

14. 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 4,261 visitors enjoyed the NIFS Tour in 2013. 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 2013 in Tajimi City
 - Asho-ku Spring Festival in Toki City
 - TOKI-Pottery Festival 2013 in Toki City
 - Oroshi-cho Summer Festival in Toki City
 - Kokeizan Forest Home Summer Festival in Tajimi City
 - Tsurusato-cho Summer Festival in Toki City
 - Ishihiro-ku Summer Festival in Toki City
 - Science Fair 2013 in Mizunami City
 - Asho-ku Autumn Festival in Toki City
 - Tajimi Festival in Tajimi City
 - Tohshi-no-mori Forest Festival in Toki City
 - Oroshi Pottery Festival in Toki City
 - Dachi Outou Festival in Toki City
- Publications
 - Design, publication, and distribution of the PR magazine "NIFS NEWS"
 - Design, publication, and distribution of the PR booklets: "NIFS 2013-2014", "Fusion – Energy to Pave the Way for Future", "NIFS Do Research Aimed at Extracting Energy from Sea Water 2013", "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): 22 high schools and 809 students participated.
- Special alumnus lectures and other visiting lectures: 6 high schools were visited.
- Internship and working experiment programs for junior and high school students: 4 schools were accepted.
- Internship programs for technical college students: 3 school was accepted.
- Science handcraft workshops for local communities: 29 workshops were organized and 927 participants attended in total.



Fig. 1 A photo at the Tajimi Festival in Tajimi City

(Takahata, K.)