

7. Public Relations Activities

In order to enhance its visibility as an information center, to establish and maintain cooperative relationships with as many organizations as possible, and to contribute further to international efforts for disaster reduction, the ADRC has been using the mass media to conduct its public relations campaigns extensively, while actively involved in international conferences, lectures and symposia.

7-1. Promotion through the Mass Media

The ADRC has been making active efforts to attract TV, radio, newspapers, and media coverage to publicize its activities not only to disaster reduction practitioners but also to the general public. As a result, the ADRC has had extensive media coverage, which reflects a strong interest in disaster reduction in the country.

Table 7-1-1 TV/Radio Coverage

Media	Date	TV/Radio Station	Description
TV	May. 30, 2006	NHK	News feature story "ADRC dispatched staffs to Java, Indonesia."
TV	May. 30, 2006	NHK	News feature story "3 rd Public Symposium on Post Disaster Recovery was held in Kobe."
TV	May. 30, 2006	NHK	News feature story "Introduction of International Recovery Platform (IRP)."
TV	May. 31, 2006	NHK SUN-TV	News feature story "3 rd Public Symposium on Post Disaster Recovery was held in Kobe."
Radio	Oct. 17, 2006	Yamaguchi broadcasting	Mr.Suzuki appeared on Radio "Disaster of Asia and Activities of ADRC"
TV	Jan. 15, 2007	NHK SUN-TV	News feature story "International Forum on Tsunami and Earthquake was held in Kobe."
TV	Jan. 16, 2007	NHK	News feature story "International Forum on Tsunami and Earthquake was closed and Kobe communiqué was released in Kobe."
TV	Jan. 30, 2007	NHK	News feature story "ADRC and JAXA announced the launch of "Sentinel Asia"
TV	Feb. 19, 2007	NHK, Nagasaki- International-TV	Trainees of JICA seminar "Disaster management II and Disaster Management and Preparedness in Southeast European Countries" visited Shimabara, Unzen, learned Disaster Reduction and Recovery.

Table7-1-2 Newspaper and Magazine Coverage

Date	Name	Features
Apr. 21, 2006	Daily Mirror(Sri Lanka)	Japan grants to train personnel in disaster management.
Apr. 21, 2006	THE ISLAND(Sri Lanka)	Workshop on Community -based Disaster Management in Galle district with Japanese assistance.
May. 9, 2006	Kobe Shimbun	The Article of the interview with Mr.Suzuki, new Executive Director of ADRC
May. 16, 2006	Kobe Shimbun	The first NGO regional meeting was held in Kobe, organized by ADRC,etc.
May. 17, 2006	Kobe Shimbun	The first NGO regional meeting was held in Kobe, organized by ADRC,etc. The Asian Disaster Reduction and Response Network regional meeting will be held in Thailand in the middle part of next month.
	Mainichi Shimbun	The first NGO regional meeting was held in Kobe, organized by ADRC,etc. The Asian Disaster Reduction and Response Network regional meeting will be held in Thailand in the middle part of next month.
May. 19, 2006	Yomiuri Shimbun	ADRC held the first NGO regional meeting in Kobe.
May. 29, 2006	Kobe Shimbun	ADRC will dispatch an assessment team to Java on May 30.
	Mainichi Shimbun	ADRC will dispatch an assessment team to Java on May 30.
May. 30, 2006	Kobe Shinbun	ADRC will dispatch 3 staffs to Java on May 30 and June 1.
	Asahi Shimbun	ADRC has dispatched 3 staffs as an assessment team to Java from May 30 to June 4. Mr.Murata, Senior Expert of IRP told Reconstruction of the retrofitted houses is needed for recovery.
May. 31, 2006	Kobe Shimbun	3 rd Public Symposium on Post Disaster Recovery was held in Kobe, organized by IRP.
	Yomiuri Shimbun	3 rd Public Symposium on Post Disaster Recovery was held in Kobe, organized by IRP.
	Asahi Shimbun	3 rd Public Symposium on Post Disaster Recovery was held in Kobe, organized by IRP.
	Mainichi Shimbun	3 rd Public Symposium on Post Disaster Recovery was held in Kobe, organized by IRP.
	Mainichi Shimbun	ADRC has dispatched 3 staffs as an Assessment team to Java from May 30 to June 4.
Jun.6, 2006	Kobe Shinbun	ADRC held the meeting on the report of the Assessment team for Java in Kobe. Support for Retrofitting of buildings is needed.
	Yomiuri Shimbun	ADRC held the meeting on the report of the Assessment team for Java in Kobe. Support for Retrofitting of buildings is needed.
	Asahi Shimbun	ADRC and IRP held the meeting on the report of the Assessment team for Java in Kobe. Support for Retrofitting of buildings is needed.
Jun.11, 2006	Mainichi Shimbun	ADRC held the meeting on the report of the Assessment team for Java in Kobe. ADRC cooperates in the improvement of the abilities of disaster prevention.

