

**American Chemical Society
National Chemistry Week 2009 Best Practices Webinar
May 29, 2009**

Operator: Mr. Jones?

Wayne Jones: Yes.

Operator: You may begin.

Wayne Jones: Thank you. Welcome everyone. I'd like to welcome all of you for -- thank you for joining the American Chemical Society webinar on National Chemistry Week. My name is Wayne Jones. I am the Chair of the Local Section Activities Committee, LSAC, and I'm happy to be your host for today's call. Now today's webinar has two components to it; it has the telephone call that you're currently listening to as well as a web presence that will include slides for the presentations. If you haven't already done so, I would like you to please open up a web browser on your computer and go to [www.mmstartvisuals](http://www.mmstartvisuals.com) (all one word) .com, and you can use conference ID A-C-S-C-O-N-F, ACSCONF. This information should have been emailed to you so you may be able to find it in the email that was already sent to you.

I have to tell you I'm very excited about today's conference call. It's a continuation of the long-standing collaboration between LSAC and the Committee on Community Activities that's been going for a number of years. In particular, I'm excited because all of the National Chemistry Week event coordinators that have worked so closely with local section leadership to create these outstanding programs have been invited as well. We have all the information we need as we look at annual reports to try and figure out all the great things you're doing for National Chemistry Week and this is an opportunity to share those different ideas and those different strategies. National Chemistry Week is very important to our community outreach efforts. Local sections rely on all of these National Chemistry Week coordinators and the critical role that they all play in this important effort. This webinar is going to be broadcast not only to local section leaders, but also we have Student Affiliate leaders that are joining us as well as the National Chemistry Week coordinators. At this point I guess we're up to 63 participants in the call, and I know we had over 100 registered so we hope that people will continue to call in. We will be recording all of today's call and we'll make it available on the ACS website before the end of June for any interested local sections who did not participate or if you heard something

that you want to go back to as you're beginning your National Chemistry Week planning later in the summer.

At this point, I'd like to introduce Ingrid Montes, Chair of the Committee on Community Activities, who will give you some information on how we'll be taking questions during today's presentation. Ingrid, it's all yours.

Ingrid Montes: Thank you, Wayne. Good afternoon to everybody. We have five speakers today, all of whom will talk to you this afternoon about the National Chemistry Week program and how to plan your 2009 event. Because everybody has busy schedules, we will strictly adhere to the one-hour timeframe set for this teleconference. Throughout the presentation, you may type in questions using the Chat function on the right hand side of your screen, and send it to the Question-and-Answer Group. Your questions will be answered as time allows. After each speaker's remarks, we will also open the phone lines to allow you to ask questions of the speakers. Before we begin, I'm going to give the call to our conference operator to tell you what to do when you need to ask a question or make a comment. Operator?

Operator: Yes. Ladies and gentlemen, to ask a question, just press the number one key on your touch-tone phone. Again, if you have a question or comment, please press the number one key on your touch-tone phone.

Wayne Jones: Great. Thank you very much. Our first speaker today is Tracy Halmi. Tracy is currently the NCW Chair of the Committee on Community Activities and has also been the coordinator of her Local Section's National Chemistry Week program for the last ten years. She is going to present a brief overview of the NCW 2009 theme, "Chemistry, it's Elemental," and "Tools for Event Coordinators, Resources for NCW 2009." Tracy, it's all yours.

Tracy Halmi: Thank you, Wayne. Again, welcome everyone to the conference call, and we hope that we have both senior National Chemistry Week people and some new people on the line. And I think I'm both; I've served as our local NCW coordinator for ten years, so that makes me sort of senior, but at the same time each and every year I find new information available and that's one of the goals today is to provide information to you so that you can find it readily, easily and accessible so that you can plan for your events coming up. My email is on the screen; if there's any questions after this webinar, you're welcome to call me as I am the CCA National Chemistry Week Chair for our Committee. So having said that, what I have now is just a time line of what we have done and themes that

we have covered and I'm sure many of you on the line have done activities for Health and Wellness, the Joy of Toys, Your Home is Built on Chemistry, and of course in 2007 we celebrated the 20th anniversary of National Chemistry Week. Last year with the Olympics we had sports. But the main purpose of this slide is to introduce this year's 2009 theme, "Chemistry, it's Elemental." I know one of my colleagues here was thrilled that we were coming back to something so fundamental: and that is basing the theme on the elements, and that's what we're going to be celebrating October 18th through the 24th, and that will be the main focus on what we're going to talk about today. Now as a side note, we'll also bring in some information and as a highlight for upcoming ideas next year, the theme has been decided for 2010, "Behind the Scenes with Chemistry," which will focus on the chemistry behind special effects in both literature and the movies, and our team is working on that and getting that underway.

But, back to 2009, which is where we want to focus. "Chemistry it's Elemental," is the theme for this coming year. We have several events that are very traditional for National Chemistry Week that we are continuing. The first is the unifying event or community event, and this year it was really simple. We can do both good outreach for the community and celebrate chemistry by collecting recyclable cans, recyclable elements, aluminum cans, tin cans and then donating the food in those cans to a local food bank. That's something that we're pretty sure everyone can find in their community and then explain to folks what the cans are made of. Again, we will continue in NCW style to have our K through 12 poster contest, and, of course, this time we definitely want to focus on the elements, a representation of an element or a special periodic table, and, of course, the tie with the local section is we will be running that through your local NCW coordinator. Now for the Student Affiliates, which I suppose officially are Student Members now, we are going to run our Chemvention contest as well. That will be not for NCW 2009, but it will be for NCW 2010, because we would like them to create a hands-on activity for schoolchildren with the new theme for next year. I would like to shout out to all those faculty advisors that although the prizes are not set for this year, the tradition has been to make it a substantial cash reward, and we hope that we will be able to continue that as well.

