

6. 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.

6-1. PR to the Mass Media

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

Table 6-1-1 TV/Radio

Media	Date	TV/Radio Station	Program	Guest
TV	Dec. 16, 2001	Sun TV	Sunday Report “Hyogo Topics: ADRC’s Activities”	Excutive Director Nishikawa
TV	Jan. 25, 2002	NHK	Broadcasting News “Disaster Reduction Strategy Meeting in India”	Excutive Director Nishikawa, etc.
Radio	Feb. 2, 2002	NHK	NHK International Radio Broadcasting “Outcome of ADRC International Meeting”	Excutive Director Nishikawa
TV	Feb. 20, 2002	NHK Sun TV	Broadcasting News “Disaster NGO Symposium”	Excutive Director Nishikawa, etc.
TV	Mar. 29, 2002	NHK	Broadcasting News “Asia in Kansai: ADRC: Activities of visiting researchers”	Visiting researcher, Mr. Atikuzzaman (Bangladesh) etc.

Table 6-1-2 Newspapers, Magazines

Date	Name	Features
Apr. 3, 2001	Kobe Newspaper	ID numbering system for the world disasters.
May 3, 2001	Kobe Newspaper	Person with Distinctive Service in the Prefecture, Mr. Ogawa, Executive Director at ADRC
May 8, 2001	Yomiuri Newspaper	Same as above
Jun. 3, 2001	Kobe Newspaper	West India Earthquake – 8 countries visit the disaster area.
Aug. 5, 2001	Kobe Newspaper	Pass to the 21 st Century “Japan Being a Humanitarian Superpower” by Mr. Kentaro Serida United Nations Office for the Coordination of Humanitarian Affairs, Relief Web Kobe Opens
Aug. 9, 2001	Yomiuri Newspaper	International Disaster Reduction Center in Kobe (The Cabinet’s policy for establishment)
Aug. 10, 2001	Kobe Newspaper	United Nations Relief Web, Kobe Office opens.
Aug. 16, 2001	Nikkei Newspaper	Same as above

	Kobe Newspaper	Same as above
	Asahi Newspaper	Same as above
Aug. 17, 2001	Mainichi Newspaper	Same as above
	Asahi Newspaper	Same as above
	Sankei Newspaper	Same as above
	Yomiuri Newspaper	United Nations Disaster Information Office, Kobe Office opens.
	Kobe Newspaper	Editorial: Relief Web
	Kobe Newspaper	United Nations Emergency Disaster Support Center will be integrated and scheduled to open in Kobe next year.
	Sankei Newspaper	Human Resource Development Department opens at United Nations Kobe Office.
	Yomiuri Newspaper	Human Resource Development Center in Kobe for United Nations Team for Disaster Relief Coordination (The Cabinet schedules to establish it next year.)
Aug. 8, 2001	Kobe Newspaper	Utilizing the disaster information through the Internet. Symposium in Kobe
Sep. 1, 2001	Kobe Newspaper	Looking at the disaster area from space – ADRC Space Development Team starts collaborative efforts this fall.
Sep. 30, 2001	Asahi Newspaper	Next-generation satellite communication strong in case of terrorist attack – Plans by ADRC
Oct. 24, 2001	Kobe Newspaper	Base for Hyogo Humanitarian Support Activities – Proposal of the establishment of the International Center to the government.
Nov. 17, 2001	Nikkei Newspaper	Understanding the situation of the disaster area via the Internet.
Jan. 10, 2002	Yomiuri Newspaper	Learning the disaster reduction system. Indian vice chairman visits HAT Kobe.
Jan. 22, 2002	Nikkei Newspaper	International Disaster Reduction Meeting in New Delhi ADRC
Feb. 5, 2002	Sankei Newspaper	Forming the “International Disaster Reduction Base” Hyogo Prefecture
Feb. 6, 2002	Kobe Newspaper	Disaster Rescue in Asia – First NGO symposium in Kobe
Feb. 13, 2002	Sankei Newspaper	Disaster reduction related personnel from 12 countries visits the Earthquake Memorial
Feb. 21, 2002	Yomiuri Newspaper	Cooperative deliberations at the time of disaster among Asian NGOs. Symposium in Kobe
	Kobe Newspaper	Same as above
Feb. 23, 2002	Kobe Newspaper	People: ADRC Executive Director Mr. Satoru Nishikawa
Mar. 13, 2002	Kobe Newspaper	Hyogo Prefecture for the establishment of the International Disaster Reduction Communication Committee
Mar. 23, 2002	Nikkei Newspaper	Disaster Rescue NGOs establish partnership in Asia.

