

## 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
Radio	Sep.01, 2010	Radio Japan NHK World	Interview to Mr. Koresawa, Executive Director of ADRC on Disaster Prevention Measure in Asia.

Table 7-1-2 Newspaper and Magazine Coverage

Newspaper and Magazine Coverage

Date	Name	Features
Mar.31, 2010	Kobe Shimbun	Mr. Atsushi Koresawa, Executive Director of ADRC, gave his report at “The Seminar on Recovery in Haiti” held in JICA Hyogo.
Mar.31, 2010	Mainichi Shimbun	Mr. Atsushi Koresawa, Executive Director of ADRC, gave his report at “The Seminar on Recovery in Haiti” held in JICA Hyogo.
Mar.31, 2010	Asahi Shimbun	Mr. Atsushi Koresawa, Executive Director of ADRC, gave his report at “The Seminar on Recovery in Haiti” held in JICA Hyogo.
Apr.6, 2010	Yomiuri Shimbun	Mr. Atsushi Koresawa, Executive Director of ADRC, gave his report at “The Seminar on Recovery in Haiti” held in JICA Hyogo.
Apr.21, 2010	Kobe Shimbun	Mr. Atsushi Koresawa, Executive Director of ADRC, Interviewed about disaster areas in Haiti.
Aug.25, 2010	Kobe Shimbun	Mr. Yasuo Kawawaki, Senior Expert of IRP, gave his report at “The Debrief Session for Haiti Earthquake Disaster Area Research” held in JICA Hyogo.
Aug.25, 2010	Yomiuri Shimbun	Mr. Yasuo Kawawaki, Senior Expert of IRP, gave his report at “The Debrief Session for Haiti Earthquake Disaster Area Research” held in JICA Hyogo.

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Nov.5, 2010	Metrotvnews.com (Indonesia)	Mr. Atsushi Koresawa, Executive Director of ADRC visited Mentawai, Indonesia as the member of “Multi Disciplinary Hazard Reduction Program from Earthquakes and Volcanoes in Indonesia”.
Nov.12, 2010	The Daily Jakarta Shimbun (Indonesia)	Mr. Atsushi Koresawa, Executive Director of ADRC visited Mentawai, Indonesia as the member of “Multi Disciplinary Hazard Reduction Program from Earthquakes and Volcanoes in Indonesia”.
Jan.13, 2011	Kobe Shimbun	International Recovery Forum 2011(IRF2011) was held in Kobe, Japan.
Jan.16, 2011	Kobe Shimbun	Introduced comments by Mr. Atsushi Koresawa, Executive Director of ADRC, on the symposium for “Building a Regional Information Sharing Infrastructure” at University of Hyogo.
Jan.17, 2011	Kobe Shimbun	The data from ADRC’s website was utilized to create the list of world’s major disasters in 2010.
Mar.2, 2011	Kobe Shimbun	The ADRC and The World Bank signed a Memorandum of Understanding (MOU) to strengthen cooperation and regional partnerships for disaster risk reduction.

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