



## The **American Chemical Society** PR Guidebook

Communicating the relevance of chemistry to the general public

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# About the guide

The American Chemical Society tagline, **Chemistry for Life®**, reflects the importance of our science to all people. To help communicate to the public the significance and relevance of what we do, it's important that we speak with one voice. This guidebook is intended to help you and your section do that and in the process, to put a human face on chemistry.

**What it is.** This guide provides tips, templates, and tools designed to help you generate positive publicity about your section's activities and involvement with the local community. It offers examples of publicity opportunities that your section can pursue, messages for target audiences, and insights on working with the media. Included are numerous templates that you can adapt for your section's publicity initiatives.

In addition to providing a broad overview of public relations and publicity, this guide also has templates and information specific to National Chemistry Week (NCW), Chemists Celebrate Earth Day (CCED), ACS Tour Speakers, and local section awards.

**PR or publicity?** Often you will hear "public relations" and "publicity" used interchangeably. In actual fact, publicity is generally considered a part of a larger public relations effort. In addition to publicity, PR may include government relations, media relations, fundraising, image management, and anticipating and interpreting public opinion and attitudes, to mention but a few.

For the most part, when it comes to public relations, local sections typically focus on getting the media to promote and cover section events; in short, generating publicity. However, being successful at getting publicity involves other aspects of public relations such as planning, establishing a dialogue with local reporters and community leaders, identifying target audiences, and perhaps even seeking synergistic PR partnerships with other organizations in your community.

**This guide provides tips, templates, and tools designed to help you generate positive publicity about your section's activities and involvement with the local community.**

**Why it's important.** For many people, just the thought of having anything to do with public relations can be intimidating. But it doesn't need to be. By following the guidelines in this booklet, you will learn how to:

- Identify activities of your section that are of interest to the local community
- Work with your local media
- Focus your publicity efforts and limit your time commitment
- Speak with one voice by incorporating specific messages into your materials

Positive publicity for your section can produce pride among your members. It could be the incentive for them to get more involved with section activities. Maybe it will encourage a chemist who isn't an ACS member to give us a try. It might be the catalyst for a youngster in your community to study chemistry. On a larger scale, collectively, grassroots publicity by our nationwide network of ACS sections can help bring a much broader focus on the contributions of chemistry and chemists to society.

**How to use this guide.** Local Section Public Relations (LSPR) Chairs can use this booklet to help plan and carry out publicity and other public relations activities. If your section does not have a PR chair, it is highly recommended that one be appointed. The guide can be valuable in determining what section activities to publicize. For sections with multiple community outreach projects and different people working on them, the guide should be a central resource.

**Resources.** The ACS has several online resources to help sections with PR-related activities and community outreach. Additionally, there are offices at ACS headquarters that can provide guidance and answer questions. See the Resources for LSPR Chairs section at the end of this guide.

# Roles and responsibilities for LSPR Chairs

**What they are.** An overarching goal of the LSPR Chair should be to showcase the significance of chemistry and the contributions of chemists by publicizing their section's various activities.

This goal directly supports a key ACS strategy of demonstrating the value of chemistry to the public by enlisting member-volunteers to enhance the public's awareness of the contributions that chemistry makes to society and the quality of life.

While sections may have PR expectations and community activities that are unique to their area, following are some core responsibilities for LSPR Chairs and Committees.

- Overall coordination of section publicity initiatives (National Chemistry Week, Chemists Celebrate Earth Day, Science Cafes, etc.) to avoid duplication of efforts

**Note:** *Coordination is not meant to imply that all publicity should be done by one person or even one committee. Many sections have several different people and committees handling NCW, CCED, and other outreach efforts. In many*

*of these situations, the LSPR Chair's primary job may be to serve as the PR advisor for the section and ensure the consistency of all the section's publicity materials and its distribution to the media.*

- Maintain a media contact list
- Write and issue press releases, media advisories, fact sheets, etc.
- Coordinate placement of paid and nonpaid advertisements and announcements in the media
- Serve as the section's primary point of contact for reporters and respond to media inquiries as appropriate (*see section on media inquiries*)
- Contact with other section PR chairs to exchange information and ideas and coordinate efforts
- Report on the section's PR activities
- Recruit volunteers to assist with PR duties

**Why PR is important to your section.** “Perception is reality.” As scientists, we know this is not a totally accurate statement. Reality is based on observations and experiments—empirical data—not perception. But for many people, how they perceive others has a dramatic influence on what they believe is reality.

