

§3. Public Relations Activities

Matsuoka, K.

Public relations activities of RESO are conducted by paying attention to the research enhancement and are closely coordinated with the activities hitherto done by most staff of NIFS.

Fusion research cannot go forward without agreement of citizens because we need neighboring citizen's agreement in drawing up a future plan and need public opinion favorable for fusion to get the research budget. NIFS staff have put a great deal of effort toward establishing good relations with neighboring citizens by disseminating NIFS's achievements to the citizens and by cooperating for science education. Such activities include i) Open Campus held every fall, ii) Fusion Festa in Tokyo held in May every year at the National Museum of Emerging Science and Innovation (MIRAikan), iii) NIFS tour throughout the year where visitors can take a look of experimental facilities and get information of recent results, iv) providing lectures on demand at high schools and at National College of Technology nationwide, v) accepting SSH (Super Science High School) and SPP (Science Partnership Program) students for science study, vi) providing internship opportunity to regional high school students, vii) open lectures for neighboring citizens, viii) science work on demand for small children, ix) disseminating NIFS information through a variety of media (Web page, magazine (NIFS news, Plasma-kun dayori), brochure, leaflet, movie), and x) participating in the symposium held twice a year hosted by NINS.

RESO is collaborating on the above-mentioned activities and is conducting public relations activities with new perspectives as follows.

1) *Press release and dissemination of research achievements*

Press release has been conducted so far at the end of fiscal year to present research achievements obtained in that year. On the occasion when the article "Flow damping due to stochasticization of the magnetic field" was published in Nature Communications the press release was conducted in January, 2015 for the first time over the last decade. The news was released at the Kyushu University, too because this achievement was obtained through collaboration between NIFS and the Kyushu University. This news appeared on a variety of newspapers and on the top page of Yahoo news.

Owing to the aid of URA of NINS we become able to submit research topics to EurekAlert that is an online science news sponsored by AAAS (American Association for the Advancement of Science). In this year two topics were submitted, "Magnets for Fusion Energy: A Revolutionary Manufacturing Method Developed" in July, 2014 and "Plasma Flow Damping Observed Due to Stochasticization of the Magnetic Field" in March, 2015. The retrieval number of the former topic approached 20,000. This kind of dissemination should enhance research

motivation of researchers.

2) *Enrichment of Web page for foreign people*

The Web page in English was revived and enriched by including "Research Update" for dissemination of research activities to overseas readers. "Research Update" is an English translation of "Research Report" in Japanese issued every two weeks toward citizens.

English translation of guides on open recruitment of collaborative research in Japanese was made in order for a researcher staying in the United States of America to participate in the collaborative research at NIFS.

3) *Outreach activities on the basis of fusion community*

NIFS has responsibility to integrate fusion activities in Japan as an Inter-University Research Institute. URA of RESO joined Fusion Energy Forum. The Forum is operated by JAEA (Japan Atomic Energy Agency) and NIFS. Its purpose is to promote fusion research in Japan and is primarily involved in ITER/BA activities because the national project of fusion designated by JAEC (Japan Atomic Energy Commission) under Cabinet Office is ITER. URA is working in the area of outreach of fusion research in the Forum. One of activities is holding the annual meeting for reporting ITER/BA achievements. Unfortunately the meeting in this fiscal year was aborted by taking account of the situation of the ITER management. Diet Members for Promoting Fusion Energy, Governors of Aomori and Ibaragi prefectures and high-ranking officers of MEXT attend the meeting, hence it is a good opportunity for public relations to politicians. The Japan Society of Plasma Science and Nuclear Fusion planned to enrich a fusion area in Wikipedia in order for young generation to be acquainted with fusion. Unfortunately present contents of the fusion area are rather poor. URA is going to join this activity. The Forum has planned to issue a motivational book for high school students. Such kind of book has not been published for ten years. The book will cover i) fusion energy as an ultimate hydrogen energy, ii) principle of fusion, iii) plasma confinement, iv) history of fusion research, v) fusion research in the ITER era, vi) fusion engineering to realize fusion power generation. URA joins this activity as an author of chapter iv) and an editor. In this fiscal year some parts of drafts were collected. The publication is scheduled in the next fiscal year.

4) *Other activities*

For dissemination of NIFS activities brochures in Japanese and in English are edited annually. URA and English native staff read the proofs of the manuscript. In addition to the regular brochure the new image-based brochure was produced where explanatory text was cut down to the minimum. The promotional video of NIFS should be newly produced because the present video is ten years old and shortly we are going to enter the new stage of experiment, that is, the deuterium experiment. The budget for producing the video was requested in the framework for the next fiscal year, and it was approved.