

14. Public Relations Office

Ever since its establishment, the Public Relations Office has been focusing on the following four activities with a view to inform the society as well as the public of the necessity of nuclear fusion research and also the NIFS research achievements.

- Planning of the NIFS Tour and various activities / participation and exhibition in the local events
- Development of measures to improve the convenience of NIFS as an inter-university research institute
- Development of easy-to-understand homepages
- Creation and publication of showpieces and booklets for the purpose of effective public relations activities

As a result of these efforts, a total of 4,067 visitors joined the NIFS Tour in 2008, and also, NIFS recorded a total of 924,995 accesses to the institute homepage. Furthermore, through the following activities and operations, the Public Relations Office actively promoted the public relations activities of the institute.

● Public relations activities

- Exhibition in the TOKI Pottery Festival 2008
- Planning and management of the NIFS firefly event
- Exhibition in the Oroshi-cho Summer Festival
- Exhibition in the Ishiriro-ku Summer Festival
- Exhibition in the Tsurusato-cho Summer Festival
- NIFS tour in the Cera-Park Dream Kids 2008
- Exhibition in the NIFS Open Campus 2007
- Exhibition in the Traffic Messenger Kotsu-Daisakusen in Toyota Stadium
- Exhibition in the Tajimi Festival
- Exhibition in the Oroshi-cho Cultural Festival
- Exhibition in the Gifu-Tohno Festival in Centrair (Central Japan International Airport)

● NIFS Tour

- Improvement and expansion of devices and equipments used in various scientific experiments
- Maintenance of the Virtual Reality tour contents
- Maintenance of the superconducting magnetic levitation experiment contents
- Maintenance of the vacuum experiment contents
- Setup of a large screen display and real-time cameras for viewing the LHD in operation

● Web

- Prompt update of important information
- Renewal with attention to universal design (Easy-to-read character size and font, consideration to color amblyopia, etc.)
- Maintenance and renewal of the guidance to visitors (transportation, map, accommodation, restaurant, etc.)
- Maintenance and renewal of the collaborative research homepage
- Maintenance and renewal of the homepage for the Department of Nuclear Fusion in Graduate

University for Advanced Studies

- Optimization of page layouts for easy access
- Translation
 - Creation and Renewal of the English homepage
 - Interpretation at the 18th International TOKI Conference
- Publication of the Public Relations magazine
 - Publication of the public relations booklet “Introduction to NIFS and the NIFS Tour”
 - Publication of the bimonthly magazine “Plasma-kun News”

In addition to those above, the following activities was conducted to contribute to various operations in NIFS:

- Administrative support for the video conference
- Administration and management of the mailing lists
- Administration and management of the in-house integrated information system
- Translation to English and Japanese of the NIFS Peer Review documents
- Translation to English and Japanese of various business documents
- Maintenance of the foreign visitors registration system
- Maintenance of the application system for a vehicle admission and a card-key issuance

All of the activities reported above were carried out under the strong cooperation with the Public Relations Committee, the Web/Homepage Committee, the Open-house Executive Committee, the Department of Administration, the Coordination Research Center, and other related parties and individuals.



Fig. 1 A photo in the Tajimi Festival.

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