**Committee on Public Relations and Communications**

**Amber Charlebois, Chair**

**Oral Report to Council, San Diego, CA August 28, 2019**

Madam President, Fellow Councilors, Colleagues,

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

This year the committee has been busy creating resources and tools for local sections, committees and divisions to increase their visibility. We are currently creating a Communication Plan Template and developing a list of the “The Dos and Don’ts” of website communication.

If your local section, division or committee is interested in developing yourself as more relevant and accessible to your members, then think about participating in a PR Makeover. It is an opportunity to have the CPRC team of communication experts craft a customized PR plan in order to enhance your image and connection with your members. We will work with you to develop a plan to transform your communication strategy pertaining to web design, social media, newsletters, programming and networking. If you are interested contact us at the address shown to get started.

I wanted to take just a second to remind you that the CPRC is involved in two amazing awards. They are the Helen M. Free Award for Public Outreach and the ACS National Grady-Stack Award for Interpreting Chemistry for the Public. If you are in this room, then you must know someone who is outstanding in the area of public outreach or increasing the visibility of chemistry. I encourage you to nominate someone for one of these awards so that we can all recognize and celebrate our tireless and devoted ACS volunteers.

Speaking of awards, the CPRC celebrated Sir Martyn Poliakoff, the 2019 Grady-Stack Award winner during a half-day symposium and reception on Sunday. We also presented three at the ChemLuminary program last night. Congratulations to Dr. Frankie Wood Black, the 2019 recipient of the Helen Free Award for Public Outreach. And, to the Silicon Valley and Nashville Local Sections, congratulations on winning the outstanding awards in public relations.

Madam President that concludes my remarks.