

7. Public Relations Activities

In order to enhance its visibility, to establish and maintain cooperative relationships with as many organizations as possible, and to contribute further to international efforts for disaster risk 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 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. Some of activities, media coverage and others are listed below.

Table 7-1 TV/Radio Coverage

Media	Date	TV/Radio Station	Description
TV	Dec.18, 2011	NHK World 『Asia 7 Days』	Interview with Mr. Atsushi Koresawa, Executive Director of ADRC at the Expert Group Meeting on the Great East Japan Earthquake on 18 December 2011

Table 7-2 Newspaper and Magazine Coverage

Date	Name	Features
Jul. 25, 2011	Yomiuri Shimbun	IRP held The U.S.-Japan DRR Forum. The column “Today’s Note” introduced comments by Mr. Yasuo Kawawaki, Senior Expert of IRP.
Aug.02, 2011	Mainichi.jp (Web)	Mr. Takahiro Ono, Senior Researcher of ADRC, gave his comments regarding the Business Continuity Plan (BCP) among APEC Member economies at APEC Workshop on Private Sector Emergency Preparedness in Sendai
Aug.03, 2011	Mainichi Shimbun	Mr. Takahiro Ono, Senior Researcher of ADRC, gave his comments regarding the Business Continuity Plan (BCP) among APEC Member economies at APEC Workshop on Private Sector Emergency Preparedness in Sendai
Jan.21, 2012	Kobe Shimbun	International Recovery Forum 2012(IRF2012) was held in Kobe, Japan.
Jan.24, 2012	Mainichi Shimbun	International Recovery Forum 2012(IRF2012) was held in Kobe, Japan. Mr. Jin Sato, Mayor of Minami Sanriku Town reported on the recovery initiatives from the Great East Japan Earthquake.

Table 7-1-2 Articles

Newspaper/Journal	Date	Author	Title
Kindai Shoubou	Sep. 2011	Arakida	ACDR2011
Kindai Shoubou	Feb. 2012	Kodama	Introduction of ADRC's activities on education for disaster preparedness and Japanese good practices

7-2. Participation in International Conferences

In order to enhance networks with international organizations and NGOs, the ADRC participated the following international conferences and had active discussions with relevant organizations on international cooperation for disaster risk reduction.

Table 7-2-1 International Conferences

Conference	Date	Venue	Sponsors	Attendee	Contributions
The 3 rd Session of the Global Platform for Disaster Risk Reduction and the World Reconstruction Conference	May 8-13, 2011	Switzerland (Geneva)	UN	Koresawa Ono	Made a presentation on the Sentinel Asia Initiative, displayed posters on recent disaster preparedness projects and impacts of the Great Eastern Japan Earthquake
UNESCAP Expert Group Meeting, UNESCAP Committee on Disaster Risk Reduction	June 27-29, 2011	Thailand (Bangkok)	UNESCAP	Koresawa	Introduced ADRC activities such as compilation of disaster data, GLIDE and Sentinel Asia
APEC Workshop on Facing Abnormal Flood Disaster	July 28-29, 2011	Vietnam (Da Nang)	Government of Vietnam	Kawawaki	Presented experience and lessons learned from the Great East Japan Earthquake and Tsunami disaster
APEC Workshop on Private Sector Emergency Preparedness	Aug. 1-3, 2011	Japan (Sendai)	Government of Japan and Government of USA	Koresawa Ono	Presented the results of the survey on BCP status of the private sector in the APEC region
ISDR Asia Partnership (IAP) Meeting	Sep. 6-8, 2011	Thailand (Pattaya)	UNISDR	Ono	Shared information on progresses made for the Incheon Action Plan and discussed ways to further promote it
APT Workshop on Disaster Management/	Oct. 19-21, 2011	Japan (Tokyo)	Ministry of Internal Affairs and	Koresawa	Made a presentation on how Japanese government