

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 7-2-1-1 TV/Radio Coverage

Media	Date	TV/Radio Station	Description
TV	Jun.23, 2013	NHK	“NEWS KOBEHATSU” and “HYOGO NEWS 845” feature story “Asian Conference on Disaster Reduction 2013 (ACDR2013) was held in Kobe, Japan.”

Table 7-2-1-2 Newspaper and Magazine Coverage

Date	Name	Features
Jun.26, 2012	Xinhua English	Introduction of the ADRC in Kobe, Japan.
Sep.01, 2012	Gekkan Minpaku Sep.	Tsunami educational materials "Inamura no Hi", translated in 8 Asian countries will be displayed at the National Museum of Ethnology.
Nov.22, 2012	Kobe Shimbun	H.E. Mr. Gursel ISMAYILZADA (Ambassador Extraordinary and Plenipotentiary of the Republic of Azerbaijan to Japan) made a courtesy visit to the ADRC.
Jan.22, 2013	Hokkaido Shimbun	JICA trainees of “The Project for Strengthening the Capacity of Seismic Disaster Risk Management in Ulaanbaatar City, Mongolia” conducted by ADRC visited Asahikawa city, Hokkaido, Japan.
Jan.23, 2013	Kobe Shimbun	International Recovery Forum 2013(IRF2013) was held in Kobe, Japan with about 170 participants from 39 countries and 14 international organizations.
Jan.23, 2013	MSN Sankei Web	“Space Based Technologies for DRR”, Asian Conference on Disaster Reduction 2013(ACDR2013) was held in Kobe, Japan.
Jan.24, 2013	Kobe Shimbun	Asian Conference on Disaster Reduction 2013 (ACDR2013) was held in Kobe, Japan.
Jan.24, 2013	Sankei Shinbun	Asian Conference on Disaster Reduction 2013 (ACDR2013) was held in Kobe, Japan. Discussing the building the resilience of nations to disasters.
Jan.25, 2013	Kensetsusushin Shimbun	Asian Conference on Disaster Reduction 2013 (ACDR2013) was held in Kobe, Japan. 25 Asian countries exchanged information on Disaster Risk Reduction.
Jan.30, 2013	Yomiuri Shimbun	International Recovery Forum 2013(IRF2013) was held in Kobe, Japan. 39 countries and 14 international organizations.