**Committee on Public Relations and Communications**

**David S. Gottfried, Chair**

**Oral Report to Council, San Francisco, Aug. 13, 2014**

Mr. President, Fellow Councilors, Colleagues,

Five years ago the chair of CPRC was here to announce the launch of the ACS Chemistry Ambassadors program.

Today, I’m here to say thank you, and keep going!—to the more than 10,000 Ambassadors that all of you represent, and to the many ACS committees, programs and offices that have supported this initiative and joined with us to make it successful.

Last night CPRC, the Office of Public Affairs and C&E News sponsored a reception to celebrate the Ambassadors anniversary and all the good work that has been done over the years. We know that hundreds of thousands of people–if not more—have been positively touched by your efforts.

Let me turn now to a brand new outreach effort, still in the pilot stage, that falls under the Ambassador program. I’m talking about Chemistry Champions, or “ChemChamps.” You might say this is chemistry’s version of American Idol.

It played out Sunday night at the Exploratorium before a live audience and was live-streamed for anyone to watch on a smart phone, tablet or computer. Five of our younger members each gave a compelling 3-minute explanation of their research, in a way that would engage non-scientists. They had already advanced through two earlier stages of competition and training orchestrated by the ACS Office of Public Affairs, which created the program.

CPRC was favorably impressed with the presentations and with the use of social media to create an appetite and audience for the science. On Twitter, over 250,000 users were reached in the ChemChamps messaging.

Judging for the contest was accomplished using text messaging and Twitter, and anyone could watch and tweet their vote for the top “Chemistry Champion.” The winner was Jennifer Novotny, a grad student from Cornell University.

CPRC applauds the ChemChamps effort. It appears to be a great follow up to the encouragement we heard from Alan Alda last year to go forth and make chemistry relevant to the public. And whether or not the ChemChamps pilot continues for next year, we urge all committees to consider how social media can help you achieve your goals. Our technology group would be happy to offer suggestions anytime.

And that takes me to our new strategic plan. Earlier this year CPRC conducted a strategic planning review, creating a new mission statement [SHOW SLIDE] and goals that include embracing new communication technologies and developing messages about chemistry’s role in our lives, for diverse audiences. This plan was approved at our committee meeting on Monday.

Finally CPRC presented three awards at the ChemLuminary program last night. Congratulations to Susan V. Olesik of Ohio State University for winning the Helen Free Award for Public Outreach. And to the Kalamazoo and Nashville local sections for winning the Outstanding Award for New and Established Public Relations programs respectively.

Mr. President that concludes my remarks.