So those are some of the upcoming plans, now we have to help you find information to allow you to make those activities work well in your section. So I'm going to highlight just a few. In fact, probably not even all the ones that are on this list, starting out with safety, our annual publication, where you can find activities, other activities you can run and of course web resources. So we're

going to go down that list and make sure you know as a group what's available to you.

So Safety First. We obviously want to make sure that everyone at your programs is safe. There's no doubt that we want small children to walk away from events liking chemistry and not being afraid of chemistry, so if you look at the screen I have up, this is part of the education page, and under standards and guidelines, highlighted in red there are safety guidelines. Now if you're on the internet, and click on Safety Guidelines, two different varieties of guidelines will come up, for small schoolchildren and then also for high school children, so depending on your venue, depending on your audience, there's information available. Hopefully you'll be able to find that through the www.acs.org/education page.

Now in addition to safety, we've also run across some problems, at least in our local section, which is Erie, that some of the venues where we like to hold events require insurance. So if you look on the www.acs.org/ncw page, under Coordinator Resources, which I have highlighted on the screen, the first tab under Forms and Templates is a request for insurance. We will help you request insurance to the ACS so that you can hold your events in venues that require that insurance. I do want to make sure that coordinators realize that that form needs to be several weeks in advance and all the information is there and provided but please note that that is something you should take care of as soon as you understand insurance is required.

Now of course one of the biggest things that our committee does is help the staff put together our annual *Celebrating Chemistry* magazine, and for those of you who are on the phone, you know that this is a great piece of information to hand out to students as they come through to children and parents who will go home and maybe do an activity by themselves. They not only give you the instructions and procedures, which I've not shown here for the iodine investigators, but also somewhat describe the chemistry at a fourth to sixth grade level. Now these publications will be out and we can confirm this with the staff that's on the phone very, very soon we believe that they should be ready before the summer months begin so that you can order publications, get them to your site and have them available much much earlier than we have had in the past. So that publication is of course going to be available, again, online, obviously shipped to your door, and also online in the Spanish version.

Now those aren't the only activities that you can find on the ACS web page. If you go back to the Education page, www.acs.org/kids, there are tons. I don't

even know, I didn't count, but lots of experiments for children that are really appropriate. If the theme is something with the elements that you'd like to focus on, fabulous. If you're trying another outreach event, maybe in January, there's lots of information and hands-on activities that you can find available on that Education page.

Now, you've noticed I keep saying www, www, and that is the most effective way that we have found to get information to you. So the slide I have up is our National Chemistry Week homepage, and the bright red star on the left hand side is all of the major divisions where you can find information. If you are a student, you can go under Students & Educators, if you are looking for coordinator information, or just anything that you might need to celebrate, it's probably under that button. We would encourage you to go to that page first to find information and resources that are available. I say this as a person who has done it many times. Sometimes it is not easy to find information on that web page, and our committee is certainly looking into making it more accessible, but should you not find information on that page, I would highly encourage you to email our staff, who are fabulous and are very, very responsive to questions. If I don't know where it is, Stacy usually does, so Stacy Jones, Clinton Harris and Latrease Garrison make up our Office of Community Activities staff and they would be more than happy to help you delve through the vast amounts of information that we hope will provide you a foundation to serve for your National Chemistry Week event.

So Wayne?

Wayne Jones: Thank you, Tracy. I think we have a minute or so for questions.

Tracy Halmi: Okay.

Wayne Jones: Operator, are there any questions on line?

Operator: Yes. Our next question comes from Marilyn Gorman from North Jersey. Marilyn, go ahead.

Marilyn Gorman: Hi. I am interested in getting the materials as soon as possible, so will you be sending, when they actually are available, will you be sending out an email message to say you can now get them?

Tracy Halmi: Now that is an excellent question and one that we always have. We try our best to get materials out. If Stacy, if you're on the line can you give specifics?

Marilyn Gorman: Or just give us notification.

Stacy Jones: Yes, definitely. We always send out emails to coordinators and other people who are event organizers, and we send it out right when the online form is going to be ready.

Marilyn Gorman: Okay, thanks.

Stacy Jones: But we hope to do that within the next two weeks.

Tracy Halmi: I was going to say, Stacy, when is that date? Will it be in June?

Stacy Jones: Yes, definitely. They went to print this week so we're working on getting all the other materials we like to send to coordinators available for shipping also. We hope within, again, two weeks.

Tracy Halmi: Thank you.

Marilyn Gorman: Okay, great.

Wayne Jones: Great. I think for the sake of time, we're going to push on with our next presenter. Thank you very much, Tracy.

Tracy Halmi: Thank you, Wayne.