Public relations professionals understand this and use this knowledge to help shape opinions. That doesn't mean you have to be a “spin doctor” or be loose with the facts to create a positive impression of chemists and chemistry. We make many meaningful, positive contributions to society. All we need to do is create opportunities to tell people about these benefits in a way that's relevant to them.

How important is it to create a favorable image of our science? Among other things, it can help:

- Attract more students to study chemistry.
- Encourage lawmakers and their constituencies to support research funding.
- Make people aware of the contributions of chemists and chemistry and the necessity of chemistry research to our country's economic growth and national security.
- Instill a renewed sense of pride among your section's members.

**Who should handle PR.** Given the importance of creating a favorable public image of chemistry and chemists, it's essential that the person handling a section's public relations duties be enthusiastic and outgoing. Good interpersonal skills are a must. So is a willingness to learn how the local media works and how to most effectively interact with reporters. It's also very useful to know how to be persistent without being argumentative.

**Setting up your section's PR team.** The size of your section's Local Section Public Relations team depends on the number of community outreach activities the section undertakes and the willingness of members to volunteer to help with publicity efforts.

Regardless of whether your section's PR committee consists of one or several members, one person should be appointed by the section chair as the LSPR chair.

**How much time does it take?** A survey of LSPR Chairs found that, on average, an LSPR Chair devotes about 4 hours a month to handling public relations for the section. Certainly, this varies from section to section, especially at certain times of the year, such as during National Chemistry Week. The fact that a section may have numerous public activities going on throughout the week usually means more time will need to be devoted to PR. Likewise, initially it will take more time to establish a PR program if your section does not have one in place.

**We make many meaningful, positive contributions to society. All we need to do is create opportunities to tell people about these benefits in a way that's relevant to them.**

# What do I have to say, how do I say it, and who do I say it to?

## Topics of interest to your community.

People are interested in knowing what is going on in their communities. Reporters and editors at local media outlets know this and welcome information about activities and events that involve and interest their readers, viewers, and listeners.

There are numerous outreach activities that ACS sections undertake that are designed for local community involvement:

- National Chemistry Week
- Chemists Celebrate Earth Day
- Chemistry Olympiad
- Section awards for members, teachers, and students
- Tour speakers
- Science Cafés

**Be relevant.** Your section's outreach efforts need to be meaningful to members of the community. They need to know how chemistry is relevant to them, how it affects their well-being. Programs such as National Chemistry Week and Chemists Celebrate Earth Day are wonderful opportunities to reach kids, parents, teachers, and others in your community with positive messages about the contributions chemistry makes to their lives.

You can do that by demonstrating and explaining the many roles that chemistry and chemists have in improving people's lives:

- Developing new drugs to fight diseases
- Creating new types of materials to help prevent depletion of precious natural resources
- Finding ways to make alternative clean energy a reality

The list of ways that chemists help society is practically unlimited.

**Your section's outreach efforts need to be meaningful to members of the community. They need to know how chemistry is relevant to them, how it affects their well-being.**

**Target audiences.** Identifying who you want to reach with your publicity efforts is essential. Knowing your target audience(s) will help you decide the best way to reach them and also help you create materials that are relevant to the audience(s).

In many cases, the materials you issue will be published in local newspapers and carried on broadcast stations in your area. However, the media is not a specific target audience. The media is simply a “vehicle” you can use to reach your target audience(s).

Granted, you need to understand and be responsive to the needs and expectations of reporters and editors if you want them to carry your materials, but your goal should be reaching a specific audience(s) in your community.

Target audiences can range from the all-inclusive “general public” to more specific sub-sets, such as teachers, students, parents, legislators, etc. In some cases, your section members and potential members could be a target audience.

**Branding and messages.** One of the key elements to successful public relations, as well as marketing, is consistency and repetition of specific key message points. To have the best chance at enhancing the image of chemists and chemistry, it is imperative that all of us speak with a common voice and purpose.

*Message points* are short concise statements or thoughts that can be easily incorporated into

publicity products and other materials. For ACS, our messages are things we want the public to know about chemists, chemistry, and the American Chemical Society.

