools and introduced the issues that they face. For example, one school in India provides nine years of education free of charge to children from 17 nearby villages. We looked at the current state of education in India and the children's lives to see what learning meant to them. In Denmark, we looked at the *Efterskole* system, whereby children take a year off after completing their unified junior and middle school education and before entering high school to live for an entire year at dormitories and concentrate on life skills and personal development. In the Netherlands, we looked into actual classes under the *Jenaplan* method of education, an extremely self-directed style that at first glance seems to provide too much freedom.

CASE 3

NEWS ZERO: What We Can Do to Make the Future More Enjoyable for Children

In conjunction with Future Contribution Week, *NEWS ZERO* considered contributions to the future by asking the question of what we can do now for the future of children.

- (1) Looking to Our Children's Future: Building a bridge to the future through traditional crafts
- (2) Looking to Our Children's Future: Using Japanese technology to provide clean water to children in the world's poorest countries
- (3) Looking to Our Children's Future: Protecting children's safety with ideas
- (4) Looking to Our Children's Future: Cultivating future medalists
- (5) Looking to Our Children's Future: Capturing the power of art to bring smiles to the faces of sick children



Nippon TV Holdings' Original Social Contribution Activities

PEOPLE MAGNET TV PROJECT

"Introducing groundbreaking social contribution initiatives, connecting these (MAGNET), and generating new ideas to resolve problems" are the objectives of the PEOPLE MAGNET TV PROJECT, a plan linking a television program and website. In addition to Nippon TV, initial project members include Dentsu Inc. and TABLE FOR TWO International, an NPO.

The website aims to reshape the public's concept of the words "social contribution" to encompass the ideas that "ideas change the world" and "social contribution is cool." Using news, photos and videos related to social contribution, the site aims to enhance readers' understanding and willingness to participate. By connecting organizations and individuals in a variety of categories, including the preservation of nature and regional invigoration, the site is designed to propose new values about the possibilities and future of social contributions.

The third television broadcast, which aired on September 27, 2014, introduced ideas for social contribution activities posed by celebrities and artists in attendance, as well as multiple projects being undertaken in connection with the program to address the issues society faces.

Going forward, we intend take this sort of approach to generate new value by making connections between things, people and ideas, building a "connection portal" for social contribution.



Public website <http://pmtv.jp/>

Nippon TV Experience Classroom

In 2007, we began using broadcasting equipment and relay vehicles in our Nippon TV Experience Classroom, which is designed to provide



opportunities to enhance media literacy. We have held such classes 40 times to date, attended by a total of 4,200 elementary and junior high school students.

In this classroom, technical staff members who are at the forefront of program production interact with children who have expressed an interest in learning more about television. Nippon TV employees teach them how programs are produced, explain relay broadcasting and share the magic behind how television programs reach viewers in the blink of an eye.

Children watch technical staff demonstrate camera techniques and voice-mixing technologies. Participants then have the chance to operate cameras themselves and experience program production as they ride on relay vehicles and come into contact with real voice mixers and editing machines. Following on our 2013 "experience classroom" in Miyagi Prefecture, in 2014 we conducted the program in the earthquake-affected area of Iwate Prefecture.

Nippon TV Forum External Class Terekoya

Once a year, we conduct the Nippon TV Forum, where viewers can communicate directly with program producers and learn

more about the world of television. In 2010, we extended this idea further with the introduction of External Class Terekoya, an outreach class designed to enhance media literacy.

"Media literacy" is the ability to take in and communicate television and other media. Under this program, producers, directors, announcers and photographers who are intimately involved with production visit schools to provide television-related lectures that include demonstrations and other learning aids. Schools position these courses as social studies, language and career education opportunities.

As a new initiative in fiscal 2014, we had some 130 fifth-year municipal elementary school students in the city of Chiba create and demonstrate a program based on their studies of the community where they live.

Yomihito Shirazu Workshops

Under the Yomihito Shirazu program, announcers and newscasters from Nippon TV and network stations visited schools, temporary housing and other meeting places in areas affected by the Great East Japan Earthquake, holding workshop and other activities focused on the Japanese language. Since August 2011, we have planned workshops and conducted activities depending on regional and participants' needs, sometimes including elocution, tongue-twisters, reading aloud and picture-story shows.

In the fiscal year ended March 31, 2013, we conducted a project in the village of Iitate, Fukushima Prefecture. Children in the village's elementary school were provided with tablet computers that they used to record their school year in a "moving graduation album." In the fiscal year ending March 31,

2014, we began conducting a similar recording project over a three-year period targeting Iitate's junior high school students.

We plan to continue with Yomihito Shirazu social contribution activities such as these that are uniquely suited to us as a television broadcaster.

Mother and Child Initiative (*mama mo como*)

Aiming to provide information that helps to maintain family harmony, employee volunteers from Nippon TV and other Group companies gathered together to start the Mother and Child Initiative in January 2010. Activities include preparing event spaces where children and their families can play and learn at the same time, rooms for mothers to nurse their infants and places to enjoy an announcer reading from children's picture books. As a new initiative, we brought in artists employed by Nippon Television Art to hold a "facial mimicry drawing class" for children. We also held a flea market where we sold disused children's uniforms that had been gathered within the company, donating the proceeds to 24-Hour Television. Under this initiative, we also continue to disseminate information via our website, providing members with information with titles such as "Things Learned from Children and Their Lives" and "Working Mothers Alternate between Joy and Grief."



mama mo como Television

Aimed at bringing joy to families raising children, *mama mo como* Television mainly targets the mothers and fathers who are raising children, aiming to make their child-rearing days more enjoyable and meaningful. The program is designed to provide useful information that will help parents extend their children's limitless horizons.

