

## 2004 PUBLIC RELATIONS PLAN

### **2004 Public Relations Plan Public Relations Committee, Chicago Section American Chemical Society**

Objective: Provide public relations and communication between the Chicago Section of the American Chemical Society and media. Although the focus of this interaction shall be on a local level, the Section shall also provide support at the Society level

#### **Support interaction of ACS educational activities with media.**

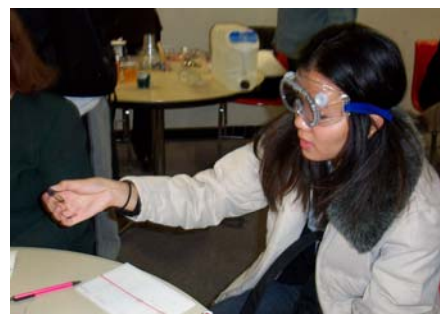


The Public Relations and Communications Plan is comprised of the following elements:

1. Issue press releases for monthly meetings to select media distribution (about 20 contacts) with information about how the topic affects society.

The purpose of this activity is to increase public awareness of chemistry in our daily lives and increase public understanding of chemistry, chemists, and chemical engineers.

#### **Provide interaction with the Section at all ages**



2. Issue broad press release for high-profile events such as NCW, Gibbs Award, and other major Section events that may have broad public interest.

The purpose of this activity is to highlight outstanding contributions from the Willard Gibbs speaker, and to impart to the public a sense of Chicago area pride.

3. Develop an “Invented in Chicagoland” column that shows local (Chicago) chemistry topics, companies, and individuals that have impact. These columns should run in the Chicago Section “Bulletin” and will be copied with a press release to local media.

This activity is designed to show Chicago area residents how local Universities and companies make major impact on national and international levels. This activity will highlight local scientists and engineers, as well as major

#### **Document and promote monthly Section meetings and activities**



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businesses that participate in the chemical enterprise. The goal is to rotate a monthly column between academic and industrial contributions. This column will be run in the Chemical Bulletin, and distributed to local media. A key goal is to have at least one of these columns published in a major local paper such as the Chicago Tribune or Sun Times, or aired on a local radio station.

4. Provide information about Section and National officers to local media; encourage media contact with these individuals.

This activity shall provide leading examples of chemists and chemical engineers for contact with the press. The goal would be to provide highly enthusiastic contacts for expert information and as role models.

5. Work with the Chicago Section Webmaster to more effectively utilize the internet for dissemination of PR information.
6. Continue to record Section events by continuing to provide a photographer.
7. The Section shall interact closely with the Society by participation of the Chicago PR Chair (Russell Johnson) on the CPRC Board-Council Committee. Important matters pertaining to public relations and communications shall be communicated to the appropriate National ACS contact. For examples, the Section PR committee shall support communication of NCW activities to the national office.

Respectfully submitted,

A handwritten signature in black ink that reads "Russell W. Johnson". The signature is written in a cursive style with a large initial 'R'.

Russell W. Johnson  
Chair, Public Relations, Chicago Section ACS  
23 February 2004