

## 8. ADRC's Public Relations

In order to enhance its visibility as an information center, to establish and maintain cooperative relationships with as many organizations as possible, and to contribute further to international efforts for disaster 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.

### 8-1. Promotion through the 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. As a result, the ADRC has had extensive media coverage, which reflects a strong interest in disaster reduction in the country.

Table8-1-1 TV/Radio Coverage

Media	Date	TV/Radio Station	Description
TV	Sep. 7, 2005	NHK	News feature story "UN/ISDR Planning Workshop in Bangkok"
TV	Nov. 2, 2005	NHK	News feature story "Announcement of ADRC debrief session on South Asia Earthquake"
TV	Dec. 26, 2006	NHK BS Ch1	Mr. Kitamoto appeared on TV Program "Fight with Tsunami-1 year after Indian Ocean Tsunami"
TV	Dec. 27, 2006	NHK	Mr. Kitamoto appeared on TV Program "Fight with Tsunami-1 year after the Indian Ocean Tsunami"
TV	Mar. 15-16, 2006	NHK BS Ch1	News feature story "Asian Conference on Disaster Reduction (ACDR) 2006 in Seoul"
TV	Mar. 22, 2006	NHK	News feature story "ADRC Activities regarding Tsunami disaster in the Indian Ocean"
Radio	Mar. 22, 2006	NHK Ch2	News feature story "Asian Conference on Disaster Reduction (ACDR) 2006 in Seoul"

Table8-1-2 Newspaper and Magazine Coverage

Date	Name	Features
Apr. 2, 2005	Yomiuri Shimbun	"Inamurano Hi" -Lessons for Disaster Reduction introduced to the devastated area from Sumatra off shore Earthquake.
Apr. 5, 2005	Yomiuri Shimbun	93.5% Residents in Sri Lanka didn't know Tsunami. Field Survey by ADRC.
	Mainichi Shimbun	20% Residents in Sri Lanka went to the sea at the time of Tsunami. Field Survey by ADRC.
	Sankei Shimbun	90% Residents in Sri Lanka didn't know Tsunami. Field Survey by ADRC.
	Kobe Shimbun	94% Residents in Sri Lanka didn't know Tsunami. Field Survey by ADRC.
Apr. 11, 2005	Asahi Shimbun	90% Residents in Sri Lanka didn't know Tsunami. Field Survey by ADRC.

Date	Name	Features
Apr. 13, 2005	Yomiuri Shimbun	Advice to Sri Lanka on the Importance of Disaster Reduction.
Apr. 21, 2005	Asahi Shimbun	3 staffs from Disaster Reduction and Human Renovation Institution dispatched to Sri Lanka. Companied 1 staff from ADRC.
Apr. 22, 2005	Asahi Shimbun	Meeting on the report of the Support for Sumatra off shore Earthquake by the sub manager of the Bureau of the USAID.
Apr. 24, 2005	Kobe Shimbun	News Digest "Questionnaire Survey for residents in Sri lanka".
Apr. 26, 2005	Yomiuri Shimbun	International Recovery Platform will be opened on May 11.
	Asahi Shimbun	International Recovery Platform will be opened next month in Kobe.
	Nikkei Shimbun	International Recovery Platform will be opened on May 11.
	Yomiuri Shimbun	International Recovery Platform will be opened on May 11.
May. 3, 2005	Kobe Shimbun	Testimonial from Hyogo Pref. for 245 persons including Mr. Itoh, the chairman of ADRC.
May. 9, 2005	Kobe Shimbun	Public Symposium on Recovery will be held on May 11 in Kobe.
May. 11, 2005	Yomiuri Shimbun	International Recovery Platform will be opened. Data Based of the cases on the support of recovery from the Hanshin-Awaji Earthquake.
	Kobe Shimbun	International Recovery Platform will be opened. Having a stronghold of Disaster Reduction in kobe.
	Asahi Shimbun	International Recovery Platform will be opened. Having a international stronghold of Disaster Reduction in kobe.
May. 12, 2005	Asahi Shimbun	International Recovery Platform was started. Inform to the world on the lessons of the recovery from disasters.
	Yomiuri Shimbun	International Recovery Platform was started. Inform to the world on the lessons of the recovery from disasters. "Hope and Call" to the recovery from disasters.
	Kobe Shimbun	International Recovery Platform was started in Kobe. Hope to the original role for the recovery from disasters.
	Kobe Shimbun	Editorial- Hope to the International Recovery Platform to inform to the world on the experiences of the Hanshin-Awaji Earthquake.
May. 13, 2005	Asahi Shimbun	Memorial Symposium was held in Kobe for the start of the International Recovery Platform. Target of Recovery is human beings.
	Kobe Shimbun	Memorial Symposium was held in Kobe for the start of the International Recovery Platform. Exchange of opinions for the way of Recovery.
	Yomiuri Shimbun	Memorial Symposium was held in Kobe for the start of the International Recovery Platform. Exchange of opinions for the way of Recovery. Regional community is important for the Recovery.
May. 14, 2005	Yomiuri Shimbun	8 organs and 15 countries joined newly in the IRP.
	Yomiuri Shimbun	Memorial Symposium was closed in Kobe for the start of the International Recovery Platform. The way of Recovery was proposed.

