

## Chapter 3 Public Relations Office

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The Conventional Public Relations Office was included in the "Office of Information and Public Relations", and made a fresh start as the "Public Relations Office". The Public Relations Office is the organization that copes with information disclosure, and takes charge of the publicity work for all of IMR. The Head of the organization is Professor Yoshihiro Iwasa, with technician Kenichi Ishimoto, and part-time employee Naoko Itoyama. These three people perform the publicity work with collaboration with the Public Relations Committee that consists of four Associate Professors at IMR (Satoshi Awaji, Shinichi Orimo, Takahiko Sasaki, Takami Toyama), one technician (Kazuhiro Sato), and two administrative officials (Akio Murakami, Emiko Oikawa). As year-round activities, we edit and publish the official newsletter of IMR, "KINKEN", (3 times per year), and create and manage IMR's website that is an important activity to send the results of work and news of IMR both outside and inside IMR. There was a "Katahira Festival 2004/IMR Open House" in 2004. This festival is held in every other year.



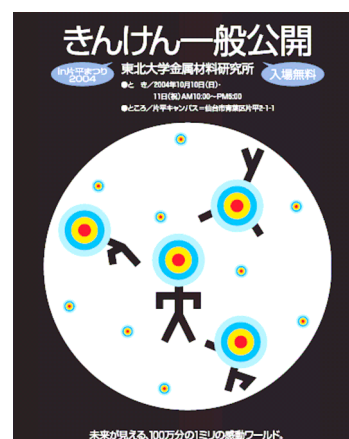
First, we mention the renewal of the official IMR Newsletter, "KINKEN", as our activity in FY 2004. The IMR Newsletter had collaborative research reports in the past, and the Collaborative Research Section of the Administrative Office distributed it. The reports were stopped in 2004, and the Public Relations Office took over the distribution work. We started the "IMR Story – Meet the Leaders" as a new plan to replace the collaborative research reports. It introduces the late professors who supported IMR in the postwar period with the history of IMR at that tune. The cover design was renewed with this new plan. We reconsidered the purpose of the IMR Newsletter and checked the recipient list.

On the IMR website, results of work, news, various awards, advertisement for positions, event schedules, etc. are published. Information on the research activities in



IMR has been widely dispatched. In 2004, the IMR Newsletter, "KINKEN", was put on the IMR website. This saves paper, and simplifies distributing the newsletter. We want to expand and improve the IMR website. Moreover, as a service to users at IMR we prepared an "Event Schedule" and give information on up-coming events and seminars at IMR. While there was little event information at the beginning, with continued placement, event information is now a regular feature with more information.

"Katahira Festival 2004 - IMR Open House" was held on October 10 and 11, 2004. Preceding it, in March the IMR Open House Executive Committee (Chairperson: Prof. Yoshihiro Iwasa, Vice-Chairperson: Assoc. Prof. Kenji Oyama, Committee Members: Assoc. Prof. Hiroshi Masumoto, Assoc. Prof. Seiji Mitani, Assoc. Prof. Kyosuke Yoshimi, Administrative Member: Akio Murakami, Teruo Omiya, Keiichi Hashimoto, Miyuki Sasaki) was organized. They planned and prepared the posters, handbills, and pamphlets. Also, "Katahira Festival 2004" and "IMR Open House" pages were created on the IMR website to advertise the festival. The year 2004 marked the half centennial of Professor. Kotaro Honda, and the "Kotaro Honda Exhibition" was opened in concert with the IMR Open House. We had more than 2000 visitors and this event ended in success. The exhibition in IMR was introduced on television news, such as NHK and TBC.



We offered support to the Collaborative Research Section as we enhanced our public relations system: creating the collaborative research reports of the Research Laboratories, downloading the application form from the collaborative research support website, and publishing adoption results and research schedules. In particular, we undertook the parts for which the technical knowledge of research was needed in creating collaborative research reports in the Research Laboratories.

We responded to various inquiries to IMR throughout the year (requests for IMR inspection tours, questions on research in IMR, inquiries about the Kotaro Honda celebration inscription and Mr. John Bardeen's visit to IMR (the visit was reported in the IMR News Letter)).

There were also requests to link from such as a researcher database.



To turn national universities into independent administrative entities (National university corporation) we prepared the strengthened system to provide information to the inside. However, the advancement in our services needs a higher specialty and strategy. We could not realize the services to perform strategically dispatching information outward, for example, to plan and manage lecture meetings and seminars in an integrated system, and to control and centralize the

announcement to the mass media. It is expected that as Tohoku University became a National University Corporation, information dispatches and information exchanges in IMR will become more active. To cope with the increased information rapidly and efficiently, and to positively dispatch effective information to inside and outside, we have to develop and improve our system further.