6-2. 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. Such participations contribute to developing an organic network with international organizations, NGOs as well as with member countries.

Table 6-2-1 International Conferences

Conference	Date	Location	Participants	Contributions
WHO Consultation on Developing Emergency and Humanitarian Action Meeting	Jun.18 - 21,2001	Manila (Philippines)	Ogawa, Arakida	Determined the promotion of the project "Mapping of Disaster Data" at ADRC with WHO.
APDIN (Asia-Pacific Disaster Information Network) Working Group Meeting	Jun. 28 – 29, 2001	Bangkok (Thailand)	Ogawa, Yoshimura	Discussed the system of disaster reduction collaboration in the Asian and Pacific regions.
Regional Cooperation Meeting on Natural Disaster	Jul. 4 – 7, 2001	Kathmandu (Nepal)	Ogawa, Nakamura	Introduction of ADRC organization and activities.
"Crowding Rim" Summit	Aug. 1 – 3, 2001	Stanford University (USA)	Bambang	Introduction of ADRC VENTEN system (Internet GIS)
Meeting to promote the world natural disaster ID numbering system	Aug. 13 – 15, 2001	Brussels (Belgium)	Arakida	Strategy to promote a standard ID number on the worlds natural disasters proposed by ADRC.
United Nations ISDR World Disaster Reduction White Paper Planning Committee	Oct. 4 – 5,2001	Geneva (Switzerland)	Nishikawa	The world disaster white paper will be issued in 2002 due to ADRC's cooperation.
2 nd ADPC General Assembly Meeting	Oct. 30 – Nov. 2, 2001	Bangkok (Thailand)	Nishikawa	Participated as an observer from ADRC.
1 st Korean International Disaster Reduction Cooperation Seminar	Nov. 6, 2001	Soul (Korea)	Nishikawa	Introduced the ADRC's international disaster reduction cooperation. Exchanged opinions on urban flood disaster in Japan and Korea.
JUSTSAP Meeting (Japan-USA Scientific Technologies/Space Application Program Meeting)	Nov. 13 – 16, 2001	Waikoloa (Hawaii)	Ogawa, Arakida	Exchanged opinions on the promotion of disaster reduction information sharing strategies by utilizing the web and satellite information.
Sustainable Development World Summit Asia Pacific Region High-Level Meeting	Nov. 27 – 29. 2001	Phnum Penh (Cambodia)	Yoshimura	Presented a statement of the need for disaster reduction in the sustainable development. It was included in the final report.

34 th ESCAP/WMO Typhoon Committee	Nov. 28 – Dec. 4, 2001	Honolulu (Hawaii)	Nishikawa	Promoted the understanding and participation in the ISDR activities. Proposed the use of ADRC website as a clearinghouse for the disaster reduction information.
Symposium on Best Practices in Humanitarian Information Exchange	Feb. 5 – 8, 2002	Geneva (Switzerland)	Nishikawa, Arakida	Introduced the ADRC's international disaster reduction cooperation as a panelist.
29 th WMO/ESCAP Panel on Tropical Cyclones	Mar. 12 – 18, 2002	Yangon (Myanmar)	Nishikawa, Araki	Requested ADRC's assistance in regard of disaster reduction information.
World Natural Disaster Unique ID Number Promotion Meeting	Mar. 26 – 28, 2002	New York (USA)	Arakida	Promotion strategy for the world natural disaster unique ID number proposed by ADRC.