Wayne Jones: The next presenter is Michael Mautino. He's a former CCA Chair and current Chair of the Committee on Technician Affairs, and Pittsburgh Section's NCW Coordinator since 1999. There's longevity. Today he will share his ideas and experience on planning for a successful NCW, with NCW's general best practices. Michael, it's all yours.

Michael Mautino: Thanks, Wayne, and good afternoon, everyone. As Wayne said, at the ACS local section level, I am the Community Outreach Coordinator and Counselor for the Pittsburgh Section, and, yes, 2009, marks my 11th year as the NCW Coordinator for this section, and my seventh time of doing Chemists Celebrate Earth Day this past April. Let's see... let's go to the next slide.

Here we go. So today, I'd like to talk with you today on how you can get the most out of your NCW activities by sharing some general best practices that I believe have made the Pittsburgh NCW celebration a success, and may help you as you begin preparing for your 2009 NCW events. The best practices I'll be focusing on are: developing effective partnerships, using the community outreach manual, that's available to you, and then also some best practices in and around just recruiting volunteers. Let's move on.

We're going to talk about partnerships. So the major key to the Pittsburgh Section successful NCW programming has been the formation of partnerships with either area professional societies, non-profit organizations, local corporations and businesses, universities, student member or formerly affiliate chapters, just a variety of different partnerships. So how did this start? A new tradition in celebrating National Chemistry Week in Pittsburgh was developed back in 1999 through a collaborative effort between the Section and the surrounding community. The core of this tradition has become a two day celebration held at the Carnegie Science Center, with attendance averaging about 4900 people each year at our event. Our annual NCW celebration features groups conducting theme related hands-on experiments, activities, demonstrations at tables located throughout the Science Center. This program, this two day program is sustained through the annual mobilization on average of about 270 volunteers representing, say, between 25 to 30 groups, all of which have been developed from effective partnerships by reaching out into community. Let's take a look at a couple of these partnerships.

One of the really first and foremost important ones has been the financial partnerships. Through the years the Section has put forth a great deal of effort in developing financial partners to help with a variety of Section-organized events, and NCW being our largest outside funded annual activity. We are very fortunate enough to have two professional societies here in Pittsburgh that seek opportunities to fund local science outreach activities, and they are: The Society for Analytical Chemists of Pittsburgh or SACP, and The Spectroscopy Society of Pittsburgh or SSP. So reaching out to and establishing a partnership with these two organizations was one of the single most important steps I took when I began organizing our NCW activities back in 1999. These two societies have been the Section's key NCW financial supporters, but they also bring a wealth of knowledge and experience on how to run an event like this. Because if you don't already happen to know, the SSP and the SACP are the backbone of the Pittsburgh Conference, better known, as PittCon, and they've been more than

willing to share their own best practices with me on running events. So the Section, the SACP and the SSP have all gained a great deal from working together pulling our resources and reaching out to community with a positive message about chemistry.

The next important group of partners has been the corporate partnerships I've developed. Of course, having a strong industry presence here in Pittsburgh has made it possible to develop corporate partners. One of the easiest corporate partnerships was with my own employer that already knows what community outreach strengths existed within the company. For instance, to help advertise the Pittsburgh Section's NCW event, my employer, Bayer, displayed an NCW message on their lighted billboard that overlooks the City of Pittsburgh for about ten nights in October, and that sign is seen by approximately 250,000 people a night. This was really an effective partnership working with your own employer because you know where the strengths are, and in this case Bayer's corporate communications department is always looking for things to put on their sign and the Section was looking for ways to advertise our NCW message. So again, everyone benefits from this partnership.

The next really important partnership is with community. When we talk about community partnerships that we have formed over the past ten years, I'd like to use examples from our 2001 NCW event. In 2001, volunteers from the arts community worked together with our Section and performed some really unique demonstrations that focused on NCW's theme of celebrating chemistry and arthritis, and, we were able to pull in people that normally you wouldn't associate with chemistry, including, a costume designer from The Pittsburgh Ballet Theatre, a local chef who does some amazing sculptures with sugar, and then of course, some special performances from the Ringling Brothers Barnum and Bailey's Circus clowns. So with a little effort on your part as the NCW coordinator, a lot of phone calls, a lot of nudging, and a little imagination, and the willingness to reach out into areas not typically associated with chemistry, you'll be amazed at what you can accomplish through these partnerships.

Next up, we're going to talk about the community outreach manual. So the next best practice topic I can go on in my discussion is to advise you to download a copy of the ACS's community outreach manual called, "Guaranteed to Succeed." Currently, this manual can be found by entering, "Guaranteed to Succeed" in the search window on the ACS homepage at www.acs.org, and that text box is right up towards the top of the page. This is a how-to guide for ACS members who want to bring chemistry based community outreach activities to the public. The

community outreach manual includes information that will help you plan events, has reference materials, helps you address concerns about the different types of community outreach events, and provides templates to assist with your planning. I can't tell you how many times I've come back to this manual over the past 11 years. There's just a lot of basic, good information in here. So if you'd like templates to send to local and state government for proclamations, you know, you guessed it, it's in there. That kind of basic information can be found within that. I could spend my entire time allotted today just talking about all the different pieces of information that could really help you in your event that are already in there. So I'd encourage you to download the copy.