Jun.25, 2006	Kobe Shinbun	Mr.Murata told his experience in the article “Izoku ga kata ru”, Hope to make use of the lesson from the great earthquake
Jul.2, 2006	Mainichi Shimbun	Introduction of ADRC in“Bousai Koushien”
Jul.3, 2006	Yomiuri Shimbun	The comment of Mr.Arakida, of ADRC in the article “1month after Earthquake in Java Indonesia”
Jul.18, 2006	Kobe Shinbun	The organizations of disaster Reduction in Kobe start to support for the devastated area from Java.
Jul.22, 2006	Kobe Shinbun	ADRC dispatched staffs to the devastated area from Java.
	Yomiuri Shimbun	ADRC will start the use of satellites system in Oct. this year.
Aug.4, 2006	Kobe Shinbun	The meeting on the report of the survey on the South Java Tsunami was held by ADRC.
	Mainichi Shimbun	The meeting on the report of the survey on the South Java Tsunami was held by ADRC.
Aug.24, 2006	Kobe Shinbun Asahi Shimbun Yomiuri Shimbun Mainichi Shimbun	International Forum on Tsunami and Earthquake will be held in Kobe in Jun. Next Year. Mr. Clinton, Former U.S. Presidents will be invited to the forum.
Oct.17, 2006	Asahi Shimbun	The translation of “Inamurano Hi” was introduced in the feature article on the devastated area from the Sumatra off shore Earthquake
Oct.17, 2006	Yomiuri Shimbun	ADRC will hold a cooperative Education of the Disaster Reduction Project in Armenia on November.
Oct.20, 2006	Kobe Shinbun	Public Forum “Winning Against Disasters” held at UNU, Tokyo on Oct. 19, organized by ADRC,etc.
Oct.20, 2006	The National (Papua New Guinea)	Japanese disaster expert Mr.Watabe of ADRC to conduct course in PNG
Oct.20, 2006	The National (Papua New Guinea)	Japanese disaster expert Mr.Watabe of ADRC to conduct course in PNG
Nov.17, 2006	Yomiuri Shimbun	ADRC held a cooperative Education of the Disaster Reduction Project in Armenia.
	Mainichi Shimbun	ADRC’s activities on the Education of the disaster reduction in Thailand were introduced in the Asian Youth Forum for Disaster reduction Education in Wakayama.
Nov.19, 2006	Yomiuri Shimbun	The article of the interview with Dr.Alvaro Antonyan, President of the NSSP on the cooperative Education of the Disaster Reduction Project with ADRC in Armenia.
Nov.23, 2006	Yomiuri Shimbun	Related to the Cooperative Project Education of the Disaster Reduction in Armenia, Visual educational materials for the Disaster Reduction were donated to public schools in Armenia.
Dec.13, 2006	Kobe Shinbun	UN seminar“International Cooperation and Humanitarian Assistance in Disaster Management Activities” will be held in Kobe.IRP will introduce the Method for Global Cooperation for Disaster Reduction Activities.

Dec.27, 2006	Nikkei Shimbun	Making an educational material for the Disaster Reduction is spread from Kobe to Asia. ADRC's activities on the Education of the disaster reduction in Sri Lanka and Indonesia and the interview with Ms.Nakamura of ADRC were introduced.
Jan. 13, 2007	Kobe Shinbun	ADRC will dispatch a staff, Mr.Ikeda to Philippine for the Survy of devasted from mudflow of Mayon volcano.
Jan. 13, 2007	Yomiuri Shimbun	The District Workshop on Disaster Education in Schools was held in Galle, Sri Lanka. Mr. Koji Kanda, Hyogo pref. Board of Education, was invited to the workshop.
Jan. 15, 2007	Yomiuri Shimbun	International Forum on Tsunami and Earthquake is held in Kobe, organized by IRP. The representative of Thailand in the forum will introduce "Inamurano-hi" in Thailand.
Jan. 15, 2007	Kobe Shinbun Mainichi Shimbun Yomiuri Shimbun	International Forum on Tsunami and Earthquake was started in Kobe, on Jan.15. organized by IRP and ADRC, etc. A Meeing of Experts will follow on Jan.16.
Jan. 16, 2007	Kobe Shinbun	Japan will provide \$300million to the ADRC project of disaster reduction for support of disaster education in ASEAN countries.
Jan. 16, 2007	Kobe Shinbun Nikkei Shimbun Asahi Shimbun Mainichi Shimbun	International Forum on Tsunami and Earthquake was started in Kobe, on Jan.15. organized by IRP and ADRC, etc. A Meeing of Experts will follow on Jan.16.
Jan. 17, 2007	Kobe Shinbun Yomiuri Shimbun	International Forum on Tsunami and Earthquake was closed in Kobe, on Jan.16. organized by IRP and ADRC, etc. Kobe communique was adopted and International cooperation for reducing of disaster risk was appealed.
	Asahi Shimbun	Dr. Salvano Briceno, director of ISDR/UN expressed ISDR will open the UN office in Kobe this year for making the stronghold of disaster reduction.
Jan. 18, 2007	Kobe Shinbun	Editorial "Cooperation of disaster reduction" Japan promised the expedition of the ADRC project on disaster reduction for support of disaster education in ASEAN countries.
Feb.20, 2007	Nagasaki shinbun Mainichi Shimbun (Nagasaki)	Jica trainees of JICA seminar"Disaster Management II and Disaster Management and Preparedness in Southeast European Countries" organized by JICA and ADRC, visited shimabara, learned Disaster Reduction and Recovery.
Feb.24, 2007	Kobe Shinbun	The meeting on the report of the Survy of devasted from mudflow of Mayon volcano in Philippine was held in ADRC.
Mar.5, 2007	Yomiuri Shimbun	International Video Conference through the Internet"Natural Disaster Youth Summit" was held on the Disaster Reduction and Human Renovation Institution on March 4.Mr.Murata of IRP gave a keynote speech on lessons of Tsunami in Indonesia.