**Committee on Public Relations and Communications**

**Oral Report to Council, Philadelphia, Aug. 24, 2016**

Madame President, Fellow Councilors, Colleagues,

The Committee on Public Relations and Communications –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. Here in Philadelphia we co-sponsored a symposium on “Chemists & the Public: What Research Shows about Engagement & Communication.” There were many important take home messages for all of us and I would like to share just a few:

1. A recent survey of ACS members and scientists in other fields shows a lot of engagement with the public, but chemists are somewhat less likely than others to engage.
2. Scientists, including chemists, *want* to engage, but they also want to feel that they have the *skills* to be effective. They are most interested in communicating face-to-face, rather than online or through the news media. And they identified policy makers as an audience of particular interest.
3. University chemists are more willing to engage than those in industry.
4. Scientists feel they do a so-so job at engagement, but they think outreach *can* make a difference. Again, chemists, for some reason, are a little more negative on this point.

So what should we do with this research? How can we put it to good use for our members and our science? CPRC will be studying all of the reports we heard yesterday with the goal of developing training and tools that will help all of us be the best communicators we can be with a variety of public audiences. We have already been collaborating with the committees for Local Section Activities and Divisional Activities, to develop tip sheets on how to connect with local communities and key constituents. A number of tools are posted now, to the Chemistry Ambassador website, at this URL [SHOW SLIDE].

Our last event is today –a Wikipedia Edit-a-Thon, from 1-5 pm, in the Convention Center, room 113B. [HOLD UP CARD THAT IS ON CHAIRS] This is the Wikipedia Year of Science and ACS is a proud partner in helping to add content on chemistry and chemists. No experience is needed; just bring your laptop and the experts will walk you through the steps. Last year when we held this event for the first time, 35 pages of content were created or edited and more than 100,000 people viewed them in just the first 30 days thereafter. My challenge to you this time? Let’s increase that by at least 20%. And remember, once you’re trained, you can create content anytime, anywhere.

Finally CPRC presented three awards at the ChemLuminary program last night. Congratulations to Howard and Sally Peters who have years of bringing chemistry to the public through chocolate. “Mr. and Mrs. Chocolate,” as they are known in many circles, are 2016 winners of the Helen Free Award for Public Outreach. And to the Lehigh Valley and Northeastern local sections, congratulations on winning the Outstanding Award for new and continuing public relations programs respectively.

Madame President that concludes my remarks.

**Jennifer Maclachlan, Chair**