In general, a *brand* is what an organization wants people to think of when they hear its name (or product). Simply put, it’s the image you want to project to others.

Messages support the brand.

**ACS brand: Chemistry for Life®.** The American Chemical Society has adopted a brand that is reflected in the tagline: “Chemistry for Life®.” This tagline is how we would like people to think of us when they see or hear our name. Chemistry for Life® reflects the importance of our science to all people. We encourage you to support and embrace Chemistry for Life®. By using the tagline in our communications we can help build recognition in the wider public and communicate with a unanimous voice to spread positive news about chemistry and the benefits it brings to the world.

Examples of how to use the tagline are included in the *Templates and Timelines* section of this guide.

You do not need to include the tagline after every mention of ACS in the body of your news releases, media advisories, etc., only where the American Chemical Society name, or ACS, is most conspicuous, such as in the letterhead.

**ACS message points.** The message points you should include in your publicity materials need to be short and not detract from the event you are trying to publicize. Lengthy messages can sound too much like “preaching” to audiences and can have a negative effect. See the *Templates and Timelines* section for examples of inserting short message points in your materials.

Following are some message points that you should include, whenever possible, for target audience(s) you are trying to reach. As you’ll see, a few of the messages could be appropriate for several audi-

ences, not just the audience under which they are listed. You will need to decide which message(s) are best suited for your target audience(s).

Also included are examples of one-sentence “follow-ons” that you might use or adapt to help support the message. You might also develop your own follow-on sentences.

Message points and follow-on explanations and examples are particularly useful to have on-hand and use if you are interviewed by a reporter about a section event.

#### TARGET AUDIENCE

#### MESSAGE POINT

##### General Public

##### **Chemists improve the world. Chemistry supports everyone.**

Chemists make vital contributions to the economy through innovation and improving existing technologies.

Chemistry is the basis for many new product developments, from cosmetics, food, and sports equipment to medicine, fuels, and computers.

Chemists developed and introduced green chemistry processes to help protect the environment. [www.acs.org/greenchemistry](http://www.acs.org/greenchemistry)

## TARGET AUDIENCE

## MESSAGE POINT

Teachers, Students,  
Parents

**ACS supports chemistry education at all levels.  
Chemists make a difference.  
ACS can help inspire youngsters to become chemists.**

ACS provides numerous classroom resources for teachers.

ACS has programs for high school chemistry clubs, summer research opportunities for students, and college planning guides.

- ACS ChemClub [www.acs.org/chemclub](http://www.acs.org/chemclub)
- Project SEED (for economically disadvantaged high school students) [www.acs.org/projectseed](http://www.acs.org/projectseed)
- [Experience Opportunities in Chemistry](#)
- Learn about undergraduate research, internships, co-ops, study abroad, and service learning programs.
- [College Planning](#)

ACS offers teacher training programs, textbooks, and workshops.

- [Courses and Workshops](#)  
Find courses and workshops on ACS high school and college chemistry textbooks, advanced high school chemistry, and inquiry-based scientific investigations for grades K-8.
- [Education Publications](#)

## TARGET AUDIENCE

## MESSAGE POINT

**Teachers, Students,  
Parents**  
*(continued)*

ACS community programs bring scientists and children together to do hands-on science activities. [Community Outreach](#)

Studying chemistry can lead to many exciting careers and opportunities to change the world, from developing new medicines to being an astronaut. [www.acs.org/globalchallenges](http://www.acs.org/globalchallenges) and [What Chemists Do](#)

ACS has resources so that parents and children can do hands-on science activities. [Science for Kids](#) and in Spanish [Ciencia para Chicos](#)

**Policy makers and  
opinion leaders**

**ACS is a leading world authority on the chemical sciences.  
ACS is a catalyst for global communication among scientists.**

The ACS Science and the Congress Project provides briefings for Members of Congress to improve mutual understanding between policy makers and chemists. [www.acs.org/science\\_congress](http://www.acs.org/science_congress)

The ACS vision—“Improving people’s lives through the transforming power of chemistry”—fully complements the ACS mission, which is “to advance the broader chemistry enterprise and its practitioners for the benefit of Earth and its people.”

