**Committee on Public Relations and Communications**

**David S. Gottfried, Chair**

**Oral Report to Council, Indianapolis, Sept. 11, 2013**

Madam President, Fellow Councilors, Colleagues,

Let me ask you three questions:

If you could make a difference in science education in your local middle school, high school, or elementary school and all it took was a click of the “send” key, would you do it?

If you could influence federal funding for research, again, just by hitting “send,” would you do that?

Or how about this—when the person sitting next to you on the plane this afternoon asks what brought you to Indianapolis, will you say “ACS” and then just go back to reading? Or will you talk about chemistry in motion, including the progress chemists reported this week towards life-saving drugs, renewable energy, functional beverages and more nutritious foods?

I’m talking about the opportunity we all have, every day, to be a Chemistry Ambassador [show SLIDE and keep up until end]. To talk about our science in a way that’s relevant to nonscientists. To share the many ACS resources with the people they’re intended to help—teachers, students, and others.

When you don’t have time to go into a classroom or speak at a Science Café, or organize experiments for the Girl Scouts, you almost always have time to send an email. Give a guidance counselor the link to ACS Scholarships, or send a 7th grade teacher to the website for ACS Middle School materials. It’s a very easy way to make a difference—for students, for teachers, for our science.

CPRC continues to promote and support this Chemistry Ambassador initiative. In New Orleans we sponsored a Speaking Simply contest with the Undergraduate Program Office. We challenged students to talk about their posters in language that would interest a nonscientist. To focus less on what they did, and more on why it matters. We awarded prizes to 15 outstanding new student Ambassadors and we plan to hold the contest again in Dallas.

We are also talking with President Wu’s task force on Global Collaboration about promoting a Chemistry Ambassadors program in other countries. Our fellow chemists around the world also care deeply about public understanding of science.

In closing I’d like to congratulate the Indiana and Georgia Local Sections which are the 2013 winners of CPRC’s outstanding public relations Chemluminary awards, and Ruth Woodall who won our Helen Free Award for Public Outreach.

I hope you’ll join them in being Chemistry Ambassadors in your own way, and I hope you’ll sign on today, at [www.acs.org/chemistryambassadors](http://www.acs.org/chemistryambassadors). More than 9,000 of your colleagues already have.

Madam President, that concludes my remarks.