In the "Children's BAR" we elicited children's true thoughts by asking questions on such themes as "What sort of person might you marry?" and "Secrets from Mom." Some of their answers can be surprising to adults. The *eigo mo como* section, which uses songs to teach English that can be used immediately, teaches children to sing songs with a different theme each day: English for the table, English to use in the park, and so on. Another section of the program introduces foods that children can help prepare, featuring high-end chefs such as patisserie chef Toshi Yoroizuka and Hiroshi Modeki, of the restaurant Taimaiken. Charismatic housewives including Ms. Miki also introduce simple idea recipes. Using such approaches, the program offers information on child-rearing every weekday.

In addition, through a program-based site and other web extensions, we actively provide opportunities for child-rearing families to exchange information and hold events at least once every month. Through *mama mo como* Television,



we provide families with a chance to learn about and enjoy the process of child-rearing.

Among other activities, JoinTown is making use of the JoinTV social audience television Nippon TV developed in Tokushima Prefecture for disaster response and elderly assistance operations. Separately, we are leveraging the strong relationship we built with the Louvre Museum when assisting in the restoration of the *Mona Lisa* and *Venus de Milo* to also assist in restoring the area surrounding the *Winged Victory of Samothrace*. These masterpieces are considered the museum's three major "crown jewels."



JoinTown website: <http://www.jointown.jp/>



Environmental Activities

As a corporate media leader, we have a strong awareness of our responsibility to society. Accordingly, we are aggressively developing Nittele Eco, our environmental preservation initiative. This involves making a broad appeal for environmental conservation through our programs and events as well as reducing the environmental impact from our business activities. We will continue to promote these and other efforts to protect our beautiful planet.

Nippon TV Environmental Policy

Serve as a Source of Information

Through its programming and various events, Nippon TV will spread the importance of environmental protection to the general public, which will fulfill our social responsibility as a media company and serve as our contribution toward preserving the environment.

Establish and Continuously Improve the Environmental Management System

Nippon TV established an appropriate environmental management system as part of its corporate activities, promoting the reuse of natural resources and energy as well as reducing waste and encouraging recycling. We will do our utmost to maintain our ongoing efforts and to prevent pollution.

Comply with and Implement Social Responsibility

We will uphold environmental laws/regulations and any other requirements while fulfilling our social responsibility.

Achieve Our Environmental Policy Objectives

- Establish our environmental purposes and goal, and work towards achieving our environmental policy.
- Ensure that all employees thoroughly familiarize themselves with the environmental policy and unite as a company toward implementation.
- Make this environmental policy publicly and widely known as well as attempt to conserve the environment while communicating with the local community.



Social Activities

Corporate Ethics

Having established a Compliance Committee in December 2003, Nippon TV strives to promote compliance and highly transparent corporate activities. In June 2004, we established a Compliance and Standards Office, strengthened our operational audit system and, on July 1 of that same year, formulated and put into effect The Nippon TV Compliance Charter. The Compliance Charter defines basic internal standards that must be observed by all Nippon TV directors, executive officers and employees. The Nippon TV Group pledges to observe the Compliance Charter and strives to ensure that all Nippon TV directors, executive officers and employees read, understand and observe all standards contained therein.

Human Resource Development

Nippon TV believes the further enrichment of content is indispensable for the continuation of a broadcast station supported by many people.

People are the driving force behind our content creation capabilities. Nippon TV strives to foster a working environment where employees can maximize their potential by hiring and employing a diverse array of talented new graduates and experienced mid-career personnel. We have also introduced an employee evaluation system to provide a fair assessment of job performance, as well as career design and job request systems to ensure appropriate employee training.

In August 2003, we revised our salary system from one based on age and job seniority to a performance-based structure focused on employee achievements.

Through a “cafeteria-style” welfare system, we enable personnel to select from a menu of measures that target self-development and are designed to help them achieve enjoyable lifestyles. In our view, this approach is a way to truly build corporate value.



Nippon Television Kobato Cultural Foundation

In 1974, we established the NTV “Dove of Love” Public Welfare Foundation to support people with seeing and hearing disabilities that rendered them unable to enjoy television. The Nippon Television Network Cultural Foundation was set up in 1976 for the promotion, interaction and advancement of culture in areas inaccessible via television. On April 2, 2012, we merged the two entities into the Nippon Television Kobato Cultural Foundation with the aim of promoting financial and operational efficiency and generating synergy between the two entities. The foundation’s principal activities are outlined below.



Sign language school

Sign language classes are conducted in Kojimachi, located in Tokyo’s Chiyoda-ku, every Saturday for roughly 100 students in the hope that sign language will become more widely used.



Sign language newscasts

We provide sign-language interpretation on our nationwide Sunday news program, *NNN News Sunday*.



Distributing Braille calendars

Each year we produce and distribute photo Braille calendars with free of charge throughout Japan to people with visual disabilities. These calendars have such information as the year, month, day and holidays indicated in Braille.



Kotoba no Terakoya Haiku workshops for Junior High School Students through Adults

We hold haiku workshops every second Saturday for attendees ranging in age from junior high school students through adults. Through haiku verse, we foster an appreciation for and proficiency in the Japanese language and encourage participants to enjoy scenery in each of the four seasons.



Concert featuring memorable verses

This is a concert that centers on lyric verse and children’s rhymes, set to music and describing the beauty of nature and family ties, among other topics. Our goal is for the singers who participate in this concert each year to share songs about the beauty of Japan and human warmth.



This environmentally considerate publication is printed using materials compliant with green standards at a factory certified for green printing.

http://www.ntv.co.jp/eco/ntvcsr_en/