So finally, let's talk about the best practices with regards to volunteers. Recruiting volunteers to assist with community outreach activities seems to be a never-ending task, especially here from Pittsburgh. Through my own experience organizing outreach events, I find if you follow just a couple of really few good best practices it doesn't have to be such a difficult task of finding volunteers each year. One concept that really helps is you've got to reach out to beyond the ACS, and I kind of mentioned that before about our, in our 2001 activity, and bringing in some of the arts community into the activity. With a lot of the themes that are developed each year, you can use that, use your imagination, and find other avenues besides the ACS members that help you with that activity. I really encourage you to use your imagination and do that. For example, in 2001, we were able to pull in the Ringling Brothers Barnum and Bailey's Circus clowns who did a whole session on chemistry and makeup. So that was very unique; something very different. And again, using this approach to recruit volunteers has been a very successful and our section routinely has a majority of non-ACS members assisting us in conducting the annual event.

Another concept that really needs pushed, I think, across the board of the ACS is that it really helps with recruiting volunteers just to let them know they are not volunteers for life. Often someone volunteers to do a project for a local section, and unknowingly that job becomes theirs for life. Others in the local section see us and are then reluctant to volunteer. An easy way to avoid the job for life syndrome and get new volunteers involved in outreach activities is that when you recruit someone to volunteer, let them know that they're only expected to work in that particular project for a given time period. The point is, give the volunteer an exit strategy they know they'll not be doing the same job 20 years from now, unless they really wanted to.

So the final piece for volunteers is you have to celebrate the accomplishments for your volunteers. You know, after all the planning, you organizing, and then the actual just completing the outreach activity, it can be really easy to forget to celebrate the accomplishment, which then could truly hurt your volunteer recruitment activities later on. As people learn that their efforts are not valued or appreciated, they'll find other ways to devote their limited time to where they are made to feel like their contributions mean something. From a simple thank you for a job well done to maybe a reception honoring all your volunteers that helped with your local section outreach activities for the past year, people appreciate being recognized for their contributions.

Finally, I would encourage you to join the ACS network and the NCW group within that network. This new tool is available not only for you to professionally network, but also for you to share documents, ideas, and keep up with recent developments in NCW. Examples of a great feature, you can sign up to get instant email alerts of any new discussion threads in the groups you join, such as National Chemistry Week. So hopefully, with these few best practices of developing partnerships, using the resources available to you through the ACS, and recruiting volunteers, you'll find it easier when organizing your own NCW programs.

With that, I wish all of you a safe and successful 2009 NCW celebration. I thank you for your attention, and we'll now try to answer a couple of questions.

Wayne Jones: Great. Thanks, Michael. I think we're running a little short on time. Operator, do we have maybe one question we could do?

Operator: Yes, we have one question from Ann Nalley from Wichita Falls. Ann, go ahead.

Ann Nalley: My question was simply, are these Power Points going to be made available to us after the presentation?

Wayne Jones: Yes, the PowerPoint will be available along with the audio transcript of the entire call.

Ann Nalley: Okay. And will they be on the website for LSAC or for community activities, or where do we access them?

Wayne Jones: All participants are going to get an email that will tell you where you can find them.

Ann Nalley: Okay, great. Thanks.

Wayne Jones: Okay, that was a quick one. Maybe, Operator, we have time for one more.

Operator: There are no questions at this time.

Wayne Jones: Okay, great. So we're going to move right on to our next speaker. Our next presenter is Anne Taylor. Anne is the Chair of the NCW 2009 Planning Team for the Committee on Community Activities, and has been a dedicated and full member of the ACS for the 42 years and counting. Today, she will share the Baton Rouge Local Section experience on how to increase your resources by partnering with other organizations. Anne, it's all yours.

Anne Taylor: Okay. Thank you. Hi, my name is Anne Taylor, and I'm a member of the Committee on Community Activities. I'm currently the theme team Chair for National Chemistry Week 2009. I am also the NCW coordinator for the Baton Rouge Louisiana Local Section. I'm here today to talk to you about what my Local Section has planned for our celebration of NCW 2009, as well as some tips for you on how to increase your resources by partnering with other organizations.

The Baton Rouge Section has a big hands-on science event and a poster contest for middle schools. In addition, an industry group sponsors a science event in Ascension Parish called ChemFriends, and hundreds of college students and other chemists visit schools to do chemistry demos. Our main event, Super Science Saturday, consists of groups of tables; we call them booths, arranged in a big open space. Each booth is manned by a different volunteer group, and has one or more hands-on activities. When in the family center, they go to the ACS booth, where we give them a paper we call Passport. Each time they complete an activity the Passport is stamped. When they're done, they return to the ACS booth for gifts such as Celebrating Chemistry and Animals. This year's community event "Cans for the Community" is perfect for us because we're already doing it as part of Super Science Saturday. Several years ago the suggested community activity was a food drive. Ours was so successful that we continued to do it each year. In our publicity we say, "The event is free. But please bring non-perishable food for the Greater Baton Rouge food bank." And the families do this.

