

## 6. Public Relations Activities

In order to enhance its visibility as an information center to establish and maintain cooperative relationships with as many organizations as possible to contribute further to international efforts for disaster reduction, ADRC has been using the mass media to conduct its public relations campaigns extensively, while actively involved in international conferences, lectures and symposia.

### 6-1. Promotion through the 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. As a result, ADRC has had extensive media coverage, which reflects a strong interest in disaster reduction in the country.

Table 6-1-1 TV/Radio Coverage

Media	Date	TV/Radio Station	Description
TV	Oct. 4, 2003	NHK	News feature story, "International Open Forum on Disaster Prevention"
TV	Oct. 4, 2003	TBS	News feature story, "International Open Forum on Disaster Prevention"
TV	Jan. 17, 2004	NHK BS1	BS Forum (VCR broadcast) "Disaster Preparedness is Everybody's Business"
TV	Jan. 19, 2004	NHK BS1	BS Forum (VCR broadcast, re-run) "Disaster Preparedness is Everybody's Business"
TV	Feb. 6, 2004	The National Television of Cambodia (TVK)	News feature story, "Asian Conference on Disaster Reduction 2004"
TV	Feb. 7, 2004	NHK	News feature story, "Asian Conference on Disaster Reduction 2004"

Table 6-1-2 Newspaper and Magazine Coverage

Date	Name	Features
Apr. 4, 2003	Yomiuri Shimbun	The 2nd World Conference on Disaster Reduction to be held in Hyogo, Japan in 2005.
	Asahi Shimbun	Ditto.
Apr. 5, 2003	Kobe Shimbun	Ditto.
Apr. 23, 2003	Kobe Shimbun	Completion of "Human Renovation Building."
	Asahi Shimbun	Ditto.
	Nikkei Shimbun	Ditto.
Apr. 24, 2003	Kobe Shimbun	Opening of "Human Renovation Building."
	Kobe Shimbun, evening edition	Ditto.

Date	Name	Features
Apr. 25, 2003	Kobe Shimbun	Preview of Human Renovation Museum.
	Sankei Shimbun	Commemorative ceremony at Human Renovation Museum.
May 12, 2003	Yomiuri Shimbun	Enhancing disaster awareness in Asia.
May 18, 2003	Yomiuri Shimbun	Staff to be dispatched to Turkey.
May 21, 2003	Kobe Shimbun, morning edition	Disaster Reduction and Human Renovation Center marks 1st anniversary, and intends to double visitor number.
May 30, 2003	Kobe Shimbun, morning edition	World Conference on Disaster Reduction coming to Kobe.
Jun. 4, 2003	Kobe Shimbun, morning edition	Interview with Shigeru Ito (serial column "Toward Rehabilitation").
Jun. 11, 2003	Kobe Shimbun, morning edition	Information exchange for disaster reduction in Asia (participants from 17 countries to meet at workshop in Kobe).
	Asahi Shimbun, morning edition	World Conference on Disaster Reduction - efforts of Asian countries reported.
Aug. 28, 2003	Asahi Shimbun, morning edition	The 80th Anniversary of Kanto Great Earthquake: Are cities prepared? (Interviewee, Mr. Shigeru Ito, Director, ADRC)
Nov. 15, 2003	Kobe Shimbun, evening edition	Extend disaster support beyond borders: INSARAG symposium held in Kobe.
Nov. 16, 2003	Yomiuri Shimbun, morning edition	Discussions on international disaster relief activities: INSARAG
Nov. 28, 2003	Kobe Shimbun, morning edition	Foreign experts invited to Disaster Reduction Forum.
Nov. 29, 2003	Kobe Shimbun, morning edition	The 9th Quake Anniversary commemorative services start one by one: memorial services, disaster prevention ...at different sites.
Dec. 2, 2003	Kobe Shimbun, evening edition	Opening of International Disaster Reduction Forum
	Asahi Shimbun, evening edition	Conference on lessons from disasters starts in Kobe.
	Mainichi Shimbun, evening edition	Cooperation through disaster reduction in Asia – International conference starts in Kobe.
	Yomiuri Shimbun, evening edition	International Disaster Reduction Forum starts in Kobe.
Dec. 3, 2003	Kobe Shimbun, morning edition	International Disaster Reduction Conference to be held on Jan. 18.
	Asahi Shimbun, morning edition	International Disaster Reduction Conference to be held in Kobe and Awaji in Jan, 2005.
Dec. 5, 2003	Mainichi Shimbun, morning edition	Reports on the role of schools to be presented at International Disaster Reduction Conference.
Dec. 26, 2003	Kobe Shimbun, morning edition	International Disaster Reduction Conference, "Learning lessons from large-scale disasters."
Dec. 27, 2003	Kobe Shimbun, morning edition	Earthquake in Iran
Jan. 7, 2004	Yomiuri Shimbun, evening edition	Wearable equipment to broadcast live from affected zone.
Jan. 23, 2004	Kobe Shimbun, morning edition	NGO and Doctors to report on Iranian earthquake relief activities on 27th in Kobe
Jan. 28, 2004	Kobe Shimbun, morning edition	Joint debriefing session on Iranian earthquake
Jan. 30, 2004	Yomiuri Shimbun, morning edition	Antiseismic Technology Fair
Feb. 7, 2004	NHK News Website	Cambodian Conference

