

## 7. Public Relations Activities

To enhance its visibility, establish and maintain cooperative relationships with as many organizations as possible, and contribute further to international disaster reduction efforts, ADRC has been using the media to conduct an extensive public relations campaign while actively participating in international conferences, lectures, and symposia.

### 7-1. Media Promotion

ADRC has been making active efforts to attract TV, radio, newspapers, and other media coverage to publicize its activities not only to disaster reduction practitioners but also to the general public. Some activities, related media coverage, and other details are listed below.

Media	Date	TV/Radio Station	Description
TV	Jun. 2, 2008	NHK	Highlighted reports given to the governor of Hyogo Prefecture following a Sichuan Earthquake site visit in China. Briefing during the interview on the necessity of support for recovery plan development and mental health care.
Radio	Jun. 04, 2008	Radio Kansai	Report by the ADRC's Mr. Tanaka, Senior Researcher, on the Sichuan Earthquake disaster.
Radio	Dec. 18, 2008	Yamaguchi TV	Overview and briefing on the status of disasters in Asia in 2007 and the importance of disaster reduction by ADRC Executive Director Mr. Suzuki

Table 7-1-1 TV/Radio Coverage

Date	Name	Features
May 9, 2008	Kobe Shimbun	Covered the training program at the Fire-fighting Bureau of the City,[Meaning?] conducted for Visting Researchers Mr. Jan Yunsha (China) and Mr. Zahar Taji (Pakistan)
May 13, 2008	Yomiuri Shimbun	Printed comments by Mr. Kojika, Senior Researcher, on Chinese building standards with regard to the Sichuan Earthquake
May 14, 2008	Kobe Shimbun	Printed comments by Mr. Kojika, Senior Researcher, on the destruction of buildings during the Sichuan Earthquake, China
May 14, 2008	Asahi Shimbun	Described the current status of ADRC with regard to the Sichuan Earthquake in China, including comments by Mr. Kojika, Senior Researcher
May 15, 2008	Asahi Shimbun	Quoted the ADRC's intent to dispatch experts to conduct a survey of the Sichuan Earthquake site in China
May 24, 2008	Kobe Shimbun	ADRC stated it would dispatch Messrs. Kojika and Tanaka, Senior Researchers, to conduct surveys of the Sichuan Earthquake site in China
May 27, 2008	Yomiuri Shimbun	Covered the status of the survey of the Sichuan Earthquake site in China, as presented in an ADRC report
May 29, 2008	Kobe Shimbun	① Reported that ADRC was to participate in the "Support Center for the China Sichuan Earthquake" (tentative name) scheduled to be established by Hyogo Pref., the City of Kobe, and local research organizations ② Highlighted articles related to the above and noted the gratitude expressed by the government of Sichuan Province to the ADRC staff
May 29, 2008	Yomiuri Shimbun	ADRC's Sichuan Earthquake survey team met with Mr. Tang Hong, Asst. Deputy Director General of the Foreign Affairs Office of the People's Republic, Sichuan Province
Jun. 2, 2008	Yomiuri Shimbun	Covered the report presented to Governor Ido of Hyogo Prefecture, on the Sichuan Earthquake survey in China, conducted by Messrs. Kojika and Tanaka, Senior Researchers
Jun. 3, 2008	Kobe Shimbun	Covered the report presented to Governor Ido of Hyogo Prefecture, on the Sichuan Earthquake survey in China, conducted by Messrs. Kojika and Tanaka, Senior Researchers
Jun. 3, 2008	Asahi Shimbun	Covered the report presented to Governor Ido of Hyogo Prefecture, on the Sichuan Earthquake survey in China, conducted by Messrs. Kojika and Tanaka, Senior Researchers
Jun. 3, 2008	Yomiuri Shimbun	Covered the report presented to Governor Ido of Hyogo Prefecture, on the Sichuan Earthquake survey in China, conducted by Messrs. Kojika and Tanaka, Senior Researchers

