

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, ADRC has been using the mass media to conduct its public relations campaigns extensively, while actively participating in international conferences and events.

7-1. Promotion through Mass Media

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.

TV/Radio Coverage

Media	Date	TV/Radio Station	Description
TV	Mar. 17, 2015	The Jakarta Post	ADRC Senior Researcher, Mr. Arakida's visit to observe the current tsunami countermeasures in Indonesia was introduced by "Serambi on TV".

Newspaper and Magazine Coverage

Date	Name	Features
Apr. 17, 2015	Kobe Shinbun	Prof. Hamada, ADRC Chairman, stresses that Japan's international cooperation in the field of disaster risk reduction as a whole of Japan should be well aware of
Apr. 27, 2015	Kobe Shimbun	ADRC is collecting the information to support the affected area of the Nepal earthquake.
Jun. 19, 2015	Kobe Shinbun	The effort of the ADRC's international cooperation in disaster risk reduction was highly evaluated in the White Paper on Disaster Management 2015
Jul. 01, 2015	The Daily Engineering & Construction News	The government will hold workshops in 2016 together with ADRC to raise awareness of the World Tsunami Day. Asian Conference on Disaster Reduction 2016 (ACDR2016) will be held in Phuket, Thailand.