

## 8 Public Relations by ADRC

The ADRC is committed to promoting its visibility as an information center, constructing cooperative relationships with a larger number of partner organizations, and further increasing contributions to international disaster reduction cooperation. From this standpoint, we have had a wide range of activities in public relations by attending international conferences, participating in lecture meetings and symposia, and public relations with the mass media.

### 8-1 PR to the Mass Media

With the intent of notifying disaster reduction experts and the general public on the activities of ADRC, we have made much effort to obtain coverage by television, radio, newspapers, and other mass media. As a result, we were interviewed and given media coverage concerning our activities, including the second ADRC International Meeting. In this fiscal year, ADRC's activities were broadcasted three times on the TV and reported 41 times on newspapers.

### 8-2 Attendance at International Conferences

We attended the international conferences shown below to enhance our presence around the world, and took part in deliberations with concerned organizations on international disaster reduction cooperation. This was done to develop an organic network with international organizations and NGOs, as well as with member countries.

Table 8-2-1 <International Conferences>

Title of Conference	Duration	Place	Name of Participants	Contributions
IDNDR Program Forum	July. 5-9, '99	Geneva	Ogawa, Murata	Presentation on ADRC's organization and activities as a nominee of 10 Success Stories. Coordination of the session on "Information Technology for Assessment and Simulation Capacities."
Japan-U.S. Science, Technology & Space Applications Program 1999	Nov. 9-12, '99	Hawaii	Ogawa, Suzuki	Presentation on ADRC's activities and the Internet GIS for disaster reduction in Asian region.
World Bank Paris Conference	Jan. 13, '00	Paris	Ogawa	Explanation on ADRC's organization and activities
CEOS (Committee of Earth Observation Satellite)	Feb. 14-15, '00	Tokyo	Ogawa, Suzuki	Presentation on "Development of Internet GIS for Disaster Information Management in Asian Region."
Kobe/Shanghai/Manila Tri Cities meeting for disaster reduction	Jan. 26-27, '00	Kobe Municipal Office	All staff	Planning and organizing of the conference