6-3. Participations to Various Disaster Reduction Fairs

Exhibitions	Date	Location	Sponsor	Exhibitors	Description
Disaster Reduction Expo	Oct. 2001	Phoenix Plaza	Hanshin-Awaji Great Earthquake Recovery Support Hall, Hyogo Prefecture, Kobe City	Hyogo Prefecture, Kobe City, Disaster reduction related organizations	Introduction of disaster related organizations, disaster reduction material, disaster reduction goods, disaster reduction experiences, etc.
Earthquake Disaster Reduction Countermeasure Technology Expo	Feb. 1 – Apr. 15, 2002	International Conference Center Kobe	Kobe City Disaster Reduction Safety Public Corporation, Kobe International Tourism Convention Association	ADRC, United Nations, Kobe City, Disaster Reduction related organizations, Corporations, Research organizations	Introduction of various technologies, products and services related to earthquake disasters and disaster reduction countermeasures.
Kazakhstan International Disaster Reduction Expo	Feb. 27 – Mar. 2, 2002	Almaty, Kazakhstan	Kazakhstan Government, EMERCOM Russia	Kazakhstan Government, EMERCOM Russia and Others	Introduction of various technologies, products and services related to disaster reduction countermeasures

6-4. Lectures/Symposiums

Type	Date	Location	Sponsors	Speakers/Topics
“Gifu Prefecture Disaster Building Emergency Danger Level Determination for Earthquake Association” “Gifu Prefecture Damaged Building Degree Determination Area Communication Association” Joint Meeting	May 29, 2001	Gifu City	“Gifu Prefecture Disaster Building Emergency Danger Level Determination for Earthquake Association” “Gifu Prefecture Damaged Building Degree Determination Area Communication Association” Joint Meeting	Speaker: Ogawa: Topic: “Considerations for the establishment of the emergency danger degree determination system for the disaster buildings”
APEC WORKSHOP	Jun. 6, 2001	Taipei	Taipei University	Speaker: Ogawa Topic: “Sharing Lessons from Disasters”
WHO	Jun. 21, 2001	Manila Philippines	WHO	Speaker: Ogawa Topic: “Activities of ADRC”
Museum Technology Course 2001	Oct. 1, 2001	JICA Osaka Center	Japan International Cooperation Agency	Speaker: Ogawa Topic: “Disaster Reduction Strategy for Museums”
1 st International Disaster Reduction Cooperation Seminar	Nov. 06, 2001	Soul Korea	National Institute for Disaster Prevention	Speaker: Nishikawa Topic: “Japan’s International Cooperation for Dynamic Disaster Mitigation Solutions”
Sustainable Urban Development and Disaster Reduction	Dec. 3 – 14, 2001	Shanghai	UNCRD Nagoya, Shanghai Earthquake Agency	Speaker: Ogawa Topic: “Hazard and Risk” “Town Watching”
Same as above	Same as above	Same as above	Same as above	Speaker: Yoshimura Topic: “Lessons from the Hanshin-Awaji Great Earthquake”
Regional Workshop on Water-induced Disasters	Dec. 11 – 14, 2001	Kathmandu (Nepal)	International Center for Integrated Mountain Development	Speaker: Nishikawa Topic: “Activities of ADRC”
Shizuoka Prefecture Lifelong Learning Course	Feb. 5, 2002	Yaitsu City	Fuji Tokoha University	Speaker: Ogawa “Making Structure Earthquake-resistance”
Symposium on Best Practices in Humanitarian Information Exchange	Feb. 7 – 8, 2002	Geneva Switzerland	United Nations Office for the Coordination of Humanitarian Affairs, Geneva	Speaker: Nishikawa Topic: How can simple common standards and practices enhance inter-operability and the sharing information?

The World Trade Center Disaster	Mar. 1, 2002	New York USA	New York City	Speaker: Nishikawa Topic: "About Disasters at the World Trade Centers"
Panel on the Tropical Cyclones	Mar. 12, 2002	Yangon (Myanmar)	WMO/ESCAP	Speaker: Nishikawa Topic: "Activities of ADRC"

6-5. Articles

Newspaper/ Magazine	Date	Author	Topic
Tokyo Fire Department	April Issue, 2000	Ogawa	"Observation Disaster Reduction - 1 Month from West India Earthquake"
Tokyo Fire Department	August Issue, 2000	Yoshimura	"Observation Disaster Reduction - Multiple Country Mission Dispatch to the West India Earthquake Disaster Area"