Communication Activities of ITER Korea

1st ITER Communication Group Meeting
2008. 4. 10.

ITER Korea

MEST
NFRI & ITER Korea

NFRI

- National Fusion Research Institute
- Main fusion research institute in Korea
  - KSTAR project
  - Fusion technology research and development
  - Plasma application research

ITER Korea

- Part of NFRI
- Implement with total independence Korea’s involvement in the ITER project on behalf of the Korean Domestic Agency

MEST
Purpose & Goals

Communications are needed for

- Strong public support
- Government support and confidence
Strategy

- Tailored Communications
- Use of public media
- Build up of popular support and consensus
- Close and frequent communication with the government
  including the National Assembly
- Publicizing major events
- Participation in academic forums
Status of KO-DA Communications

- Public relations activities relating to ITER project
- Hiring of a communications specialist in near future
- Operation of an ITER Korea website and post the ITER Newsline and monthly progress updates
- Publication of a fusion science and technology newsletter along with NFRI
# Activities (1/2)

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<th>Target Audience</th>
<th>Activities</th>
<th>Means and Tools</th>
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<tr>
<td><strong>Main Media</strong></td>
<td>- Publicizing of&lt;br&gt;- ITER Korea events&lt;br&gt;- Signing ceremony for KO procurement arrangements&lt;br&gt;- Major events by the ITER organization&lt;br&gt;- ITER related international events&lt;br&gt;- Hosting of international conferences and meetings</td>
<td>- Press Releases&lt;br&gt;- Press Conferences&lt;br&gt;- Support of media access and documentary making&lt;br&gt;- Submission of fusion articles in journals and newspapers</td>
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<td><strong>Science Community</strong></td>
<td>- Participation in conferences and exhibits&lt;br&gt;- Tailored communication and online publicizing</td>
<td>ITER model &amp; panel displays, Pamphlets, Posters, Memorabilia, Newsletters, Email announcements</td>
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## Activities (2/2)

<table>
<thead>
<tr>
<th>Target Audience</th>
<th>Activities</th>
<th>Means and Tools</th>
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<tr>
<td>The Public</td>
<td>- Operation of a ITER website&lt;br&gt;- Permanent displays&lt;br&gt;- Participation in science fairs and other public events&lt;br&gt;- Lectures</td>
<td>ITER model &amp; panel displays, Pamphlets, Posters, memorabilia, Children’s material and video, ITER Newslines &amp; monthly progress updates</td>
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<tr>
<td>Industry</td>
<td>- Organization of industrial fairs on ITER&lt;br&gt;- Hosting seminars on ITER purchasing/procurement</td>
<td>Panel displays, Pamphlets, Posters</td>
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<tr>
<td>Government Institutions</td>
<td>- Publicizing</td>
<td>ITER model &amp; panel displays, Memorabilia, Posters, Video</td>
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<td>Visitors</td>
<td>- Visitor information</td>
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Planned events for 2008

- **’08. 5**
  - Move into new offices

- **’08. 5~8**
  - Signing ceremony for procurement arrangements between ITER organization and ITER Korea
    - TF Conductor
    - Vacuum Vessel Main Vessel • Ports

- **’08. 6 & 11**
  - ITER Council meeting

- **’08. 10**
  - 22nd IAEA Fusion Energy Conference
    - Main Organizer: IAEA
    - Chair: Director General of ITER Korea
The ITER project needs government and public support and will be publicized by ITER Korea in cooperation with the main NFRI PR office through events such as conferences and exhibits, public forums, industrial and science fairs, and the operation of an ITER website.