## TARGET AUDIENCE

## MESSAGE POINT

**ACS members and potential members**

**ACS has an extensive world-class knowledge base.  
ACS is the world's leading chemistry network.**

The ACS Leadership Development System has programs and training courses designed to help advance the careers of chemists. [www.acs.org/leaderdevelopment](http://www.acs.org/leaderdevelopment)

ACS maintains a huge international database of job openings in the chemical sciences. [www.acs.org/careers](http://www.acs.org/careers)

CAS (Chemical Abstracts Service), a major division of the ACS, provides the world's most comprehensive databases of research in chemistry and related sciences. [www.cas.org](http://www.cas.org)

The ACS Legislative Action Network is an electronic grassroots program that provides background and position statements on issues of interest to chemists to help them voice their opinions to legislators. [www.acs.org/olga](http://www.acs.org/olga)

The more than 163,000 members of the ACS represent much of the world's expertise in the chemical sciences.

# Know your media and what they want

There are numerous ways to communicate your section's activities to the public. Some of the common tried-and-true staples that members of the media most often receive and expect from organizations include:

- Press releases
- Fact sheets
- Media advisories
- Public service announcements (PSAs)

No matter which you use, *always include a contact name(s) and telephone number(s)* so reporters know who to call if they have questions.

**Press release.** This is a short article written in a style similar to a news story you read in a newspaper. Press releases are intended to give a reporter or editor enough information about an event so they can decide whether to publish a story about it or perhaps even send someone to cover the event. Examples of press releases are included in the *Templates and Timelines* section of this guide.

If you ask 10 people to write a press release about the same event, you will get 10 different versions. Everyone has a different way of writing and phrasing. Some will be engaging; some won't. Others will overload you with trivia; others will omit important facts.

Press releases can be pre- or post-event; that is, they can be about an upcoming section activity or they can be a report about what occurred at a recent section event.

There is no one best way to write releases, but there are a few guidelines you should follow when writing them.

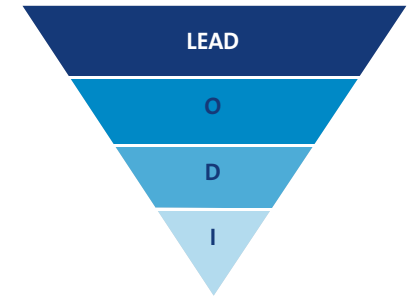
- **Five Ws: Who, What, Where, When, Why.**

These are key elements to include in all your publicity materials, whether it is a press release, fact sheet, media advisory, PSA, or if you are simply telling someone about a section event. Occasionally, "How" is important to include. The 5 Ws (and sometimes How) are the questions that reporters always ask when writing a story. So should you.

- **Lead (lede) paragraph.** The first paragraph of your release is your lead (lêd), sometimes spelled lede by writers. There are many types of leads that can be used to start off a release. One that includes the 5 Ws, or most of them, is known as a summary lead—it concisely summarizes the story. Whether a summary or some other type of lead, it should be reasonably short and grab the reader’s interest enough so they will read the rest of the story. This is sometimes called “hooking” the reader.
- **Order of Descending Importance (ODI).** After the lead comes the body of the release. This is where you give amplifying details about your event. Present them in order of descending importance—the most important near the top, the less important near the end.
- **Inverted Pyramid.** Putting the important 5 Ws earlier in your release and then expanding on them in order of descending importance is called the inverted pyramid style of journalism writing. Newspaper reporters have used this method of writing for years. They understand that many of their readers skim or only read the first few paragraphs of a story. Reporters often read press releases the same way. Using the inverted pyramid approach puts the most important facts about your event right at the beginning where they expect to see them.

- **KISS.** Keep it short and simple! Media outlets receive hundreds of press releases from organizations like ours that want coverage and publicity for their events. Reporters and editors simply do not have time to read through lengthy submissions. Keep your releases to one side of a page, either 1 1/2- or double-spaced.

A final thought about press releases: Generally, reporters prefer to write their own stories rather than publish a press release verbatim. Although some community papers occasionally do use a release as is, don’t call a reporter and complain if they don’t print your release word-for-word. If they get the facts wrong, that’s a different matter; then you should call and tactfully request that they correct the error.



Present details about your event in order of descending importance—the most important near the top, the less important near the end.

**Fact sheet.** There are many different formats for fact sheets. Nonetheless, they all have the same purpose: to present facts, background, and data in a brief easy-to-follow manner.