Date	Name	Features
Jun. 6, 2005	Yomiuri Shimbun	White paper for the Disaster Reduction, Importance of the Preparedness for the disasters was stressed.
Jun. 28, 2005	Asahi Shimbun	The wisdom of Japan on the Tsunami from the Sumatra off shore Earthquake was spreaded to the Asia.
	Yomiuri Shimbun	ADRC joined the Assessment Mission on the Tsunami Early Warning System.
Jul. 3, 2005	Yomiuri Shimbun	International Recovery Platform is requested to start new work.
Jul. 5, 2005	Yomiuri Shimbun	Proposal of the shift to Hyogo Pref. on the Head Quarter for the disaster in the plan of sub capital.
Jul. 9, 2005	Kobe Shimbun	Mr. Ido, governor of Hyogo Pref. will visit 2 devastated countries from Tsunami, Thai and Sri lanka.
Jul. 27, 2005	Kobe Shimbun	Mr. Ido, governor of Hyogo Pref. held the Meeting on the result from the field survey of the devastated countries from Tsunami, Thai and Sri lanka.
July, 2005	Magazine "Furusato Hyogo" vol.93	Prepare for the next great earthquake. -Learned from Hyogo Pref,advanced autonomy-. International Recovery Platform was started on May 11 in Kobe.
Aug. 13, 2005	Asahi Shimbun	Mr. Murata, Secretariat of IRP, told the experiencies of disasters should be spreaded to the devastated area in the world.
	Asahi Shimbun	A picturecard show of "Inamurano Hi" was presentated in Sri Lanka by the Kobe Group.
Aug. 28, 2005	Yomiuri Shimbun	Wisdom of Japanease old men on the Recovery from the Earthquake was transfered to Thailand.
Aug. 30, 2005	Kobe Shimbun	Tsunami Forum wii be held in kobe by the Cabinet Office of Japan.
Aug. 31, 2005	The Daily Star	Japan will provide financial support to disaster management in Bangladesh.
Sep. 8, 2005	Japan Times	Hurricane Katrina is wake-up call for Asia.
Oct. 3, 2005	Monthly magazine "We learn"	The role of ladies on the Disaster Reduction for Sustainable development in Asia.
Oct. 9, 2005	Sankei Shimbun	Competition for leadership in Asia on the Satellite Business. The space war with Japan and China is heated up.
Oct. 14, 2005	Nikkei Shimbun	Mr. Kitamoto participated in the disucussion of the Journalist Forum in the 21st Century.
Oct. 18, 2005	Nikkei Shimbun	Kobe Newspaper donated "Video Cnference System" to IRP.
Oct. 19, 2005	Kobe Shimbun	Kobe Newspaper donated "Video Cnference System" to IRP.
Oct. 19, 2005	Kobe Shimbun Yomiuri Shimbun Asahi Shimbun	Hyogo Pref. dispatched staffs including IRP staff to the dev-astated area from the Pakistan Earthquake.
Oct. 28, 2005	Kobe Shimbun	Governor of Hyogo pref. handed the testimonial to Kobe Newspaper for the donation of Video Cnference System to IRP.
Nov. 3, 2005	Kobe Shimbun Yomiuri Shimbun Asahi Shimbun	Mr. Murata of IRP held the Meeting on the report for the present condition of the devastation from Pakistan Earthquake.

