

## Outreach of Disaster Science -strategy and practice-

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The relation between society and science has embarked on new era. The Basic Law on Science and Technology declares the importance of the connection to the public. Earthquake Research Institute offers various outreach activities, for seismology and volcanology are subjected to have impact on the society. However, inquiry survey shows that seismology or volcanology are almost regarded as "earthquake/volcanic eruption prediction study", on which over-expectation or misunderstanding stand. This indicate the existing risk of our community that once a big disaster hits human lives, these over-expectation and misunderstanding may lead to deep disappointment or to the great anger. Therefore the outreach activities of the disaster science need to manage these risks in the long-term point of view as well as responding the high demand in the short-term perspective. On the other hand, the public relation has also embarked on new era. Taking the corporate PR activities as an example, they have weight on the risk-management such as swiftly act on the scandal and the CSR activities rather than sales themselves. This indicates that a new basis of value is created among consumers, and that personnel acquisition may be achieved by responding or meeting the new concept of values. In this presentation, we would introduce what we do at our institute as an effective outreach.

Keywords: outreach, public relations, disaster science, seismology, volcanology, science communication