

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

7-1. Promotion through Mass Media

The 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.

Table 7-1-1 TV/Radio Coverage

Media	Date	TV/Radio Station	Description
TV	Oct. 04 2009	NHK	Interview to Mr. Ibaraki, Senior Resercher, ADRC on the survey of the earthquake damage in the Sumatra Island, Indonesia before departure
TV	Oct. 04 2009	NHK	Reporting to the Cabinet Office the survey of Sumatra Island earthquake, Indonesia.
TV	Oct. 04 2009	Sun TV	Reporting to the Governor of Hyogo Prefecture on the survey of Sumatra Island earthquake, Indonesia.

Table 7-1-2 Newspaper and Magazine Coverage

Date	Name	Features
Jan. 29, 2009	Nihon Keizai Shimbun	ADRC organized the experience-based Disaster Mitigation Education (Town watching program, Hazard map-making) this summer in earthquake-affected area of Sichuan, China.
Sep. 1, 2009	The Statesman (Pakistan)	The video conferencing lecture on Structural Dynamics was held as part of an Earthquake Risk Reduction and Recovery Preparedness Programme (ERRP) for the South Asian Region. It brought together over 100 Participants from Japan, Pakistan, Nepal, Bhutan and Bangladesh.
Sep. 2, 2009	Pakistan OBSERVER	The video conferencing lecture on Structural Dynamics was held as part of an Earthquake Risk Reduction and Recovery Preparedness Programme (ERRP) for the South Asian Region. It brought together over 100 Participants from Japan, Pakistan, Nepal, Bhutan and Bangladesh.
Oct. 1, 2009	Mainichi Shimbun	ADRC and DRI prepare to dispatch a joint assessment mission team to Sumatra Earthquake in Indonesia.
Oct. 2, 2009	Jiji Press	Announced ADRC and DRI dispatched a joint assessment mission team to Sumatra Earthquake in Indonesia.
Oct. 3, 2009	Kobe Shimbun	Announced Messrs. Arakida and Ibaraki, Senior Researchers of ADRC and Mr. Nagamatsu, Ph.D. Research Scientist of DRI conduct a joint assessment mission in Sumatra Earthquake, Indonesia.
Oct. 3, 2009	Yomiuri Shimbun	Announced ADRC and DRI dispatch a joint assessment mission team to Sumatra Earthquake in Indonesia.
Oct. 3, 2009	Mainichi Shimbun	Announced ADRC and DRI dispatch a joint assessment mission team to Sumatra Earthquake in Indonesia.
Oct. 7, 2009	Yomiuri Shimbun	Introduced ADRC in editorial article "Sumatra Earthquake".
Oct. 10, 2009	Kobe Shimbun	The joint assessment mission team on Sumatra Earthquake in Indonesia reported to Governor of Hyogo.

Oct. 11, 2009	Mainichi Shimbun	Covered a current status of an assessment in Sumatra Earthquake by Mr. Ibaraki, Senior Researcher, in the article of “Disaster Prevention, Preparedness for Tomorrow”
Oct. 11, 2009	Mainichi.jp -News Website-	Covered a current status of an assessment in Sumatra Earthquake by Mr. Ibaraki, Senior Researcher, in the article of “Disaster Prevention, Preparedness for Tomorrow”
Oct. 14, 2009	Yomiuri Shimbun	The joint assessment mission team from ADRC and DRI reported to Governor of Hyogo.
Oct. 31, 2009	Kobe Shimbun	The First Japan-China-Korea Trilateral Heads of Government Agency Meeting on Disaster Management was held on 31 st October. H.E. Mr. Seiji Maehara, Minister of State for Disaster Management, Government of Japan announced at press conference that Asian Conference on Disaster Reduction2010 (ACDR2010) will be held.
Oct. 31, 2009	Kobe Shimbun	Covered The First Japan-China-Korea Trilateral Heads of Government Agency Meeting on Disaster Management, the article of Japan’s international cooperation in Disaster Reduction and introduction of ADRC.
Jan. 1, 2010	Kobe Shimbun	International agencies around HAT Kobe introduced by Governor Ido of Hyogo in the occasion of New Year dialog with Governor’: the 15th Anniversary of the Great Hanshin-Awaji Earthquake.
Jan. 15, 2010	Kobe Shimbun	Introduced ACDR2010 in editorial article “the 15th Anniversary of the Great Hanshin-Awaji Earthquake”.
Jan. 17, 2010	Kobe Shimbun	International Recovery Forum 2010(IRF2010) was held in Kobe, Japan.
Jan. 17, 2010	MSN Sankei News - News Website-	ACDR 2010 was held in Kobe. High level government officials from 28 countries in Asia-focused exchanged opinions on disaster prevention countermeasures.
Jan. 18, 2010	Kobe Shimbun	ACDR 2010 was held in Kobe, discussed international corporation on disaster management in Asia and HFA.
Jan. 18, 2010	Kobe Shimbun	H.E. Mr. Hiroshi Nakai, Minister of State for Disaster Management, Government of Japan, held a press conference after participating ACDR2010.
Jan. 18, 2010	Mainichi Shimbun	H.E. Mr. Hiroshi Nakai, Minister of State for Disaster Management, Government of Japan, held a press conference after participating ACDR2010.
Jan. 18, 2010	Sankei Shimbun	ADRC2010 was held in Kobe, Japan.
Jan. 19, 2010	Asahi Shimbun	Interviewed with Ms. Margareta Wahlstrom, Assistant Secretary-General for Disaster Risk Reduction and Special Representative of the Secretary-General for the Hyogo Framework for Action in the Secretariat for the International Strategy for Disaster Reduction.(UNISDR) participating in ACDR2010.
Jan. 19, 2010	Asahi.com	Interviewed with Ms. Margareta Wahlstrom, Assistant Secretary-General for Disaster Risk Reduction and Special Representative of the Secretary-General for the Hyogo Framework for Action in the Secretariat for the International Strategy for Disaster Reduction.(UN/ISDR) participating in ACDR2010.
Jan. 19, 2010	Indo news (Yahoo News)	Japan-SAARC Symposium on Vulnerability Atlas in SAARC Region organized by ADRC and SDMC was held in Kobe on January 20.
Jan. 20, 2010	Kobe Shimbun	Introduced comments on ACDR2010 by Mr. Koresawa, Executive Director of ADRC.
Jan. 20, 2010	Kobe Shimbun	H.E.Mr. Minjur Dorji, Minister, Ministry of Home and Cultural Affairs (Bhutan) participating in ACDR2010, visited Arima area as field trip.
Jan. 20, 2010	Mainichi Shimbun	Introduced comments by Mr. Koresawa, Executive Director of ADRC, “We recognized the importance of sharing and handing down earthquake disaster experience through ACDR2010.”

