**Committee on Public Relations and Communications**

**David S. Gottfried, Chair**

**Oral Report to Council, Boston, Aug. 19, 2015**

Madame President, Fellow Councilors, Colleagues,

Here in Boston CPRC co-sponsored a number of events that showcase ways to increase public appreciation for chemistry. We hope many of you were able to attend, but whether you did or not we invite you to join us in the follow up calls-to-action:

1. On Sunday we co-sponsored the PBS preview of “Mystery of Matter: Search for the Elements.” [SLIDE] This engaging 3-part program begins airing nationally today. Check out the PBS website for local broadcast schedules and then encourage friends and family to tune in as well. [CLICK TO ADD THE URL] If you’re on social media, tweet and post about the first episode and help build a larger audience for parts 2 and 3. And by the way the cast includes some ACS members, talking about Priestley, Lavoisier and other early icons of chemistry.
2. On Monday, CPRC, Chemical & Engineering News, and the ACS Office of Public Affairs co-sponsored a symposium on the public perception of chemistry. The Royal Society of Chemistry reported on their survey of public attitudes toward chemists and chemistry. [CLICK TO ADD THE URL] Our colleagues in the UK were surprised to learn that the public thinks chemists make a positive difference, and they feel chemists are honest, approachable, and interesting. But they also think chemistry is complicated, and find chemists to be distant and abstract. Do Americans share these views? We can’t say for sure, but we can be pretty certain that each of us can do a better job of talking about what we do in a way that is accessible and relevant to non-scientists. That’s what we call “speaking simply,” and you can find tips on how to communicate effectively about what you do at the Chemistry Ambassadors website. [CLICK TO ADD URL]
3. A special group of Chemistry Ambassadors assembled here in Boston for the second year of a competition to speak simply and compellingly about their research. We applaud them for their efforts and for using social media to reach thousands with clear explanations of how chemistry improves our lives. This year’s ChemChamp winner was selected last night by in-person and online voters. Congratulations to XXX of XXX.
4. Our final event is today from 1:30-5:30, in the Convention Center, room 102B. [CLICK TO ADD FINAL CONTENT TO SLIDE] This Wikipedia Edit-a-thon, co-sponsored with the Division of Chemical Information, has the goal of adding better coverage of chemists and chemistry to their resource. No experience is needed; just bring your laptop and the experts will walk you through it. The best part: once you learn the steps it’s easy to edit or create entries anywhere, anytime.

Finally CPRC presented three awards at the ChemLuminary program last night. Congratulations to Regina Mal-chess-key, formerly of Dow, for winning the Helen Free Award for Public Outreach. And to the North Jersey and Indiana local sections for winning the Outstanding Award for new and continuing public relations programs respectively.

Madame President that concludes my remarks.