

## 8. Public Relations by ADRC

The ADRC is committed to promoting its visibility as an information center, constructing cooperative relationships with a larger number of partner organizations, and further increasing contributions to international disaster reduction cooperation. From this standpoint, we are dedicated to promoting an extensive range of activities in public relations by attending international conferences, participating in lecture meetings and symposia, and public relations with the mass media.

### 8-1. PR to the Mass Media

As a means of conveying the activities of ADRC to disaster reduction experts more extensively as well as to the general public, we are dedicating considerable efforts to PR activities to mass media such as newspapers, etc. As a result, we have been invited to give many interviews, indicating the strong interest shown in disaster reduction.

### 8-2. Participation in International Conferences

We attended the international conferences shown below to enhance our presence overseas, and took part in deliberations with concerned organizations on international disaster reduction cooperation. This was done to develop an organic network with international organizations and NGOs, as well as with member countries.

Table 8-2-1 International Conferences

Conference	Date	Place	Participants	Contributions
3 <sup>rd</sup> GDIN (Global Disaster Information Network) Conference	April 26 ~ 28, 2000	Ankara (Turkey)	Murata, Araki	Description of ADRC organization and activities
4 <sup>th</sup> ASEAN Regional Forum Inter-Sessional Meeting on Disaster Relief	May 4 ~ 6, 2000	Hanoi (Vietnam)	Ogawa	Description of ADRC organization and activities
Japan-China Disaster Reduction Law Comparison Workshop	June 26 ~ 28, 2000	Peking	Ogawa, Hidaka	Comparative report of Japan-China disaster reduction related laws
APDIN(Asia-Pacific Disaster Information Network)Working Group Meeting	August 16 ~ 18, 2000	Canberra (Australia)	Ogawa, Murata, Bambang	Organization and proposal of roles of organizations related to natural disaster unique IDs and disaster reduction information from around the world by matrix method
5 <sup>th</sup> Asia Pacific Emergency Medicine Conference	September 27 ~ 30, 2000	Vancouver (Canada)	Bambang	Exchange of opinions on the improvement of disaster management and emergency medicine
SAGIP2000 International Conference	October 23 ~ 27, 2000	Makati City, Manila	Murata, Hidaka	18 countries of ASEAN regional forum exchanged opinions on theme "Promotion of Multinational Cooperation Framework in Disaster Management"
GDIN (Global Disaster Information Network) Hawaii Conference	October 9 ~ 11, 2000	Hawaii (US)	Ogawa, Bambang	Exchange of opinions by disaster information related organizations from around the world

Japan-US Science and Technology Space Application Program Conference	November 13 ~ 17, 2000	Hawaii (US)	Bambang	Japan-US conference on science and technology of space application
<b>Conference</b>	<b>Date</b>	<b>Place</b>	<b>Participants</b>	<b>Contributions</b>
EMI(Earthquakes and Megacities Initiative) Cluster Cities Disaster Reduction Conference	November 12 ~ 14, 2000	Seoul ( Republic of Korea )	Kusaka	Promotion of earthquake disaster reduction cooperation between Seoul, Shanghai, Manila, Kobe. ADRC participated as coordinator.
4 <sup>th</sup> GDIN (Global Disaster Information Network) Conference	March 21 ~ 23, 2001	Canberra (Australia)	Ogawa, Murata, Arakida	Presentation on Internet GIS "VENTEN" developed by ADRC. Proposed sharing of disaster reduction information by establishing common disaster codes.