



# ADRC Highlights Vol.37

## Asian Disaster Reduction Center Biweekly News

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### ➤ Visiting Researcher Report

#### □ Media's Role for Disaster Management ~Learned from the visit to NHK~



NHK broadcast studio for disaster information

NHK, the non-government broadcasting service in Japan plays a vital role in Disaster Management for public education, early warning, and evacuation, this means before and during disasters. Visiting NHK provided a better understanding of the role the media in disaster management.

NHK provide extensive coverage of natural disasters reflecting great public interest and concern. It has significantly improved the level and sophistication of its pre-and-post disaster coverage by using technology and consulting technical experts better able to describe the causes and mitigation of disasters. The communication technology is so advanced that NHK provide real time information of the event, for instance, witnessing a live volcanic eruption by the live cameras or tracking back the registered earthquake intensity scale by the skip back recorder, and giving timely and accurate warning by seismographic machines in 70 observation points.

Apart from the technology, NHK also trains its staff on how to react to and report on disasters. Drills on disaster reporting and reacting to disasters staff are performed annually with over 1000. In times of disasters the public depend on the media for information and direction, therefore the staff are trained to report accurately in order to keep the public calm and avoid panic.

The visit was very fruitful because when talking about disaster reduction through public awareness, the media becomes the center for information sharing and dissemination not only in emergencies but also in preparation for natural calamities. NHK has set a very good example for media in other countries particularly the Asian countries. Therefore, media in other countries should try to cooperate with NHK to promoting effective and accurate reporting. With such great effort of NHK for the people of Japan and the world, it is hoped that the world will be shifted from a disaster prone area to a peaceful one where people can live in harmony with nature.

(Philomena Miria, Training Officer, National Disaster Management Office, Dept. of Provincial & Local Government Affairs, PNG)

#### □ Fruitful Stay in ADRC for 6 Months

Given the massive scale of the year 2000 floods, it is imperative that the Cambodia National Committee for Disaster Management (NCDM) should continue build up their capacities for the management of future disasters. This has been responded quickly through the support of the ADRC under the Visiting Researcher Programme. With respect to this programme, I, Visiting Researcher from Cambodia, had the chance to strengthen my capacity in terms of disaster management for a period of six months at ADRC.

Based on advanced technology the ADRC has accumulated and disseminated numerous disaster management and disaster reduction related information in its web site. Both the ADRC Web site and the Internet GIS "VENTEN" provided me with enough disaster

management information needed for the research. The knowledge and skills got from the presentation conducted at ADRC by the ADRC Director and some senior researchers and those got from the participation in the International Symposium on Internet GIS Disaster Information complemented the already gained ones.

Besides the activities in the office, I had the opportunities to visit a lot of government offices and organizations where I met interesting people whom I could discuss appropriate disaster countermeasures and disaster prevention planning. Correspondingly, the visits to see various disaster prevention facilities at the previous disaster affected areas surely enable me to bridge the theory to the practice.

I am quite confident that the knowledge and skills that I gained from my six months' research in ADRC are immense and immeasurable. They will help me:

- ◆ To modify the NCDM existing curricula to make the participants more active in the training activities such as the inclusion of the newly learned the trainer's training for community prevention awareness, public awareness programme, etc
- ◆ To formulate suitable project proposal to support the training course planned for the ten more disaster prone provinces and a five-year plan (through the implementation of this plan NCDM envisions that it will continue to consolidate its coordinating role with respect to disaster management).



Mapping for disaster reduction (trainer's training)

Finally, I think that ADRC Visiting Researcher programme can be regarded as one of the products of great benefit to bolster the NCDM capacities in dealing with disasters in the future. The great achievements from this program have been made possible by experts, professionals and staff of ADRC. It is with heartfelt gratitude that I would like to thank the staff of ADRC for their kind and generous support they provided during my stay here in Kobe, Japan. All the warm friendship and working environment made life more comfortable for me.

(So Ban Heang, Secretary of the Scientific and Technical Committee, General Secretariat, National Committee for Disaster Management, Cambodia)

### ➤ ADRC Staff Profiles No.10

#### □ Ms. Sonoko Tanaka, Administrator



Two and a half years have passed since I joined ADRC as a staff of administration.

After graduating university, I found work at the trading company so that I could relate to Asian countries. After completing 7 years duty in Bangkok and Hong Kong, I came back to Kobe. I still cannot adapt myself to New

Kobe where it is completely changed by the damage of Great Hanshin-Awaji Earthquake, however, I want to make a contribution to my hometown, of course to Asian countries.

If you have comments or needs for this Newsletter, please write to ADRC in the right box.

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