Unlike press releases, which present information in a style similar to a newspaper story, fact sheets generally layout the information in more of a capsulated or bulleted manner. One capsule or bullet might be a short few sentences about the purpose of the outreach activity your section is sponsoring; another capsule could talk about the scope of the ACS program behind the activity; a third capsule may offer information about the ACS and your section.

Fact sheets can be single-spaced. Many fact sheets are designed as hand-outs for the public, as well as reporters. Examples of fact sheets are shown in the *Templates and Timelines* section.

**Media advisory.** This is one of the simplest of publicity materials to prepare. Like a pre-event press release, it can be used to alert reporters to an upcoming section activity of interest to the local community. Media advisories should not be used to report events that already have occurred.

Media advisories often are used to invite reporters to attend and cover an event. If there will be photo or interview opportunities at the event, mention that in the media advisory. Similar to releases, media advisories need to include the 5 Ws. In fact, as you will see in the *Templates and Timelines* section, the

media advisory contains little other information. It is intended to be brief and to the point. Media Advisories should be 1 1/2- or double-spaced.

**Public service announcement (PSA).** Think of PSAs as free advertising, with a twist. Rather than commercials or ads that are designed to sell a product or service, PSAs are messages that help raise awareness on topics and activities that are in the public interest.

Broadcast stations are required to serve the public interest. One way they can do this is by offering free air time to organizations—typically non-profits—to run their PSAs.

Stations are not required by law to give free air time, but many of them do so as a way of demonstrating that they are serving the public interest.

PSAs are not restricted to broadcast stations. Print PSAs also are carried in newspapers and magazines, on billboards and public transit vehicles, and as banners on some Web sites. Camera-ready print PSAs for National Chemistry Week are available at [www.acs.org/ncw](http://www.acs.org/ncw).

Scripts for broadcast PSAs should be 1 1/2- or double-spaced. Often, PSA broadcast scripts are typed in all caps, but it is acceptable to do them in upper and lower case. Broadcast PSAs vary in length; the most common are 60, 30, 20, 15, and 10 seconds. Ask your local station media contact if they have a preference for style and length.

It is not always possible to include all 5 Ws or specific message points in PSAs, especially shorter ones for broadcast. You will need to determine the most important information to include.

The *Templates and Timelines* section has examples of broadcast PSAs designed for use by radio stations.

**Media list.** Once you have written your press releases, fact sheets, media advisories, and other publicity materials, you need to send them out. But where do you send them? Newspapers and radio and TV stations are obvious choices, but there's another question you need to ask: *Who* do you send them to at these media outlets? Send your material to the wrong person and you greatly diminish your chances of getting information about your event published or broadcast (see box).

You should also include brief comments about your contacts. Perhaps you might note if a person always takes or returns your calls or routinely uses your materials. Another entry might describe if they prefer to receive your material via e-mail, postal mail, or fax. You might want to note if someone on your media list has not used any of the materials you have sent. However, you should not remove them from your list. Rather, try to find out why they don't use them. It may be something simple that you can change so they will use your materials next time.

A media list does not necessarily need to be restricted to the media. It can be as inclusive as you want. Some sections have very expansive media lists that include contacts for public information officers at local businesses, schools, government agencies, etc. Such contacts can be extremely valuable in helping you spread the word about your section's outreach activities.

How do you go about developing a media list? There are several ways:

- Ask the public relations office at a local chemical company or university.
- Call your local newspaper, radio or television station and ask who you should contact with news about your section's community activities.
- Contact the LSPR Chair at another section and see how they developed their media list.
- Get advice from the ACS Office of Public Affairs (800-227-5558, ext. 4381 or 202-872-4381)

## What should a media list include?

A media list is one of the most important documents that an LSPR Chair can develop for their section. It should include the:

- News Outlet name
- Name of specific contact person(s) at the outlet
- Contact's business and fax telephone numbers
- Contact's e-mail address
- News beat of the contact person, e.g.—education, science, health, food, business, community affairs, etc.
- Deadline—when the person needs to have the information in order to publish or broadcast it

Most reporters will want to receive your press releases by email, but it is best to ask.

**Media inquiries.** Reporters might call a section's LSPR Chair for a variety of reasons. They simply may want more information about an upcoming section event. Perhaps they are looking for a chemist who can discuss some new research finding. Maybe a reporter is covering an accident involving chemicals and needs someone who can explain how the chemicals might react. