

12. Public Relations Department

All the committees related to public relations (PR) activities were unified and Public Relations Department (PRD) was newly set up in 2009. The reorganization aims at enhancing a whole PR activity. In 2010, the PRD has been focusing on the following seven 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)
- Participation in the Interactive Fair for Biodiversity, which was held in conjunction with COP10

As a result of these efforts, a total of 5,039 visitors enjoyed the NIFS Tour in 2010. Here are details of PR efforts made by the PRD.

● 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 2010 in Toki City
- TAJIMI-Pottery Festival 2010 in Tajimi City
- Asho-ku Spring Festival in Toki City
- Oroshi-cho Summer Festival in Toki City
- Ceramic Park Dining 2010 in Tajimi City
- Ishiriro-ku Summer Festival in Toki City
- Tsurusato-cho Summer Festival in Toki City
- Tajimi City District 5 Summer Festival in Tajimi City
- Asho-ku Autumn Festival in Toki City
- Oroshi-cho athletic meet 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 public relations magazine "NIFS NEWS"
- Design, publication, and distribution of the public relations booklets: "NIFS2010-2011 Solar Energy to be Recreated on the Earth", "Fusion – Energy to Pave the Way for Future", and "Introduction to NIFS and the NIFS Tour"
- Design, publication, and distribution of the public relations 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 707 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: 6 schools were accepted.
- Science handcraft workshops for local communities



Fig. 1. A photo in the Interactive Fair for Biodiversity (COP10). Researchers and students with the NIFS explained how we should secure our energy sources while conserving the earth's biodiversity for years to come.

(Takahata, K.)