

6. Public Relations

ADRC is committed to strengthening its capacity as an information center, building cooperative relationships with a large number of partner organizations, and further increasing contributions to international disaster reduction cooperation. From this standpoint, ADRC is promoting an extensive range of activities in public relations by attending international conferences, participating in lecture meetings and symposia, as well as by further developing close relationship with the mass media.

6-1. Promotion through the Mass Media

As the means of conveying the role of ADRC to those involved in disaster reduction more extensively as well as to the general public, ADRC is dedicating considerable efforts to promote its activities through the mass media such as TV, radio and newspapers. As a result, ADRC has been invited to have a number of interviews, indicating their strong interest in disaster reduction.

Table 6-1-1 TV/Radio

Media	Date	TV/Radio Station	Program
TV	Aug. 10, 2002	NHK	Broadcasting News "Living with Risk - a global review of disaster reduction initiatives"
TV	Aug. 25, 2002	TV Asahi	Program: "Wonderful Earth Ship Spacecraft"- Information was referred from "Data Book on Asian Natural Disasters in the 20 th Century"
TV	Sep. 2, 2002	NHK Kansai	Good Morning Kansai "ADRC Compiled a White Paper"
Street TV	Sep. 2002- Jan. 2003	Shibuya 109 Forum Vision, Harajyuku Astro, Yuraku-cho Marion Vision, Ikebukuro I'M Vision	UN Information Center's, Bulletin, "Preparation for Natural Disaster/ ADRC, ISDR"
TV	Jan. 16, 2002	Kansai TV	Broadcasting News "Satellite Experimentation"
TV	Feb. 11, 2003	Asahi New Star	Broadcasting News Asian Conference on Disaster Reduction 2003

Table 6-1-2 Newspapers and Magazines

Date	Name	Features
Apr. 24, 2002	Kobe Newspaper	International Disaster Reduction and Humanitarian Relief Council
	Sankei Newspaper	Same as above
Jul. 17, 2002	Yomiuri Newspaper	International Network for Disaster Reduction Support
Jul. 20, 2002	Sankei Newspaper	Three experts were dispatched when an earthquake occurred in Iran. (ADRC & DRI)
	Kobe Newspaper	Same as above

Date	Name	Features
Jul. 24, 2002	Kobe Newspaper	Disaster Prevention and Management Frameworks in Northeast Asian Municipalities
	Sankei Newspaper	Same as above
Jul. 30, 2002	Sankei Newspaper	Regional workshop on Total Disaster Risk Management
Aug. 2002	KOBE g'time AdGain Co.,Ltd.	Interview with ADRC Executive Director, Satoru Nishikawa
Aug. 2002	Dateline UN (UN PR center)	"Living with Risk – a global review of disaster reduction initiatives" (Photos provided by ADRC)
Aug. 5, 2002	Nikkei Newspaper	Issued "Data Book on Asian Natural Disasters in the 20 th Century"
	Nikkei Newspaper (Kanto)	Same as above
Aug. 7, 2002	Yomiuri Newspaper	"Regional Workshop on Total Disaster Risk Management "
Aug. 8, 2002	Sankei Newspaper	Same as above
Aug. 10, 2002	Nikkei Newspaper	ISDR issued the first "Living with Risk – a global review of disaster reduction initiatives"
	Kobe Newspaper	Same as above
Aug. 17, 2002	Nikkei Newspaper	ID numbering system for the world disasters (OCHA)
	Mainichi Newspaper	Disaster Reduction Organizations at HAT Kobe
Aug. 23, 2002	Yomiuri Newspaper (Kanto)	Distribution of video images shot at the disaster-stricken area First testimonial experiment
Aug. 23, 2002	Yomiuri Newspaper	Same as above
Aug. 30, 2002	Kobe Newspaper	"Living with Risk – a global review of disaster reduction initiatives"
Sep. 2, 2002	Kobe Newspaper (Morning)	Conducted an experiment of a new communication structure (Between training venue and Kobe)
Sep. 23, 2002	Hyogo Journal	Hyogo prefecture and ADRC shared information regarding North East Asian.
Sep. 2002	Tokyo Fire Fighting	Introduction of ADRC website
Oct. 2002	Modern Fire Fighting	"Living with Risk – a global review of disaster reduction initiatives"
Oct. 2002	Portal	Introduction of "Data Book on Asian Natural Disasters in the 20 th Century" and "Living with Risk – a global review of disaster reduction initiatives"
Oct. 11, 2002	Kobe Newspaper	Inauguration of "Disaster Reduction Alliance"
	Yomiuri Newspaper	Same as above
Nov. 13, 2002	Sankei Newspaper	First manual on evacuation at the time of Tsunami (Wakayama, Mie, Kochi were designated as model regions)
Nov. 15, 2002	Kobe Newspaper	The second facilities is to be opened next spring at Institution Disaster Reduction and Human Renovation.