Events like Super Science Saturday are fun for the children and for the demonstrators, but it's a lot of work. You can make it easier by involving other organizations as partners. For example, is finding a venue. About 15 years ago, the Baton Rouge National Chemistry Week event was held at a mall but for the past nine years it has been held at the Maddox Field House at the Louisiana State University, and that picture is a picture of the Field House, so you can see what a big open space it is before all the people come. The mall event reached a lot of people, but it was chaotic and hard to manage. Professional George Stanley, who serves on our Board, suggested that we could use the Field House. He contacted the manager and eventually there was a contract between the LSU Chemistry Department and the Athletic Department for our use of the Field House. The Field House, the big open space provides, proved to be the ideal location for this kind of event. Using the Field House was a win-win situation for ACS and the LSU Chemistry Department. If an outside group uses the Field House they have to pay a large fee, but if a university group uses it there's only a small service fee. ACS got a great location for nearly free. The Chemistry Department got a new outreach event, which is a requirement for them. There was no formal arrangement between the Chemistry Department and the Local Section; we're just an ongoing relationship.

Museums and libraries are another possibility. If you're fortunate enough to have a science museum or children's museum in your area, you have the ideal resource and a potential venue for a chemistry show or a hands-on event. A number of ACS local sections have established a relationship with the museum staff, so their NCW events can be held there. However, the fees charged by some museums can be a disadvantage. Perhaps the fees could be reduced on the day of the event or a donor might pick up some of the fees. In addition, some libraries like to have visiting chemists do demonstrations for groups of children. You would need to contact the library director to get on their schedule.

Now you have a location, who's going to man all those booths? There are many possibilities for partnering with other organizations within and outside of ACS. Contact our past and potential volunteer organizations each year at the end of the summer and ask them to participate. Some of the groups you might contact include the ACS subgroups, such as, and if your local section has any subgroups you have some built-in partners, ask them to man a booth or a table at your event. Such groups include, The Younger Chemists Committee, The Silver Circle, that's the senior chemist's group, or Women Chemists Committee. Colleges and universities are obvious partners, of course. In addition to

supplying a venue for your event, the college can be a source of volunteers and other support career efforts. If the university has any research institutes, they may want to volunteer also. Student groups such as, the student members of ACS, which we used to call SAACS, are the obvious partners. You can easily go online and it shows you the address there to locate chapters in your area. You don't have to limit yourselves to chemistry students either, as many schools have university wide volunteer offices. We have had physics and food science students as well as chemistry undergrad and grad students. Each group is in charge of one booth, and the young people love working with the children. Children like them too. Now, other scientific societies are also a good possibility. Our sister organizations are also looking for an outreach activity; especially if some else does the planning. Some of the possible partner societies are: Alpha Kai Sigma, The American Institute of Chemistry Engineers, they work with us in Baton Rouge, The American Indian Science and Engineering Society, Iota Sigma Pi, The National Honor Society for Women in Chemistry and The National Organization for the Professional Advancement of Black Chemistry Engineers, which is also called NOBCChE, that's a group that's very active in Baton Rouge, so they always participate with us in Super Science Saturday, and sometimes Iota Sigma Pi joins us as well as The American Institute of Chemistry Engineers.

Now your local industries, as Mike mentioned earlier, your local industries are a good source of volunteers for your event. Of course, industries can also be a source of money. For example, the BASF donated \$500 for our poster contest this year. The booth here is one of our industrial volunteers; that's Steve Gagnon, who made polyurethane in that cup, and it all puffs up to make polyurethane foam. And everybody's fascinated by that even though it's not really a hands-on activity. Anyhow, thanks to our partner organizations, the Baton Rouge event, Super Science Saturday is consistently successful; attracting about 1,000 participants. We have 10 to 12 booths with one or more activities at each. The partners bring their own supplies, but we provide tables, table covers and lunch for them. We also have one or two displays. For example, the Clean City's Coalition brings non-polluting vehicles, and the visitors can stop and ask questions about them.

Well, I want to wish you all good luck with your NCW events. The more partners you have the more you can do. Thank you for your attention, and I'll take a moment to answer one of the questions you had sent with the chat function, if there are any, and then, Wayne Jones will open up for Q&A by phone. Let's see if there's anything on the chat function here. Nope, not right now. So Wayne, do you have any other questions?

Wayne Jones: Yes. Anne, there was a question in the chat from Lynda Jones asking, "What is the lead time in finding partners in venues?" How much...

Anne Taylor: Okay, that's varies a lot, I guess. We usually start sometime in the summer. We usually have a planning meeting in the summer, usually in July to start planning for the October events.

Wayne Jones: It sounds like three months to four months is enough time.

Anne Taylor: So we usually -- so, yes, we usually do that. I think that first year that we used the Field House I don't think we had that long. I think it was a shorter period of time till we finally got it all settled.

Lynda Jones: Does anyone ever have a lead time of like a year? Because we've known about this theme, the Chemistry is Elemental for I guess for a couple of years or something, what about finding venues like a year ahead of time because knowing that I want to specifically address ACS Chemistry is Elemental, I probably would have gone to work finding people a while ago and I mean...

Anne Taylor: Oh yes, that's good, yes. Like, if you're working with a museum, they might need to get you on their schedule, and so they might need to know, you know, a long time before. In our case it didn't take so long, but in some cases it might be -- you'd work with them from year to year. The example that Mike gave, they go back to same place every year so they get put on the schedule way in advance.

Lynda Jones: Oh, I see.

Anne Taylor: Uh-huh.

Lynda Jones: Oh, interesting, because see, I've never done National Chemistry Week and I'm very interested in this kind of activity so, but it seems to me that to know even who to go to, like, if I were a general member, I happen to be on this committee but if I were a general member I'd probably want to know way in advance whether or not...

