The YouTube channel “Abroad in Japan” is operated by Chris Broad. After moving to Japan in 2012 as a high school English teacher, he fell in love with the beautiful scenery and peaceful lifestyle of Sakata City, in rural Yamagata Prefecture. Having long dreamed of becoming a filmmaker, Broad began regularly posting YouTube videos from this land. “At the time, not many foreigners were introducing videos on Japan, so it was a great chance for me,” Shari

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As a documentary showing the disaster-affected areas, the videos have resonated profoundly with his viewers. “Although there are lots of misconceptions about Fukushima, I found almost everywhere in the prefecture to be safe, with people energetically rebuilding their lives. When I reviewed the footage I took in Miyagi, I was struck by the powerful, unbreakable bonds that people have formed with their hometowns. Even having suffered tremendous losses, they all love their hometowns, and strive to build their future there. I wanted to tell the real stories of the cheerfulness of the people in the disaster-affected areas, their forward-looking attitude, and the way they have encouraged each other.”

There is more to Japan than just Tokyo. Shedding light on the stories of people living in other corners of the country is what Broad is all about. An unknown Japan, witnessed through the medium of YouTube and presented through Broad’s powerful communication skills, is now attracting new interest from viewers worldwide.

Top: A guided tour of Enoshima Castle in Kanagawa Prefecture, visiting a shrine. Upper Right: Broad traveled across the Shimanami Kaido, which links small islands in the Seto Inland Sea, by bicycle. Right: Broad enjoying yakitori, his favorite Japanese food, at a morning market in Aomori Prefecture.

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