

14. Public Relations Office

1. *Introduction*

The Public Relations Office (hereinafter referred to as the PR Office) was established in the end of July 2003 for the following purposes: 1) to guide the ordinary visitors around the institute (NIFS Tour); 2) to create the institute website as well as to operate and manage various servers used for the PR purposes; 3) to work on the efficiency improvement as an Inter-Operational institute; and 4) to translate documents into foreign languages. Throughout the above activities, the PR Office is to fulfill its major responsibility, informing the public or the society of the necessity of nuclear fusion research as well as reporting research activities in a simple and concise manner.

2. *PR activities*

In the year 2006, the institute had 3038 visitors for the NIFS tour. The PR Office distributed brochures, explained plasmas and the institute's Large Helical Device (LHD), and toured the institute facilities. Also in the annual open house taken place in October, the PR Office offered a quiz show, asking questions about the nuclear fusion and plasma as well as the science in general, hosted by the institute mascot character 'Plasma-kun'. The quiz show received much popularity among the visitors. Furthermore, as part of promotional activities, the Public Relations Office participated in the public events in Ceramic Park MINO and the Central Japan International Airport, giving various types of scientific exhibitions and demonstrations. Then, in June, the Office assisted the firefly watch event taken place within NIFS. In 2006, the Public Relations Office planned and produced a video to introduce the plasma confinement. Besides, the office gave a series of assistance in the events called "SSH (Super Science High school)" by showing students around the institute. In the future, the PR Office hopes to further deepen the understanding of the NIFS visitors regarding nuclear fusion and plasmas. Therefore, diversification of the NIFS tour courses, improvement of their contents, refurbishment as well as expansion of the scientific exhibitions, foundation of a closer liaison between the tour and scientific experiments, and so many more activities should be planned then carried out.

3. *Web sites management*

Continuing from the last year, the PR Office carried out the maintenance and improvements of the institute web pages and built some new contents in addition to the existing ones. In the FY 2006, the office focused on developing the contents entitled "What's Nuclear Fusion?" and also "NIFS Kid's Page" mainly targeted for children. The NIFS top page (<http://www.nifs.ac.jp/index-j.html>) was remodeled into a new design in October so that the general visitors, collaborative researchers, students, or corporate

visitors could easily find information they need. The office also made revisions on existing pages to optimize the searchability from various Internet search engines. In the future, such contents that they introduce facilities in the institute and explain the plasma property and its confinement method in a simple manner need to be created. Combining those activities introduced herein, the PR Office is challenging to expand the number of accesses to the NIFS top page for the 10 times as much as it is now. Simultaneously, the Office is conducting a detail access analysis to find the viewer's needs then revise existing pages in such style that meets the demand. Last year, the institute had over 1 million accesses to the NIFS website.

4. *Efficiency improvement as an Inter-Operational Institute*

In order to improve the convenience of collaborative researchers visiting NIFS, the PR Office placed a public display at the entrance of the Library building to provide various meeting information. Also, the office carried out a series of assisting operations to hold a videoconference with a remote partner. Furthermore, it is also the responsibility of the PR Office to maintain, operate, and manage mailing lists that are inevitable to provide the collaborative researchers and the general public with information. In the future, web pages that are specifically focused on the collaborative research related subjects should be created in a close association and cooperation with the Collaborative Research Committee members.

5. *Document translation*

The PR Office translated major contents including the NIFS web page as well as scientific reports and brochures in English. Also, the office provided translation supports for some other contents, namely several manuals like the method of LHD experiment data acquisition. In the future, translations of such information concerning the NIFS research accomplishments as well as the detail of various experiment devices then the active transmission of those information to the foreign nations will be necessary.

All of the activities introduced above were carried out in close correspondence with the NIFS Public Relations Committee, Open House Committee, Video Production Committee, and some others.

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