Date	Name	Features
Nov. 19, 2002	Kobe Newspaper	Etsuko Tsunozaki
Nov. 25, 2002	Yomiuri Newspaper	Disaster Reduction, learning from lessons
Nov. 2002	Bulletin "Disaster Management" (Japanese government)	Feature: International Cooperation and Assistance in Disaster Management Promotion of ISDR ADRC UNOCHA Kobe Asian Unit
Dec. 2002	Magazine "Setonaikai-The Inland Sea of Japan" (Setonaikai Environmental Preservation Association Corporation)	People "The role of ADRC", ADRC Executive Director, Satoru Nishikawa
Dec. 3, 2002	Sankei Newspaper	Asian Conference on Disaster Reduction 2003
Jan. 8, 2003	Sankei Newspaper	NASDA Experiment on space technology application for disaster monitoring and management
Jan. 12, 2003	Kobe Newspaper	Same as above
Jan. 14, 2003	Asahi Newspaper	Same as above
Jan. 15-17, 2003	Asahi Newspaper Kobe Newspaper	"Asian Conference on Disaster Reduction 2003"
Jan. 17, 2003	Nikkei Newspaper	Kobe as a base of disaster reduction
Jan. 17, 2003	Sankei Newspaper	Harumi Yashiro
Jan. 18, 2003	Nikkei Newspaper	"UN World Conference on Disaster Reduction" to be held in Hyogo
	Sankei Newspaper	
Jan. 20, 2003	Denpa Keizai Newspaper	Report on an open experiment of "Next Generation Disaster Reduction Satellite Communication System"
Feb. 2003	Come HIA (Hyogo International Association)	ISDR Director, Mr. Salvano Briceno "Status of ISDR Activities and Challenges in Asia"
Mar. 2, 2003	Kobe Newspaper	The 3 rd World Water Forum Three activities were introduced
Mar. 17, 2003	Kobe Newspaper	UN Disaster Assessment and Coordination Team Asian Induction Course started in Kobe
Mar. 18, 2003	Nikkan Kogyo Newspaper	Oil spillage Satellite monitoring system (JUSTSAP)

6-2. Participation in International Conferences

ADRC attended the international conferences shown below to promote disaster reduction activities in Asia and other parts of the world, and took part in deliberations with concerned organizations on international disaster reduction cooperation. Such participation contributes to developing an organic network with international organizations, NGOs as well as member countries.