Jan. 28, 2010	Yomiuri Shimbun	Interviewed with Ms. Margareta Wahlstrom, Assistant Secretary-General for Disaster Risk Reduction and Special Representative of the Secretary-General for the Hyogo Framework for Action in the Secretariat for the International Strategy for Disaster Reduction.(UN/ISDR) participated in ACDR2010 and mentioned “Expect Japan’s international contribution for Disaster Prevention.
Jan. 28, 2010	Indo News (YAHOO News)	Introduced the Hazard Map at the Japan-SAARC Symposium on Vulnerability Atlas in SAARC Region.
Feb. 13, 2010	Kobe Shimbun	Introduced IRP at Great-Hanshin Awaji Earthquake 15 anniversary Forum.

7-2. Participation to International Conferences

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

Table 7-2-1 International Conferences

Conference	Date	Venue	Sponsors	Attendee	Contributions
ISDR Asia Partnership Meeting in Incheon, Republic of Korea	Aug.11-14, 2009	Korea (Incheon)	ISDR	Koresawa, Ibaraki, Shiomi	Discussed the follow-up action to the Second Session of the Global Platform on Disaster Risk Reduction (DRR)
the ACDM Working Group Meeting on Risk Assessment, Monitoring and Early Warning	Aug. 19-20, 2009	Singapore	ASEAN-US Technical Assistance and Training Facility	Ogane	Made a joint presentation with the UNDP and the PDC on the importance of Disaster Inventories for Disaster Risk Reduction
Workshop on Recovery of Rural Cities Affected by Shichuan Earthquake	Sep. 14-15, 2009	China (Shichuan)	Tsinghua Univ. & Kobe Univ.	Fujieda	Introduced the utilization of the satellite technology for DRR
The International Conference on the Social Mobilization Mechanism for Catastrophic Disasters and the Formulation of Emergency Laws and Regulations	Oct. 28-30, 2009	China (Beijing)	the Ministry of Civil Affairs of China	Fujieda	Made a presentation on disaster management laws and systems and disaster emergency response system in Japan
The 4th ECO International Conference on Disaster Risk Management	Oct. 7-8, 2009	Tajikistan (Dushanbe)	ECO	Kodama	Made a presentation in the session of regional cooperation and coordination
IRP Regional Workshop	Nov. 2-7, 2009	Indonesia (Yogyakarta)	IRP, ADRC, ASEAN Secretariat, Gadjja Mada Uni.	Porcil (VR)	Presented 2009 typhoon disaster situation in the Phillipines while helping organize the Conference.
International Forum on Tornado Disaster Risk Reduction for Bangladesh	Dec. 13-14, 2009	Bangladesh (Dhaka)	Government of Bangladesh, Tokyo Polytechnic University, the Bangladesh	Koresawa,Uchiyama	Made two presentations on “Governance and Policy Making” and “Public Awareness and Education”