

12. Division for Public Relations

Division for Public Relations (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 3,868 visitors enjoyed the NIFS Tour in 2012. 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
 - TAJIMI-Pottery Festival 2012 in Tajimi City
 - Asho-ku Spring Festival in Toki City
 - TOKI-Pottery Festival 2012 in Toki City
 - Oroshi-cho Summer Festival in Toki City
 - Tajimi Working Youth Home Summer Festival in Tajimi City
 - Tsurusato-cho Summer Festival in Toki City
 - Ishihiro-ku Summer Festival in Toki City
 - Science Fun Workshop 2012 in Mizunami City
 - Asho-ku Autumn Festival in Toki City
 - Taihei Children's Center Autumn Festival in Tajimi City
 - Tajimi Festival in Tajimi City
 - Kids Workshop Tajimi in Tajimi City
 - Ena Environmental Fair 2012 in Ena City
 - The 10th Anniversary Festival of Ceramic Park MINO in Tajimi City
- Publications
 - Design, publication, and distribution of the PR magazine "NIFS NEWS"
 - Design, publication, and distribution of the PR booklets: "NIFS 2012-2013", "Fusion – Energy to Pave the Way for Future", "NIFS Do Research Aimed at Extracting Energy from Sea Water 2012", "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
- Educational contributions
 - Educational partnership activities of Super Science High School (SSH) and Science Partnership Project (SPP): 20 high schools and 722 students participated.
 - Special alumnus lectures and other visiting lectures: 5 high schools were visited.
 - Internship and working experiment programs for junior and high school students: 3 schools were accepted.
 - Internship programs for technical college students: 1 school was accepted.
 - Science handcraft workshops for local communities: 34 workshops were organized and 1186 participants attended in total.



Fig. 1 A photo at the 10th Anniversary Festival of Ceramic Park MINO in Tajimi City

(Takahata, K.)