

14. Public Relations Department

In 2009, all the committees related to public relations (PR) activities were unified and Public Relations Department was newly set up. The reorganization aims at enhancing a whole PR activity. The Public Relations Department 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 5,729 visitors enjoyed the NIFS Tour in 2009. Here are details of PR efforts made by the Public Relations Department (this year).

- 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
- Participation in the local events and festivals
 - TOKI-Pottery Festival 2009 in Toki City
 - Kid's Fiesta in Ena City
 - Una Gappa Festival 2009 in Tajimi City
 - Oroshi-cho Summer Festival in Toki City
 - Ceratopia Toki's Summer Festival 2009 in Toki City
 - Ishiriro-ku Summer Festival in Toki City
 - Tsurusato-cho Summer Festival in Toki City
 - Summer Workshop of Science Experiments in Ena City
 - Asho-ku's Autumn Festival in Toki City
 - Oroshi-cho's athletic meet in Toki City
 - Tajimi Festival in Tajimi City
 - Oroshi-cho Cultural Festival in Toki City
 - Special exhibition, "Fun Science Experiments", in Rokkasho Village
 - IT Experience for Kids and Parents in Tajimi City
- Publications
 - Design, publication, and distribution of the public relations magazine "NIFS NEWS"
 - Design, publication, and distribution of the public relations booklets: "NIFS2009-2010 Solar Energy to be Recreated on the Earth", "Fusion – Energy to Pave the Way for Future", and "Introduction to NIFS and the NIFS Tour"

- Web
 - Renewal of the top and second pages
 - On-line NIFS Tour application form
 - Expansion of in-house contents
 - Creation of on-line systems to rent out athletic facilities
 - Release of Flash Video introducing NIFS
 - Search engine optimization (SEO)
 - New page of the newly-appointed Director-General and past Director-Generals
 - New page briefing NIFS's educational partnership activities
 - Creation of frames for research divisions' pages
 - Special website featuring the Open Campus event
 - Design of signs and other advertisement materials
- Educational contributions
 - Educational partnership activities of Super Science High School (SSH) and Science Partnership Project (SPP): 14 high schools and 665 students participated.
 - Special alumnus lectures: 4 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: 4 schools were accepted.
 - Science handcraft workshops for local communities



Fig. 1 A photo in the Tajimi Festival.

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