

## 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.

#### TV Coverage

Media	Date	Station	Description
TV	26 Dec. 2013	SUNTV	“SUNTV News” and “News PORT” Researchers of ADRC reported the results of the survey on the devastated area by Typhoon Haiyan (Yolanda) in Philippines.
TV	22 Jan. 2014	NHK	“NHK World” International Recovery Forum 2014 (IRF2014) was held in Kobe, Japan on 21 January 2014.
TV	4 March 2014	NHK	“NHK News” Asian Conference on Disaster Reduction 2014 (ACDR2014) was held in Tokyo, Japan.

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## Newspaper and Magazine Coverage

Date	Name	Features
10 May 2013	VIETNAM NEWS WEB	Mr. Takahiro Ono, Visiting Researcher of ADRC, gave his comments regarding the Business Continuity Plan (BCP) at the APEC workshop in Vietnam.
18 December 2013	Kobe Shimbun (Newspaper)	4 staffs from ADRC, IRP and DRI are dispatched to Philippines for the survey on the devastated area by Typhoon Haiyan (Yolanda).
18 December 2013	Yomiuri Shimbun (Newspaper)	A Field survey team consisting of ADRC, IRP and DRI is dispatched to the devastated area by Typhoon Haiyan (Yolanda) in Leyte island, Philippines.
27 December 2013	Sankei Shimbun (Newspaper)	ADRC reported the results of the survey on the devastated area by Typhoon Haiyan (Yolanda) in Philippines.
22 January 2014	Kobe Shimbun (Newspaper)	International Recovery Forum 2014 (IRF2014) was held in Kobe, Japan.
22 January 2014	Asahi Shimbun (Newspaper)	International Recovery Forum 2014 (IRF2014) “The Role of Private Sector in Disaster Recovery” was held in Kobe, Japan on 21 January 2014.
5 March 2014	Kobe Shimbun (Newspaper)	Asian Conference on Disaster Reduction 2014 (ACDR2014) was held in Tokyo. High level government officials from 25 countries exchanged opinions on disaster prevention countermeasures.