Table 6-2-1 International Conferences

Conference	Date	Location	Participants	Contributions
International Emergency Relief Workshop	May. 21 -22, 2002	Bishkek (Kyrgyz)	Yoshimura, Araki	Presented lessons learned from the Great Hanshin-Awaji Earthquake
WSSD PrepCom 4 (Fourth Summit Preparatory Committee)	May. 27 -Jun. 2, 2002	Bali (Indonesia)	Yoshimura	Presented a statement on the need for sustainable development and disaster reduction. Appealed to include the issue into the Johannesburg Summit Manifestoes
Regional meeting on cooperative mechanism to utilize ESCAP Space technology applications for disaster reduction	Jun. 5 -6, 2002	Beijing (China)	Arakida	Suggested disaster reduction management methods with an experiment at NASDA as an example
GDIN Roma 2002	Jun. 19 -21, 2002	Rome (Italy)	Arakida	Explanation and promotion of GLIDE
World Conference on Disaster Management	Jul. 7-10, 2002	Toronto (Canada)	Yashiro	Presentation on risk management and crisis management
SAGIP	Jul. 23 -26, 2002	Manila (Philippine)	Nisikawa, Yashiro	Keynote speech and facilitator
ASEAN Disaster Reduction Experts Meeting	Sep. 15 -17, 2002	Hanoi (Vietnam)	Yoshimura	Presented the need for comprehensive disaster reduction countermeasures
Expert Group Meeting on the Roles of Regional Organisations and Networks in Strengthening Capacities for Disaster Reduction	Sep. 25 -27, 2002	Geneva (Switzerland)	Nishikawa, Tsunozaiki	Presented the role and activities of ADRC
ISDR Task Force	Oct. 24 -25, 2002	Geneva (Switzerland)	Nisikawa	Reported on necessity of promotion of ISDR in Asia as well as follow-up of Yokohama Conference in 1994.
INSARAG	Nov. 11 -13, 2002	Shanghai (China)	Nishikawa	Presented examples of capacity building activities of ADRC in the field of disaster reduction

Conference	Date	Location	Participants	Contributions
The 35 th ESCAP/WMO Typhoon Committee	Nov. 18 -24, 2002	Chiang Mai (Thailand)	Nishikawa	Suggested to provide disaster reduction information for all Typhoon Committee Member Countries. Provided information on ways to increase disaster reduction awareness.
Workshop to utilize ESCAP/OOSA Space Technology for disaster reduction	Nov. 11 -15, 2002	Bangkok (Thailand)	Arakida	Presented NASADA joint experimentation
International seminar on disaster preparedness mitigation	Nov. 21 -23, 2002	Delhi (India)	Yoshimura	Presented Risk Vulnerability Hazard Analysis and Information Systems
Asia Seismological Commission 2002	Nov. 24 -26, 2002	Kathmandu (Nepal)	Yashiro	Presented the Seismic Risk Analysis on Portfolio of Building in Japan
International Federation of Red Cross and Red Crescent, Asia, Pacific General Meeting	Nov. 24 -28, 2002	Manila (Philippine)	Nishikawa	Key note speech "Total Disaster Risk Management"
JUSTSAP	Nov. 11 -15, 2002	Maui (U.S)	Hatori	Co-chaired for Disaster Reduction Management, Monitoring, Reduction Working Group
ASEAN Regional Forum	Dec. 4, 2002	Singapore	Nishikawa	Presented the lessons learned from the Great Hanshin-Awaji Earthquake and development of a disaster reduction system in post-Hanshin-Awaji Earthquake Japan
30 th WMO/ESCAP Panel on Tropical Cyclones	Mar. 4-6, 2003	Islamabad (Pakistan)	Tsunozaki, Araki	Offered to provide international cooperation in terms of sharing disaster reduction information and training
ISDR Working Group 3	Mar. 4-6, 2003	Geneva (Switzerland)	Nishikawa, Arakida	Explained the need for GLIDE in order to share disaster information, and requested cooperation to the participants
3 rd World Water Forum	Mar. 19, 2003	Kyoto, Osaka	Tsunozaki, Yoshimura	<ul style="list-style-type: none"> • Held session with ISDR with "Living with Risk – towards effective disaster reduction" as a theme (Kyoto venue) • Presented a statement at the session, "Water and Information" sponsored by WMO (Osaka venue)
Japan-US Urban Disaster Reduction Meeting	Mar. 23 -27, 2003	Hawaii (U.S)	Yashiro	Presented the Effect of Diversifying Facilities on Seismic Risks of Enterprises