Anne Taylor: Well you need to work with your local section and see if they have -- they probably have a coordinator and the coordinator would love to have some extra help.

Lynda Jones: Okay. Thank you.

Wayne Jones: All right. Great. Thank you very much for that question, and thanks for the answer and presentation, Anne. For the sake of time, let's move on to the next presenter. Our next presenter is Christine Jaworek-Lopes. Christine is currently co-chairs the Volunteer Recognition and Engagement Subcommittee of the Committee on Community Activities. She's a member of the NCW 2009 Planning Team for CCA and has been the local coordinator of NCW for the past five years. Today, she will address the topic, Northeastern Local Section Plan for Celebrating Chemistry its Elemental. Christine, it's all yours.

Christine Jaworek-Lopes: Thank you, Wayne. Hi my name is Christine Jaworek-Lopez, and I have been involved with the Northeast Section's NCW event since 2001. Our programming has grown dramatically over the last five years, and today I'd like to share with you some of our recent programming additions that we plan on continuing in 2009.

First, we hold a volunteer prep event, being early October. This is open to all volunteers so that they may practice the hands-on activities and demonstrations prior to volunteering at one of the events. We will also have staff from The Boston Children's Museum and The Museum of Science attend this training. These are our two main partners. They choose the hands-on activities that work best for their respective audiences at this training session. In addition, they provide guidance as to how we may most effectively present a particular activity, to keep the visitor excited as well as learn some chemistry. We tried this out for the first time in 2006, and have found this prep day to be quite helpful as it allows our volunteers time to practice the activities and talk about the chemistry without being on the job, so to speak. It also gives the museum staff an opportunity to explain the rules and regulations in a less crazy environment of volunteering to the prospective volunteers.

Secondly, we have also added a number of local section puzzle contests. Since 2006, Dr. Chris Morrison, avid puzzler and section member, has designed puzzles that correspond to the yearly theme. Examples include the Sport Word Square, which is on the board on the PowerPoint slide here, is designed for

NCW 2008, and a Nobel Prize (inaudible) for 2007. The puzzle contest is publicized on our section website and our local section newsletter and through email links. Each year involvement in this contest has grown and we look forward to holding it again this year using the theme of elements as a puzzle scaffolding, most likely doing a word search involving the elements. In addition, this year we have added a design a t-shirt contest. This t-shirt will be worn by all of our volunteers during NCW 2009, and this contest is open to all of our, all students K through 12 in our section.

Finally, throughout the year, The Museum of Science holds special programming called A High School Science Series, which enables students to meet practicing scientists, discuss current topics and science and technology and to explore career possibilities. Since 2007, we have partnered with The Museum of Science and held a high school science series event during NCW. We have been able to cover the cost of that, for museum admission for the students using a variety of sources, which I will discuss shortly. The 2007 high school science series event for NCW was entitled: Introducing "Students to the Many Faces of Chemistry." At this day-long event, students were able to watch a lecture demonstration given by Dr. Bassam Shakhshiri, a world renowned chemical educator, through our hands-on activities and toward the museum.

In addition, conversation stations were set up in the lower level of the museum. Art conservators, criminalists, material sciences, cosmetic chemists and staff scientists were available to talk informally with the students. Each scientist was asked to bring an activity to encourage conversation. For example, a staff scientist with the program provided an Enviroscape model and demonstrated how pollutants from our homes ultimately ended up in our water supply. Students have the option of interviewing one of these scientists and writing a 300 to 500-word article. The winning article was published in *The Nucleus*, our Section newsletter. The student received a gift certificate to Amazon.com and an NCW t-shirt.

We had more than 225 students attend the event in 2007. A local section innovative grant helped support this event by covering the cost for museum admission for the students, gift bags for the students and teachers and the hands-on activities consumable costs. You may apply for a local section innovative grant by completing a brief application and obtaining a letter of support from your section chair. You may find the application by going to the ACS Community Recognition page, which is found on the ACS website in the Grants and Awards section.

The 2008 high school science series event at The Museum of Science was entitled: "Having a Ball with Chemistry." Almost 600 students attended this event. A lecture or demonstration was given by Dr. Patrick Drane from the Lowell Baseball Institute, and Dave Sittenfeld of the museum. Dave performed demonstrations related to the sports theme and Patrick discussed the difference in composition in different types of baseballs. Students also participated in a number of hands-on activities at this event.

Also, in 2008, students had the option of completing a chemistry problem based on one of the hands-on activities. For example, one problem involved converting grams of sucrose in Mountain Dew to moles of sucrose. Winning entries received a gift card from Amazon and an NCW t-shirt. And we were lucky that Creagen Biosciences and Strem Chemicals, as well as local section financially supported this 2008 event entirely.

I'm very happy to report that we will be able to keep the same level of programming in 2009 even though the museum has had to cut many other special events programs due to decreased staffing. Once again, the high school science series event will have a hands-on activity component as well as a lecture component. In addition to the high school science series events, we hold events for the general public at The Boston Children's Museum and at The Museum of Science of Boston. Dr. Bassam Shakhshiri will present lecture demonstrations at The Museum of Science general public event on October 18th. This year, in addition to holding activities on the floor of the museum, we will also be able to use the lab for an activity or two.