Date	Name	Features
Feb. 7, 2004	(Cambodian newspaper)	Cambodian Conference
Feb. 21, 2004	Yomiuri Shimbun	Iranian Earthquake – Staff to be sent to workshop

## 6-2. Participation in International Conferences

In order to develop organic networks with international organizations and NGOs in addition to member countries, ADRC attended the following international conferences to increase its presence and to participate in discussions with relevant organizations on international cooperation in disaster reduction.

Table 6-2-1 International Conferences

Conference	Date	Venue	Attendee	Contributions
The 7th ISDR Inter-agency Task Force Meeting	Apr. 9-11, 2003	Geneva (Switzerland)	Nishikawa, Tsunozaki	Reported on the achievements of the 1st ISDR Asia Meeting in 2003. Provided opinions on the Yokohama Review in the capacity of a Task Force member organization.
SOPAC South Pacific Disaster Management Meeting	May 5-8, 2003	Fiji	Nishikawa	Gave presentations on ADRC's activities in Asia and on methods of video transmission from affected areas using ultrahigh-speed Internet connections.
Workshop on development of a standardized disaster damage assessment method	May 23-24, 2003	Delft (Netherlands)	Yoshimura	Gave a presentation on damage estimates in a Tokai Earthquake.
UN/ISDR Brainstorming Session for WCDR	June 26-27, 2003	Geneva (Switzerland)	Tsunozaki	Discussion regarding WCDR in 2005
GLIDE technical meeting	July 14-15, 2003	Geneva (Switzerland)	Nishikawa, Tsunozaki, Arakida	Explained the necessity of GLIDE for disaster information sharing, and requested the participants for cooperation.
Disaster Reduction Technology Exhibition/Workshop in Marikina City, the Philippines	July 28-29, 2003	Marikina City, (Philippines)	Yoshimura, Nakamura	Panel exhibition and presentation on tsunami evacuation planning in communities
IFnet Inauguration General Assembly	Aug. 9-10, 2003	Stockholm (Sweden)	Nishikawa	Participated in IFnet, and exchanged opinions at the General Assembly
The 17th International Conference on Structural Mechanics in Reactor Technology	Aug. 17-22, 2003	Prague (Czech Rep.)	Kurita	Gave a presentation on the effect of irregular topography on strong ground motion amplification.
UNESCO Mid-term Meeting on the Cross-cutting Theme	Sep 25-26, 2003	Paris (France)	Tsunozaki	Participated in the meeting as a resource person.