6-3. Participations to Various Disaster Reduction Fairs

Exhibitions	Date	Location	Sponsor	Exhibitors	Description
Disaster Reduction Fair 2002	Aug. 29 -Sep. 2, 2002	Hakata station, etc.	Japanese government, Fukuoka city, etc.	Japanese government, Fukuoka city, ADRC, Public organizations, corporations	Exhibition by organizations and corporations involved in disaster reduction
New Earth 2002, Environmental Technology	Oct. 16 -19, 2002	INTEX Osaka	Osaka International Trade Fair Commission, etc.	Osaka city and other public organizations, domestic and overseas corporations	Comprehensive international fair for environmental technology, information, etc.
7 th Earthquake Disaster Reduction Countermeasure Technology Expo	Jan. 30 -31, 2003	International Conference Center Kobe	Kobe City Disaster Reduction Safety Public Corporation, Kobe Convention & Visitors Association	ADRC, UN OCHA, Kobe City, Disaster Reduction related organizations, Corporations, Research organizations	Introduction of various technologies, products and services related to earthquake disasters and disaster reduction countermeasures
7 th Earthquake Disaster Reduction Countermeasure Technology Expo	Feb. 6 -7, 2003	Yokohama Peace and International Conference Center	Kobe City Disaster Reduction Safety Public Corporation, Kobe Convention & Visitors Association	ADRC, UN OCHA, Kobe City, Disaster Reduction related organizations, Corporations, Research organizations	Presented technology jointly developed with NASDA. Introduction of various technologies, products and services related to earthquake disasters and disaster reduction countermeasures

6-4. Lectures/Symposiums

Type	Date	Location	Sponsors	Speakers/Topics
General Meeting of Kiwanis Club Kobe	Apr. 24, 2002	Hotel Okura, Kobe	Kiwanis Club Kobe	Speaker: Yoshimura Topic: Joint project on disaster reduction among Asian nations
1 st Seminar at GIS Center	Aug. 2, 2002	GIS Center (Nagoya)	GIS Center	Speaker: Hatori Topic: Disaster reduction GIS and international cooperation
Corporate training	Aug. 1, 2002	Head office of New Jeck Co.,Ltd.	New Jeck Co.Ltd.	Speaker: Yashiro Topic: Risk Management
Society of Civil Engineers	Nov. 15, 2002	Kobe city	Japan Society of Civil Engineers	Speaker: Yashiro Topic: Seismic risks and transfer of the risks

Type	Date	Location	Sponsors	Speakers/Topics
The City Planning Institute of Japan	Nov. 16, 2002	Osaka City University	The City Planning Institute of Japan	Speaker: Yoshimura Topic: Flood damage reduction project with community basis in Indonesia
Symposium on New Approach of Regional and Environmental GIS	Mar. 7, 2003	Tokyo University	Tokyo University, Space Information Technology Research Center, Regional Environment GIS Research Committee	Speaker: Hatori Topic: International disaster reduction and GIS

6-5. Articles

Newspaper/Magazine	Date	Author	Topic
Architectural Institute of Japan, Theses of Planning system	Feb. 5, 2002	Yashiro	Analysis on condition setting for issuing bond for seismic risk
Intermediate report on investigation into collapse of WTC buildings	Feb. 8, 2002	Yashiro (co-writer)	Response by New York City immediately after the occurrence of disaster
Theses on International Symposium on Corporate Disaster Reduction	Feb. 10, 2002	Yashiro	How financial institutions handled 9.11 terrorist attack and how it affected insurance and aviation industries
Theses on Institute of Regional Safety	Feb. 11, 2003	Arakida Chinoi	<ul style="list-style-type: none"> • Constructing effective model of space infrastructure for disaster countermeasures • Status quo and issues regarding Tsunami countermeasures
Statistical Mathematical Principle	Feb. 12, 2003	Yashiro	An Analysis for Securitizing of Seismic Risk
7 th US-Japan Workshop on Urban Earthquake Hazard Reduction	Mar. 3, 2003	Yashiro	Effect of Diversifying Facilities on Seismic Risks of Enterprises
Theses on Structure System of Architectural Institute of Japan	Mar. 3, 2003	Yashiro	How to see the quake-resistant performance level with taking consideration the transfer of seismic risk
Architectural Magazine	Mar. 3, 2003	Yashiro	Seismic risks and transfer of the risk