

## 7. Awareness raising by diverse media and conferences

In order to enhance awareness raising by addressing a wider range of audience, and thus to contribute further to international efforts for disaster risk reduction, ADRC has been using the mass media, while actively participating in international conferences and events.

### 7-1. Promotion through Mass Media

ADRC made active efforts to obtain TV, radio, newspapers and media coverage to inform widely its activities not only to disaster reduction practitioners but also to the general public. Major activities and reports throughout the fiscal year 2017 are listed below.

Table.7-1-1. TV/Radio Coverage

Media	Date	TV/Radio Station	Description
TV	Jan. 24, 2018	NHK	International Recovery Forum 2018 (IRF2018) was introduced in “NEWS KOBEHATSU” and “HYOGO NEWS 845”
TV	Mar. 11, 2018	NHK	“Inamura no Hi” was introduced in “Korede wakatta sekai no ima”

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

Date	Name	Features
Sep. 26, 2017	NIKKAN KOGYO SHIMBUN	The Cabinet Office, Government of Japan announced that the Asian Conference on Disaster Reduction 2017 (ACDR2017) will be held in Baku, Azerbaijan in cooperation with ADRC and Azerbaijan government on October 2 <sup>nd</sup> and 3 <sup>rd</sup> .
Oct. 2, 2017	AZERNEWS	The Asian Conference on Disaster Reduction 2017 (ACDR2017) has been held in Baku, Azerbaijan co-organized by Azerbaijan’s Ministry of Emergency Situations, Asian Disaster Reduction Center and Japan’s Cabinet of Ministers.
Oct. 2, 2017	AZERTAC	The Asian Conference on Disaster Reduction 2017 (ACDR2017) has been held in Baku, Azerbaijan co-organized by Azerbaijan’s Ministry of Emergency Situations, Asian Disaster Reduction Center and Japan’s Cabinet of Ministers.
Oct. 2, 2017	APA	The Asian Conference on Disaster Reduction 2017 (ACDR2017) has been held in Baku, Azerbaijan co-organized by Azerbaijan’s Ministry of Emergency Situations, Asian Disaster Reduction Center and Japan’s Cabinet of Ministers.
Jan. 24, 2018	NHK NEWS WEB	International Recovery Forum 2018 (IRF2018) was held in Kobe to discuss disaster prevention and recovery.
Jan. 24, 2018	Kobe Shinbun NEXT	International Recovery Forum 2018 (IRF2018) was held in Kobe, Japan with about 110 participants.
Jan. 25, 2018	Kobe Shinbun	International Recovery Forum 2018 (IRF2018) was held in Kobe, Japan with about 110 participants.
Feb. 12, 2018	Hyogo journal	International Recovery Forum 2018 (IRF2018) hosted by IRP, Cabinet Office, Hyogo prefecture, etc., was held in Kobe, Japan on January 24.