I would like to wish you all success with your NCW 2009 events and I thank you for your attention and I'll take a moment to answer a question or two.

Wayne Jones: Great. Operator, is there a question?

Operator: We have no further questions at this time.

Wayne Jones: Great. Then our next presenter is Nancy Blount. Nancy is the Assistant Director for Society Communications. Her team at ACS is responsible for increasing public visibility of ACS policies and programs, including National Chemistry Week. Today, she will address the topic Publicizing your Events, How to Draw a Crowd and Generate Headlines. Nancy?

Nancy Blount: All right. Thank you. I'm waiting for the slide to change, or do I do that myself?

Wayne Jones: There you go.

Nancy Blount: Sorry. Okay. Thanks everyone. I'd like to start by just mentioning that my office is launching a new effort this year; we're calling it Chemistry Ambassadors, and it's a program that will provide for you messages and tools to hopefully make many of our members effective spokespersons for chemistry. It's a program that's designed to help you deliver those messages in a variety of venues, but certainly National Chemistry Week would be one of them. We're also revitalizing an older program that some of you may remember; it's a local section public relations program. Both of these are perfect partners for National Chemistry Week and both of them are relevant to the tips that I'm going to share with you today. They are officially launching at The Washington National Meeting, but the content will be appearing much sooner. Look for it, I would say, maybe in two weeks or so. The first item is the public relations guidebook, and it has many of the tools that you will need: sample press releases kind of templates that you can use, media advisories, things to make it very easy for you to send your information to the new media. They should be available at the acs.org "Get Involved" website www.acs.org/getinvolved.

Okay. The first thing I want to talk about is that National Chemistry Week is an excellent news maker. As you all probably know, one of the best ways to reach a lot of people is through the news media. So think about what you have in your area; you probably have a daily newspaper and you probably have several more community papers or weekly papers that serve certain suburbs or certain neighborhoods. You also have radio stations, and in particular, you want the ones that carry news. If it's only news that they won't be able to help you out. Television stations and certainly the websites for all of these media outlets are always seeking news and they can carry much more news than they can put into print or on the air, so be sure they're all on your list.

The next step is then to get the reporter's attention. After you've used the sample template of a press release, or as you're using it, you want to be sure to include the fact that you have the elements that make news, that your event has public interest, that it's kid-friendly, that it's open to everyone, that it's easily accessible. Think about what the visuals are going to be. Point out that there will be action packed photo opportunities and that the atmosphere will be noisy and sort of fun-filled, that always makes a great background for television

interviews, in particular, and that they'll have a chance to get firsthand reactions and first hand interviews with the people who are participating and I'm sure having fun at your event. So put all those things into your story, and, of course, also what we call the five W's, which are the who, what, when, when and where and why on the story.

Let me also mention here that if you have a public relations chair in your section, this is the time to engage them. They probably have written press releases and they probably have a media list for your area, and some success, hopefully, in getting stories placed. So if you don't know whether there's a PR chair, talk to the chairman in your section. If there is nobody, there's still possibly help out there for you. If you work at a university, there's almost certainly a news office or they may call it public relations or public outreach, those folks are in the business of putting out this kind of news on a regular basis, and often they will either write the press release for you or at least help you put it into the hands of the news reporters in your area. And some companies will also have such an office that can help you. So it's certainly worth asking. Even if it's not your employer, maybe someone else in your section has an employer like that who will help.

Let me mention too, that there are two kinds of publicity that you should be thinking about. Sorry. The pre-publicity is this one here. Sorry. It's on the Youth Calendar. This actually appears in the Baton Rouge Advocate about Super Science Saturday, and I didn't even know that it was Anne, I think, who talked about this. I didn't even know she was going to do that, but here it is. So they obviously did some things correctly here. A simple calendar listing, at least it brings it to the attention of the people who will come and draws, helps you to draw a crowd. And almost every media outlet has a calendar section, or it may be on the website, so check that out and find out how much lead time they need because it's usually, it could be a week, and it could be maybe a little bit longer.

Okay. So you've got something, and hopefully people are going to be coming, maybe even the news media is going to be coming, like this newspaper fellow here, but don't just leave the good story to chance. You have to still make it happen. You have to be part of the next step here. You want to have all ready designated an articulate spokesperson. Who is that will be at the event, who's articulate who will share their excitement, their passion, literally, for chemistry. Whatever those messages are that they're going to communicate, they have to be thought about in advance, because I can promise you they will not fly off your tongue when you have a microphone or a camera in your face.

And I also want to tell you, that we will have, as I'd said, as part of our Chemistry Ambassadors Toolkit, we will have some suggested messages to help you think about a concise, clear way to communicate the value of chemistry in your community.

When a reporter comes, you want to escort them around really. You want to help facilitate their visit to your event. Make sure that they do connect with the spokesperson and make sure they do, if it's a kids event, make sure that they find that cluster of highly engaged kids who will kind of bring life to the story. And then if it does, hopefully it will, it will all come together just like it did here in Baton Rouge, with their event. You've got a great story, you've got a wonderful picture, and as we all know, pictures tell the story sometimes even better than the words. And you'll have the messages in there that you planned, so it makes for a much more effective communication to the public. They understand it was a great event but they also understand something about why chemistry is relevant to their lives.