Jun. 6, 2008	Kobe Shimbun	Covered a meeting on “Sentinel Asia” sponsored jointly by ADRC and the Japan Aerospace Exploration Agency, an independent organization
Jun. 7, 2008	Kobe Shimbun	Covered a meeting on “Sentinel Asia” sponsored jointly by ADRC and the Japan Aerospace Exploration Agency, an independent organization, and the ADRC's future commitment to the program[Confirm]
Jun. 10, 2008	Kobe Shimbun	Covered the ADRC's participation in the “Hyogo Kobe Support Committee for Recovery from China Sichuan Earthquake” being established by Hyogo Pref., Kobe City, and local research organizations
Jun. 12, 2008	Kobe Shimbun	Reported on the survey activities of Messrs. Kojika and Tanaka, Senior Researchers, conducted as part of the tangible support efforts made by concerned parties in Hyogo Pref. in response to the Sichuan Earthquake in China
Jun. 16, 2008	Yomiuri Shimbun	Reported comments by Messrs. Kojika and Tanaka, Senior Researchers, under the title “Sichuan Earthquake Witnessed by Japanese Experts”
Jun. 27, 2008	Kobe Shimbun	Notice of the reporting on the survey of Sichuan Earthquake, China, to be attended by Mr. Tanaka, Senior Researcher[Meaning unclear]
Oct. 10, 2008	Yomiuri Shimbun	Covered ADRC's research results and data reported on the Chinese disaster reduction website “Japan-China Disaster Reduction Network,” developed to support recovery efforts in Sichuan Province
Dec. 12, 2008	Yomiuri Shimbun	Covered a 7-country TV Forum held at the IRP Secretariat with the title “Review of Lessons from Disasters”
Dec. 22, 2008	Kobe Shimbun	Reported that the number of trainees (representatives of disaster reduction facilities and staff in charge of disaster reduction in member countries) hosted by ADRC had been increased in the 2009 draft budget of the Ministry of Finance.
Dec. 23, 2008	Kobe Shimbun	Covered the signing by Mr. Suzuki, ADRC Executive Director, of an agreement on a joint project for the promotion of disaster reduction technology using satellite images at the Asian Engineering College in?? Bangkok, Thailand
Dec. 23, 2008	Kobe Shimbun - News Website	Covered the signing by Mr. Suzuki, ADRC Executive Director, of an agreement on a joint project for the promotion of disaster reduction technology using satellite images at the Asian Engineering College in?? Bangkok, Thailand
Jan. 17, 2009	Kobe Shimbun	Printed an article on “Major Disasters in 2008,” which was prepared based on the ADRC website and other sources. Provided the address of the ADRC website as a resource for disaster reduction information
Jan. 26, 2009	Mainichi Shimbun - News Website	Held the 2009 IRP Forum.
Jan. 26, 2009	Sankei Shimbun - News Website	Held the 2009 IRP Forum.
Jan. 27, 2009	Kobe Shimbun	Held the 2009 IRP Forum.
Jan. 27, 2009	Yomiuri Shimbun	Held the 2009 IRP Forum.
Jan. 27, 2009	Asahi Shimbun	Held the 2009 IRP Forum.

Table 7-1-2 Newspaper and Magazine Coverage

## 7-2. Participation in International Conferences

The ADRC attended the following international conferences to develop organic networks with other international organizations and NGOs beyond its member countries, to increase its worldwide presence, and to participate in discussions with relevant organizations on international cooperation for disaster reduction.

Conference	Date	Venue	Sponsors	Attendee	Contributions
The 3rd Typhoon Committee Disaster Prevention Preparation (DPP) Working Group	Apr. 9-12, 2008	Korea (Seoul)	Typhoon Committee	Nakano	Briefing on the promotion of GLIDE
UN/ESCAP Regional Workshop	Apr. 20-26, 2008	Thailand (Bangkok)	UN/ESCAP	Watabe	Held a workshop for the establishment of EWS at countries hit by the Indian Ocean Tsunami