

## 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 2018 are listed below.

Table 7-1-1 TV/Radio Coverage

Media	Date	TV/Radio Station	Description
TV	Oct. 12, 2018	NHK	ADRC's response using the satellite image for Tsunami affected area in Indonesia was introduced in "NEWS KOBEHATSU" and "HYOGO NEWS 845".
TV	Oct. 30, 2018	SUN-TV	The Asian Conference on Disaster Reduction 2018 (ACDR2018) in Awaji was introduced in "Sun-TV NEWS".
TV	Feb. 5, 2019	NHK	JICA Knowledge Co-Creation Program "Comprehensive Disaster Risk Reduction and Management in the African Region" was introduced in NHK Mito New Program.

Table 7-1-2 Newspaper and Magazine Coverage

Date	Name	Features
Jul. 30, 2018	Hyogo Journal	Mr. Suzuki, ADRC Executive Director, introduced the ADRC's activities at the Hyogo 150 <sup>th</sup> Anniversary Symposium.
Sep. 1, 2018	Kobe Shimbun	Mr. Suzuki, ADRC Executive Director, introduced the ADRC's activities at the Hyogo 150 <sup>th</sup> Anniversary Symposium.
Sep. 21, 2018	Shukan Post	Dr. Hamada, Chairman of ADRC's comment on the bridge restoration from the tanker collision caused by Typhoon Jebi was introduced.
Oct. 18, 2018	Kobe Shimbun NEXT	ADRC Visiting Researchers from India, Malaysia and Maldives introduced their country's current situations on Disaster Risk Reduction at Kansai University of International Studies.
Oct. 31, 2018	Kobe Shimbun	The Asian Conference on Disaster Reduction 2018 (ACDR2018) was held in Awaji city, Japan with about 100 participants.
Jan. 14, 2019	More than 15 local newspaper	Project on QZSS application to early warning message platform and installment plan in Asia and the Pacific was introduced.