Now, of course, there are other ways to get the word out besides the news media. You can use some of the more traditional routes, like putting out flyers and newsletters; websites have all sorts of organizations in your community; Facebook, you know, Facebook may attract a different sort of audience, or reach a different generation of folks, but go ahead, put an announcement out there. Some people like Twitter or a blog, if you know somebody who writes a blog, maybe they'll put something out there about your event. But the bottom line really is to think about the audience that you're trying to attract. Who would be interested in what it is you're putting on, and then ask yourselves, well how do those people get their news? And that's, of course, what you want to target. And let's just say that you do everything right, and whether the reporter comes or not, there's no story, all is not lost. If you have taken your camera or appointed somebody in your section to be the photographer, you know, you can still take some of those pictures, write a caption and provide those to the media. You know, with downsizing these days everywhere, including in the newspapers and other media, they don't always have somebody to send, so if you can help them by providing the picture, there's a good chance that it'll get published or at least appear on the web. So that's another way to make it work. And then this is what the case here in the Evansville Courier. So there's, I think, lots of reason to be hopeful that you can get it in the news media and I hope that the tools that we have for you will help make it happen. And I'll be going...

Wayne Jones: Great. Thank you, Nancy.

Nancy Blount: Thank you.

Wayne Jones: We're coming to the end of our time, but I want to give an opportunity for any last minute questions here that may have come up over the course of the presenters. Operator, are there any questions on the line at this time?

Operator: Yes. Our first question comes from Marilyn Gorman from North Jersey. Marilyn, go ahead.

Marilyn Gorman: Yes. I actually had two questions. One is, I understand about telling the reporter about all the excitement and walking around with them; how important is it that you have the individuals who are being, have their pictures taken sign a photo-release form? That's one question.

The other one is, if you do this in a museum, we have, but we've usually had our own people take pictures, do you know those other people who've done it, does the museum have their own policy regarding newspaper people coming in for taking pictures? Those two questions.

Nancy Blount: Okay. I'll take the second one first, which is, museum people and their policy. They might, I think, most of them are pretty open about that, but it wouldn't hurt to ask ahead of time just in case there's something that you're not aware of.

Marilyn Gorman: Okay.

Nancy Blount: It's a good point. The thing about pictures of people in a -- if something is a public event, there really is not a requirement for a signed, you know, a release form; however, it would be -- your point is a good one. It would be a good practice if you are taking the pictures, and you have the intention to send them somewhere or to post them on a website, and if they are of children, that, yes, it would be best to get a release form. And I know sometimes that kind of makes it impossible but if you kind of just pull a few kids aside, it might be more manageable.

Marilyn Gorman: Okay.

Wayne Jones: Great. Thank you, Nancy. Operator, any other questions?

Operator: Yes. Our next question comes from Bill Doub from St. Louis. Bill, go ahead.

Bill Doub: Actually, my question was the same as her first one, particularly since the people in that picture were minors. I guess you -- but if it's a public event you're saying you don't need to get a photo release?

Nancy Blount: That's true.

Bill Doub: I mean these days when some parents are so concerned that, you know, they don't want pictures of their kids anywhere, I guess they wouldn't send them to a public event. All right.

Nancy Blount: Well, they probably won't be identified by name. I mean that's always a concern. I think, more of a concern if a picture and a name is there.

Bill Doub: Sure.

Nancy Blount: But you know, it's just like a picture of a crowd, not so much. But I could -- you know, is Anne still on the phone?

Anne Taylor: Yes.

Nancy Blount: Did you have anything to do with that, Anne? Do you know any of the particulars about that picture?

Anne Taylor: That photo I think was taken by the reporter.

Nancy Blount: Right.

Bill Doub: So then it's his responsibility or her responsibility, I guess.

Anne Taylor: He didn't...

Nancy Blount: Well, that's considered in the public domain. You know, like it's a public event so...

Anne Taylor: I don't really have a form for people to sign when they come. They just kind of, you know...

Bill Doub: Okay, thanks.

Wayne Jones: All right, great. Listen, we're at the end of our time and I'm very sensitive to the value of everyone's time, so I'm going to wrap this up. I want to thank all of the presenters participating in the call, as well as the folks that asked questions, whether they be online questions, and I think the chat room has certainly been very active, or the telephonic questions are great as well. It's very likely that you have questions that either are in your mind now that we didn't get to or that are going to be coming up; if so, I encourage you to send those questions to: oca@acs.org. That's oca@acs.org. A member of the ACS staff or a member of the CCA will get back to you with the answers to your questions or you can send them to that email address.

A great place for you to go would be to go to www.acs.org/getinvolved. On the Get Involved site, you're going to find many links that will offer you best practices, other ideas for things you can do for National Chemistry Week, as well as opportunities for funding or for other strategies for your local section.

I'd like to remind everyone that both the PowerPoint portion of the presentation and the transcript of the audio will be available at the ACS website early next month. If you're thinking ahead a little bit to your funding needs for National Chemistry Week, Chemists Celebrate Earth Day or other activities, you might consider submitting an innovative program grant proposal for the August 1 deadline. That is the last deadline for this coming year, and if you wanted to take a look at previously successful innovative program grants, you can take a look at, again, the Get Involved website.

I'll finish this by saying, best of luck with your National Chemistry Week for 2009 and beyond, and I hope that everyone has a great day. Thank you very much for your participation. Good-bye.