

12. Division for Public Relations

All the committees related to public relations (PR) activities were unified as Division for Public Relations (DPR) in 2009. In 2011, the DPR has been focusing on the following six activities with a view to increase social recognition of the necessity of nuclear fusion research and also NIFS's scientific achievements.

- Planning and conducting NIFS Tour
- Participation in the local events and festivals
- Publication of the PR magazine, "NIFS NEWS"
- Creation of showpieces and booklets to make PR efforts more attractive and effective
- Improving the simplicity of NIFS website
- Educational tie-ups with national high schools / Educational programs for local communities (i.e. working experience, scientific demonstration & workshop)

As a result of these efforts, a total of 5,112 visitors enjoyed the NIFS Tour in 2011. Here are details of PR efforts made by the DPR.

- NIFS Tour
 - Handling requests, coordinating schedules, and conducting a tour of the institute
 - Development of various materials and devices for scientific demonstrations/attractions during the tour
 - Upgrading of the scientific exhibit space "Kids Corner"
- Participation in the local events and festivals
 - TOKI-Pottery Festival 2011 in Toki City
 - TAJIMI-Pottery Festival 2011 in Tajimi City
 - Asho-ku Spring Festival in Toki City
 - Oroshi-cho Summer Festival in Toki City
 - Taihei Children's Center Summer Festival in Tajimi City
 - Tajimi Working youth Home Summer Festival in Tajimi City
 - Ena Environmental Fair 2011 in Ena City
 - Ishiriro-ku Summer Festival in Toki City
 - Tsurusato-cho Summer Festival in Toki City
 - Tajimi City District 20&21 Summer Festival in Tajimi City
 - Asho-ku Autumn Festival in Toki City
 - Tajimi Festival in Tajimi City
 - Oroshi-cho Cultural Festival in Toki City
 - Kids Workshop Tajimi in Tajimi City
- Publications
 - Design, publication, and distribution of the PR magazine "NIFS NEWS"
 - Design, publication, and distribution of the PR booklets: "NIFS 2011-2012", "Fusion – Energy to Pave the Way for Future", "NIFS Do Research Aimed at Extracting Energy from Sea Water 2011", "Introduction to NIFS and the NIFS Tour", and "Welcome to NIFS"
 - Design, publication, and distribution of the PR

leaflet "Plasma-kun Dayori"

- Web
 - Renewal of NIFS Web pages
 - Release of information by Web pages and mailing lists
 - Design of signs and other advertisement materials
 - Creation of special website featuring scientific events, symposia and conferences
 - Creation of frames for research divisions' pages
 - Upgrading of various on-line application form
 - Expansion of in-house contents
 - Search engine optimization (SEO)
- Educational contributions
 - Educational partnership activities of Super Science High School (SSH) and Science Partnership Project (SPP): 17 high schools and 519 students participated.
 - Special alumnus lectures and other visiting lectures: 7 high schools were visited.
 - Technical training scheme of Japan's dual education system: 4 persons were accepted.
 - Internship and working experiment programs for junior and high school students: 6 schools were accepted.
 - Internship programs for technical college students: 2 schools were accepted.
 - Science handcraft workshops for local communities: 31 workshops were organized and 4202 participants attended in total.



Fig. 1 A photo in the Tajimi Festival.

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