

Committee on Public Relations and Communications
Jennifer Maclachlan, Chair
Oral Report to Council, Boston, MA
August 22, 2018

Mr. President, Fellow Councilors, Colleagues,

The Committee on Public Relations and Communications, or CPRC, continues to be a champion of bringing chemistry to the public, sharing the excitement of our science with non-scientists, and helping other ACS units communicate effectively with their constituents.

CPRC's Technology Subcommittee partnered with IUPAC's Committee on Chemical Research Applied to World Needs, or CHEMRAWN, to present a Social Media 101 workshop Sunday afternoon. Seven well-known social media mavens gave short presentations and then each of the presenters led roundtable discussions enabling attendees to get personalized attention and assistance with various social media platforms. The CPRC Technology Subcommittee is planning a Social Media 101 webinar this fall.

CPRC's LSAC and DAC Public Relations subcommittee is assisting Local Sections and Divisions with developing unique PR plans called PR 'makeovers'. This group works closely with members of the Local Section and Division to produce a turnkey product which includes an infographic based quick start guide and a white paper. The first PR Makeover will be completed in September. We currently have five ACS entities in cue and are currently accepting new applicants. Contact me at pidgirl@gmail.com to learn how you can get a PR Makeover.

Members of the CPRC Chemistry Ambassadors subcommittee have written an article for In Chemistry titled Preparing for the 2019 International Year of the Periodic Table.

CPRC presented three awards at the ChemLuminary program last night. Congratulations to Dr. Steven Murov, the 2018 recipient of the Helen Free Award for Public Outreach. Steven has presented chemistry shows for thousands of children to emphasize the fun, excitement and importance of science. He also organized hundreds of free community science presentations to improve science literacy in California's Central Valley. And to the Louisiana and Orange County local sections, congratulations on winning the Outstanding Award for new and continuing public relations programs respectively.

Finally, it has been a pleasure and an honor, serving as Chair of CPRC for the past three years. My experience has demonstrated first-hand the value ACS volunteer service lends to professional development, having:

- First presented to CPRC during the Boston 2010 ACS meeting as a team leader for ACS 2010 President Joe Francisco's Sustainability Engagement Event, and,
- Joined CPRC as a member the following year. During my years as a CPRC member, I was a facilitator at three Sparkle public relations trainings, which gave me the tools to connect with my local media to promote Local Section events, and,
- I gained ACS leadership skills as the CPRC Technology Subcommittee Chair two years before becoming Chair of the Committee.

I am grateful for all the public relations opportunities that I was afforded while associated with CPRC, as these have made me a more effective science communicator and chemistry ambassador. I look forward to continuing my service to the American Chemical Society.

Mr. President that concludes my remarks.