§3. Public Relations Activities

Matsuoka, K.

Public relations activities of RESO are conducted with the purpose of the research enhancement at NIFS and at universities having close relation with the activities hitherto done by most staff of NIFS.

Because public relations are important for fusion research NIFS staff have put a great deal of effort toward establishing good relations with neighboring citizens by disseminating NIFS's achievements to them and by cooperating for science education. Such activities include i) Press release on the research achievements obtained throughout the year on the turn of the fiscal year, ii) Open Campus held every fall, iii) Fusion Festa in Tokyo held in May every year at the National Museum of Emerging Science and Innovation (about 2000 visitors), iv) NIFS tour throughout the year where visitors can take a look of experimental facilities and get information of recent results (more than 3500 visitors), v) providing lectures on demand at high schools and at National College of Technology nationwide, vi) accepting SSH (Super Science High School) and SPP (Science Partnership Program) students for science study, vii) providing internship opportunity to regional high school students, viii) open lectures for neighboring citizens, ix) science work on demand for small children, x) disseminating NIFS information through a variety of media (Web page, magazine (NIFS news, Plasma-kun dayori), brochure, leaflet, video movie), and xi) participating in the symposium held twice a year hosted by NINS. RESO collaborated on the above-mentioned activities. RESO opened science café at the event ii) and took care of exhibitions at the events iii) and xi).

The following activities are conducted primarily by RESO.

1) Press release and dissemination of research achievements

Five press releases were conducted in the last fiscal year. The topics and timings are as follows.

i) "Developing an Electron Density Diagnostic Method for Atmospheric-Pressure Low-temperature Plasma for Environmental Protection and Medical and Biological Uses" in May, 2015, ii) "A Two-dimensional Microwave Camera Has Been Developed: Anticipating Applications for Safe Passage through Dense Fog, Underground Exploration, and Non-destructive Investigation" in September, iii) "Discovery of a New Confinement State for Plasma: The Result of a Japan-America Joint Research" in November, iv) "Accelerating Fusion Research through the Cutting Edge Supercomputer: Difference of Particle Species Suppresses Plasma Turbulence" in November, and v) "Abrupt Excitation Phenomenon in High-temperature Plasma: The Discovery of Phenomena and Prospects from Theory" in January, 2016. These topics were submitted to EurekAlert!, too. The download number of the article in "Scientific Reports" regarding the third topic was increased up to top 4 % in the journal.

2) Enrichment of Web page for foreign people

The Web page in English was enriched by uploading "Research Update" for dissemination of research activities to readers oversea. "Research Update" is an English translation of "Research Report" in Japanese issued every two or three 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 State 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. RESO distributed the special issue about public relations activities on fusion published in the Japan Society of Plasma Science and Nuclear Fusion to SSHs, education boards and science museums of all prefectures in Japan to disseminate attractiveness of fusion. URA of RESO joined Fusion Energy Forum. The Forum is managed by JAEA (Japan Atomic Energy Agency) and NIFS. Its purpose is to promote fusion research in Japan and the Forum 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. It was held in February, 2016. Diet Members for Promoting Fusion Energy, Governors of Aomori and Ibaraki prefectures and high-ranking officers of MEXT attended the meeting. The meeting 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 field are rather poor. The meeting for Wikipedia was held in November and URA attended the meeting to cooperate with the activity. The Forum has planned to issue an introductory book for high school students who are interested in the science. 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, iv) confinement of plasma, v) history of fusion research, vi) fusion research in the ITER era, vii) fusion engineering to realize fusion power generation, and viii) prosperous future with fusion energy. URA joins this activity as an author of chapter v) and as the chief editor. The almost all drafts have been collected. The publication will be scheduled in July 2016.

4) Other activities

The promotional video of NIFS in Japanese and in English were completed by taking account of the deuterium experiment that will begin in March, 2017. For dissemination of NIFS activities brochures in Japanese and in English are edited annually. URA and English native staff checked the proofs of the manuscript.