Date	Name	Features
Nov. 8, 2005	Nagasaki Shimbun	2 visiting researcher of ADRC visited Shimabara, learned Disaster Reduction and Recovery.
Nov. 9, 2005	Shimabara Shimbun	2 visiting researcher of ADRC visited Shimabara, learned Disaster Reduction and Recovery.
Nov. 11, 2005	Kobe Shimbun Yomiuri Shimbun Asahi Shimbun	The Meeting on the Report of the field survey of Pakistan Earthquake was held in Kobe by the staffs, including Mr. Murata from IRP.
Nov. 18, 2005	Kobe Shimbun	IRP participated in TV Meeting on the Disaster Reduction with India etc.
Dec. 21, 2005	Kobe Shimbun	Introduction of the establishment of IRP in 10 big news in Hyogo Pref.
	Kobe Shimbun	Budget, 55million yen for the International Tsunami Conference, organized by IRP.
	Yomiuri Shimbun	Budget, 55million yen for the International Tsunami Conference, organized by IRP.
Dec. 24, 2005	Nikkei Shimbun	ADRC will start the Education of Disaster Reduction in Thailand, devastated from Tsunami, etc.
Dec. 27, 2005	Kobe Shimbun	ADRC will start the Education of Disaster Reduction in Thailand, devastated from Tsunami, etc.
Dec. 27, 2005	Mainichi Shimbun	Indian Ocean Tsunami Forum will be held in Dec. next year in Kobe, organized by IRP.
Dec. 29, 2005	Mainichi Shimbun	The Article of the Interview to Mr. Kurita of ADRC on Tsunami disaster. He told we should make the Disaster Reduction System, reflected the experiences and wisdom of the ancestor.
Dec. 31, 2005	Mainichi Shimbun	The Article of the Interview to Mr. Arakida and Mr. Kochi of ADRC on Tsunami disaster, 1 year after, in Indonesia. They told the good story of one island, reduced the dead people, on behalf of the fear of Tsunami was being handed down from generation to generation.
Jan. 4, 2006	Nikkei Shimbun	ADRC conducted translation of "Inamurano Hi" into their languages in 8 countries, and made picture books.
Jan. 6, 2006	Kobe Shimbun	Information of the 2nd Public Symposium on Post Disaster Recovery on Jan.19 in Kobe, organized by IRP.
Jan. 7, 2006	Asahi Shimbun	Information of the 2nd Public Symposium on Post Disaster Recovery on Jan.19 in Kobe, organized by IRP.
Jan. 8, 2006	Mainichi Shimbun	Mr. Colombage explained to 2 children from Sri Lanka on the Monument of the Earth Disaster from Hanshin-Awaji Earthquake at Nagata, Kobe.
Jan. 14, 2006	Yomiuri Shimbun	Information of the 2nd Public Symposium on Post Disaster Recovery on Jan.19 in Kobe, organized by IRP, one of memorial events of 11 years after the Earthquake.
Jan. 15, 2006	Asahi Shimbun	ADRC will start the Education on Disaster Reduction in Sri Lanka and Thailand from this Spring.
Jan. 16, 2006	Sankei Shimbun	ADRC will start the Education on Disaster Reduction in Sri Lanka and Thailand from this Spring.
Jan. 17, 2006	Kobe Shimbun	Mr. Sinha, from India, was inaugurated as Programme Adviser in IRP.

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Jan. 17, 2006	Yomiuri Shimbun	Mr. Sinha, from India, was inaugurated as Programme Adviser in IRP.
Jan. 19, 2006	Kobe Shimbun	Mr. Sinha of IRP and Mr. Pujiono of OCHA paid a courtesy visit to Hyogo Pref.
Jan. 20, 2006	Kobe Shimbun	2nd Public Symposium on Post Disaster Recovery was held in Kobe, organized by IRP, informed lessons from disasters to the devastated area in the world.
Jan. 20, 2006	Asahi Shimbun	2nd Public Symposium on Post Disaster Recovery was held in Kobe, organized by IRP. Great expectation to IRP.
Jan. 20, 2006	Asahi Shimbun	182 persons participated in the 2nd Public Symposium on Post Disaster Recovery, organized by IRP.
Jan. 25, 2006	Magazine: DISASTER MANAGEMENT NEWS Jan.2006	ADRC contributed to the topic of "1 year after the Indian Ocean Tsunami".
Jan. 20, 2006	Kobe Shimbun	Exhibition of "Inamurano Hi" was held at the Disaster Reduction and Human Renovation Institution.
Jan. 28, 2006	Yomiuri Shimbun	The outline of remarks of Mr. Murata, IRP and Mr. Pujiono, OCHA on the International Symposium of Disaster reduction was described in the Yomiuri Shimbun.
Jan. 29, 2006	Asahi Shimbun	The Meeting on the Report of the Education of Disaster Reduction using the story of Inamurano-Hi in Sri Lanka was held in Kobe.
Jan. 29, 2006	Mainichi Shimbun	The picture story show of "Inamurano Hi" was presented in Kobe.
Feb. 19, 2006	Asahi Shimbun	Trainees from Asia learned the Activities of Disaster Reduction from ADRC on the Tsunami Early Warning System.
Mar. 14, 2006	Daily News (Sri Lanka)	Japan funds disaster reduction training in Galle District by ADRC.
Mar. 17, 2006	Mainichi Shimbun	The Disaster Reduction Training at Galle District in Sri Lanka will be held for 1 year from next month by ADRC.
Mar. 17, 2006	Kobe Shimbun	Asian Conference on Disaster Reduction was held in Seoul, Korea.
Mar. 18, 2006	Kobe Shimbun	ADRC will start the Education on Disaster Reduction at Galle District in Sri Lanka.
Mar. 18, 2006	Kobe Shimbun	IRP dispatched a staff to the Philippines for the survey of the landslide in Leyte.
Mar. 18, 2006	Asahi Shimbun	IRP dispatched a staff to the Philippines for the survey of the landslide in Leyte.
Mar. 21, 2006	Yomiuri Shimbun	ADRC will start the Education on Disaster Reduction at Galle District in Sri Lanka.
Mar. 31, 2006	Kobe Shimbun	IRP held the Meeting on the report of the Result of Survey on the landslide in the Philippines.
Mar. 31, 2006	Yomiuri Shimbun	IRP held the Meeting on the report of the Result of the Survey on the landslide in the Philippines.