

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/Radio Coverage

Media	Date	TV/Radio Station	Description
Radio	Dec.26, 2014	NHK WORLD RADIO JAPAN	Mr. Natori, ADRC Executive Director introduced "Devastated areas by Sumatra Earthquake / Tsunami 10 years after and activities on these areas by ADRC".
TV	Feb.9,2015	NHK WORLD NEWSLINE	Five minutes news is broadcast that Mr. Arakida, Senior researcher of ADRC introduced the ADRC town-watching method which makes hazard map and countermeasures after walking around site with local government, DRR expert and local residents.
Radio	Feb.14, 2015	FM Kirara	Mr. Ikeda, Researcher of ADRC introduced summary of ADRC including capacity building in Asian countries. Also it was reported regarding disaster awareness research for residents in Japan and Indonesia.

Newspaper and Magazine Coverage

Date	Name	Features
Aug. 30, 2014	Kobe Shinbun	Prof. Hamada, ADRC Chairman, received the Cabinet Office Disaster Prevention Achievement Award for the Year 2014 from the Prime Minister.
Jan. 26, 2015	Asahi Shimbun	Mr. Natori, ADRC Executive Director and Mr. Kochi, IRP Senior Recovery Expert reported on the efforts for the progress of the HFA by their organizations in International Disaster Reduction Forum (DRA Forum 2015).

Jan. 31, 2015	Kobe Shinbun	Governor of Hyogo prefecture, Mr. Ido proposed the setting up of "Ministry of Disaster Prevention" in Kansai. He emphasized that international organizations having knowledge for disaster prevention such as DRI and ADRC are established in Kansai.
Mar. 15, 2015	Kobe Shinbun	Prof. Hamada, ADRC Chairman attended the public forum of the UN World Conference on Disaster Risk Reduction (WCDRR) " Japan's Perspective: A Quest for Ultimate DRR - from Hyogo to Sendai and Beyond -" hosted by Cabinet Office, Government of Japan. He reported on the training for the government official of each country concerned with disaster prevention.
Mar. 16, 2015	Kobe Shinbun	Asian Conference on Disaster Reduction 2015 (ACDR2015) was held in Sendai, Japan as a public forum of WCDRR. Approximately 180 people from 31 countries participated and reported the measures that each country pushes forward.
Mar. 17, 2015	Fukushima Minpo	Mr. Arakida, Senior researcher of ADRC participated in the panel discussion of the public forum of WCDRR "Building back from Cascading Disasters and Establishment of academic framework of Disaster Reconstruction" in Fukushima.
