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INTRODUCTION

Conducting research of the scope and caliber of a National Laboratory requires an atmosphere of trust and understanding between the Laboratory and its neighbors. In addition, capitalizing on the Nation's investment in fusion energy science, whether in the achievement of a safe and environmentally attractive energy source or in the development of plasma processes and technology for industrial and commercial applications requires a wide-spread understanding of plasma science and technology.

The External Affairs Department coordinates a number of activities to communicate with the public at large in order to develop trust and understanding and with specific audiences to provide the specialized technical information necessary to disseminate the Laboratory's research. The External Affairs Department also provides a broad-based program in science education to prepare America's youth for the challenges of the coming century.

RESPONSIBILITIES

The External Affairs Department coordinates a number of activities. Some of these include:

- *A web page on the World Wide Web.* This allows anyone with computer access to obtain information on the Laboratory 24 hours a day. In addition, the individual can leave a message or a question, which is answered, in a short-time frame.
- *Tours of the Facility.* PPPL has an aggressive tour program. In addition to schools and the general public, PPPL has periodically conducted open houses inviting the public to view the facility.
- *Meeting with local officials.* Periodically, PPPL meets with local officials (municipal and county) to update them on the activities at the Laboratory and to answer their questions. The Laboratory makes presentations regarding the activities of PPPL.
- *Reports.* PPPL Reports documenting the Laboratory's plasma and fusion science research are disseminated via the World Wide Web in accordance with DOE requirements. Reports and abstracts of presentations are submitted for patent clearance. Invention disclosures and patent applications are filed as warranted.
- *Presentations.* PPPL personnel regularly go to schools and other organizations to present lectures on fusion and the Laboratory operations. In addition, Laboratory staff visit schools to conduct science experiments, judge science fairs, and assist in improving the process for teaching science and math at local schools.
- *Special Events.* Coordination and support is provided for events including groundbreaking, dedications, open houses, and VIP visits. In addition, each year, a series of Science-on-Saturday presentations is held for high school students and members of the general public.

- *PPPL Annual Highlights Report.* This publication contains project descriptions, describes programmatic milestones and achievements, and includes a bibliography of journal papers published by PPPL scientists.
- *Media Relations.* Media advisories and news releases are issued to obtain publicity for PPPL programmatic accomplishments and personnel achievements. Contact is established and maintained with local, state, and national journalists to insure that they are kept informed of the latest developments in fusion energy research.
- *Public Information Materials.* Pamphlets, brochures and information bulletins are written and produced, comprising information packets used in response to public and news media requests. A quarterly newsletter, *PPPL News*, is published and distributed to interested members of the public. Video motion pictures are produced for use in conjunction with tours and for distribution to educators, government officials, and the public.
- *Employee Information Publications.* The *PPPL Hotline* is issued twice monthly. The *PPPL News Alert* is issued weekly.
- *Information Support Services.* Writing, editing, graphic design, and photographic services are provided in support of Laboratory publications and presentations. Printing and volume duplication are coordinated through the U. S. Government Printing Office. Requests for the acquisition of convenience copiers are coordinated and an inventory of existing duplication equipment is maintained to insure cost-effective utilization. Required reports are filed with DOE.
- *Records Management.* Applicable federal requirements are monitored for compliance. Coordination is provided for PPPL records stored at the Federal Records Center in Kansas City.

In addition, the Laboratory sponsors an ambitious Science Education program that uses the human, scientific, and technological resources of PPPL to:

- Provide opportunities for students and teachers to engage in scientific inquiry in ways that enhance their understanding of science concepts and scientific ways of thinking.
- Provide innovative opportunities for educators to work together and with scientists and engineers to enhance science teaching and learning.
- Reach out to all students and teachers, particularly those previously excluded from educational opportunities.
- Advocate for the national science and math standards.
- Communicate current scientific knowledge, including that about fusion energy sciences, to members of the community, and to extend this effort more broadly using modern communications technology.