

Committee on Public Relations and Communications

Mister President-Elect, Fellow Councilors, Colleagues,
The Committee on Public Relations and Communications, or CPRC, helps champion science by celebrating STEM advocates who excel at communicating chemistry, by sharing the excitement of good science and good science communication, and by supporting ACS units in working effectively with their constituents.

SLIDE Early this year, CPRC held a strategic planning retreat, and the timing was perfect -- because here we all are in a period when access to solid scientific information is crucial. Consequently, we scientists have to be able to communicate well via remote platforms. So, the mission and vision of CPRC are more important than ever, and we are energized by the reassessment and realignment that our group did at the start of 2020.

SLIDE Luckily, one of CPRC's major offerings – the PR Makeover – has always been done remotely. If your local section, division or committee is interested in presenting itself more effectively and in a more accessible way to your members, then think about requesting a PR Makeover. The CPRC team will work with you to craft a customized communication plan – looking at web design, social media, newsletters, programming and networking opportunities. If you are interested, contact us at the address shown to get started.

Some of the conference programming and award presentations that we were planning for this year have been postponed because of the COVID-19 pandemic. But we are hard at work on preparations for 2021! **SLIDE** And I'd like to mention that the 2020 winner of the ACS National Grady-Stack Award for Interpreting Chemistry for the Public is Raychelle Burks, as announced previously. CPRC is involved in this award, and Raychelle is a former CPRC member. We are proud of her and of all of the good work that so many dedicated ACS volunteers do to encourage interest in chemistry. Mister President-Elect, this concludes my report.

Amber Charlebois, Chair

American Chemical Society

Report from the Committee on Public Relations and Communications

Amber Charlebois



ACS Committee on Public Relations and Communications, Aug. 19, 2020



- Strategic planning retreat held February 22-23, 2020
- Results:
 - New vision
 - New mission
 - Updated goals and strategies
 - Realigned subcommittees and working groups

Vision: A global community that understands and appreciates the life-improving impact of chemistry

Mission: Develop and provide resources to catalyze the communication of chemistry to the public by ACS members and communities

DOES YOUR LOCAL SECTION OR DIVISION NEED A **PUBLIC RELATIONS FACELIFT?**



Then you need a PR Makeover with
the **American Chemical Society Committee
on Public Relations and Communications!**

- Web Design
- Social Media
- Newsletters
- Programming
- Networking
- ...and more

WHAT IS A PR MAKEOVER?

It's an opportunity to have our
team of communications
aficionados craft a customized PR
plan to increase visibility and
connection with your members.

If you are interested in a PR Makeover contact **CPRCMakeovers@gmail.com**
Submissions due **May 1** and **November 1**

ACS Committee on Public Relations and Communications, Aug. 19, 2020



Congratulations to

Raychelle Burks, winner of the
2020 ACS Grady-Stack award
for science communication!
(previously announced)



Credit: St. Edward's University
