

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 2016 are listed below.

TV/Radio Coverage

Media	Date	TV/Radio Station	Description
TV	Jan. 24, 2017	NHK	International Recovery Forum 2017 (IRF2017) was introduced in “NEWS KOBEHATSU” and “HYOGO NEWS 845”

Newspaper and Magazine Coverage

Date	Name	Features
Sep. 19, 2016	Kobe Shinbun	Ms. Kondo, Executive Director of ADRC presented ADRC activities and Tsunami educational booklets “Inamura no Hi” translated into 10 languages.
Dec. 20, 2016	Kumamoto Nichinichi Shimbun	ADRC Study visit to the affected areas by the Kumamoto earthquake was attended by about 30 officials for Disaster Risk Reduction (DRR) from Asian countries.
Dec. 20, 2016	JIJI Press iJAMP	ADRC Study visit to the affected areas of the Kumamoto Earthquakes was held and about 30 officials for DRR from 23 Asian countries visited Masiki town and Kumamoto castle.
Jan. 24, 2017	NHK NEWS WEB	International Recovery Forum 2017 (IRF2017) was held in Kobe with persons in charge of DRR from 33 countries
Jan. 25, 2017	Kobe Shinbun	International Recovery Forum 2017 (IRF2017) was held in Kobe, Japan with about 120 participants from 33 countries and 16 international organizations.
Jan. 30, 2017	Suido Sangyo Shinbun	Prof. Hamada, ADRC Chairman explained the role of ADRC and its activities including “Program for Inviting Visiting Researchers from Member Countries”.
Mar. 8, 2017	Kobe Shinbun	ADRC introduced its activities in the Sub-Committee on Disaster Prevention of the Association of North East Asia Regional Governments.