

Communication Between the People and the Government

Public Relations Office

Public Relations and Public Hearing

➤ Public Relations

- To ask people to understand important government policies, the Public Relations Office conducts strategic public relations activities in cooperation with the Cabinet Secretariat.
- Based on requests from government ministries, the office provides the information essential for daily life.
- So as to help the international society understand Japan, the office promotes global communications efficiently.

➤ Public Hearing

- To contribute to the policy-making process, the office grasps the trend of public opinion through public opinion surveys and hears valuable opinions from monitors on national policy.

Domestic Public Relations

Talking directly to people about important policies



Regular Radio Program (2013/1)

Using a well-known person suitable for appeal targets



TV Ad Spot; "Consumer Protection" (2013/9)

Timely publicity is important as to system revision



Newspaper Ad under Articles; "Election Campaigning through the Internet" (2013/5)

Utilizing the website and SNS, based on the spread of IT



"Public Relations Office" website

Public Relations for Areas Affected by the Earthquake



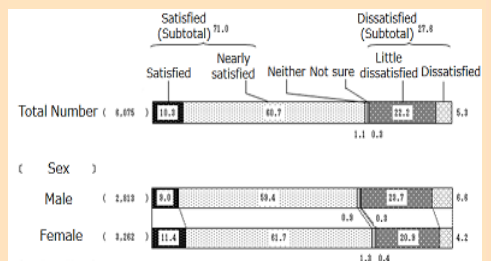
TV Program for Reconstruction Support; Fukushima Television (2013/7/7)

Global Communications



"Financial Times" (2013/3/11)

Public Opinion Survey



Public Opinion Survey on the Life of the People; "A Degree of Satisfaction with the Present Life" (2013/6)

For details → Public Relations Office: <http://www.gov-online.go.jp/eng/>,

Japanese Government Internet TV: <http://nettv.gov-online.go.jp/eng/>