

8. Public Relations Activities

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.

Table 8-1-1 TV/Radio Coverage

Media	Date	TV/Radio Station	Description
TV	Apr. 23, 2007	Philippine TV	News feature story on ADRC's cooperative project with the Philippines: seminar commemorating the completion of the GLIDE-associated Disaster Event Database held at the National Defense College
TV	Jun. 25, 2007	Kazakhstan TV	News feature story the Asian Conference on Disaster Reduction (ACDR) 2007 in Astana, Kazakhstan organized by ADRC and other organizations
TV	Oct. 03, 2007	Mongolia TV	News feature interview of Suzuki on ADRC's cooperative project with Mongolia: seminar on the Development of the Web-based GLIDE-associated Disaster Event Database
TV	Jan. 17, 2008	NHK	News feature story on JICA trainees in JICA Comprehensive Disaster Risk Management Course joining Memorial Walk
TV	Feb. 18, 2008	NHK	News feature story on JICA trainees in JICA Comprehensive Disaster Risk Management Course learning in Unzen

Table 8-1-2 Newspaper and Magazine Coverage

Date	Name	Features
Apr. 02, 2007	Mainichi Shimbun	ADRC starts information gathering on earthquake in Solomon Islands
Apr. 03, 2007	Kobe Shimbun	ADRC starts information gathering on earthquake in Solomon Islands
Apr. 10, 2007	Kobe Shimbun	ADRC dispatches Senior Expert Mr. Murata to tsunami-affected areas in Solomon Islands
Apr. 11, 2007	Yomiuri Shimbun	ADRC dispatches Senior Expert Mr. Murata to tsunami-affected areas in Solomon Islands for recovery support
Apr. 26, 2007	Kobe Shimbun	ADRC Senior Expert Mr. Murata reports on the survey results on earthquake and tsunami in Solomon Islands
	Yomiuri Shimbun	ADRC Senior Expert Mr. Murata reports on the survey results on earthquake and tsunami in Solomon Islands
	Yomiuri Shimbun	ADRC's survey report on earthquake and tsunami in Solomon Islands
May. 16, 2007	Mainichi Shimbun	ADRC's survey report on earthquake and tsunami in Solomon Islands

May. 24, 2007	Kobe Shimbun	ADRC participates in Earthquake Technology Expo at Intex-Osaka in Osaka
Jun. 26, 2007	Kazakhstanskaja pravda	Opening of the Asian Conference on Disaster Reduction (ACDR) 2007, and speech by Minister for Emergency Situations, Government of Kazakhstan
	Izvestija Kazakhstan	Opening of the Asian Conference on Disaster Reduction (ACDR) 2007, and speech by Minister for Emergency Situations, Government of Kazakhstan
Jul. 05, 2007	Nikkei Shimbun	ADRC participates in earthquake damage assumption survey in Kazakhstan organized by the Cabinet Office
Jul. 26, 2007	Shanghai News Network HP	ADRC Senior Administrative Manager Mr. Nagano made a presentation at International Symposium on the Civil Defense Development Strategy in the 21st Century held in Shanghai
Oct. 12, 2007	Asahi Shimbun	ADRC and JAVA jointly promote promote "Sentinel-Asia" Project
Oct. 15, 2007	Kobe Shimbun	ADRC Executive Director Mr. Suzuki attends the UN/ISDR Hyogo Office Opening Ceremony
Nov. 21, 2007	Jakarta Nikkei Shimbun	ADRC Executive Director Mr. Suzuki gave a lecture at a disaster seminar organized by Golkar Party
Nov. 23, 2007	Kobe Shimbun	ADRC Visiting Researchers, Ms. Nwet Yin Aye and Mr. Karybai uulu Kanatbek visit Himeji Bosai Plaza
	Kobe Shimbun	ADRC Visiting Researchers, Ms. Nwet Yin Aye and Mr. Karybai uulu Kanatbek visit Himeji Bosai Plaza
Nov. 27, 2007	Yomiuri Shimbun	ADRC dispatches 3 staffs in cluding Executive Director Mr. Suzuki to Bangladesh for Cyclone damage field survey
	Mainichi Shimbun	ADRC dispatches 3 staffs in cluding Executive Director Mr. Suzuki to Bangladesh for Cyclone damage field survey
Nov. 28, 2007	Kobe Shimbun	ADRC dispatches 3 staffs in cluding Executive Director Mr. Suzuki to Bangladesh for Cyclone damage field survey
Dec. 06, 2007	Kobe Shimbun	ADRC reported on the survey results of Bangladesh Cyclone on 5 December
	Jiji Press	ADRC reported on the survey results of Bangladesh Cyclone on 5 December
Dec. 13, 2007	Yomiuri Shimbun	ADRC reported on the survey results of Bangladesh Cyclone on 12 December
	Asahi Shimbun	ADRC reported on the survey results of Bangladesh Cyclone on 12 December
Dec. 16, 2007	Mainichi Shimbun	ADRC reported on the survey results of Bangladesh Cyclone on 12 December
Dec. 22, 2007	The Hindu	Guideline to tackle tsunamis soon, Stress on Involving Communities in prepareing hazard maps
Jan. 11, 2008	Nikkei Shimbun	ADRC Senior Expert/IRP Recovery Expert Mr. Murata interviewd in a series of articles commemorating 10th anniversary of HAT Kobe
Jan. 11, 2008	Kobe Shimbun	JICA Comprehensive Disaster Risk Management Course starts and trainees are to join Memorial Walk
Jan. 17, 2008	Sankei Shimbun	Asian trainees join Memorial Walk in JICA Comprehensive Disaster Risk Management Course
Jan. 25, 2008	Kobe Shimbun	IRP Forum held in Kobe, discussing capacity development
Mar.04.2008	Kobe Shimbun	Undersecretary of Bhutan visited ADRC
Mar.19.2008	Kobe Shimbun	ADRC participates the workshop on Disaster Risk Reduction in the Pacific Islands,coorganized by MOFA.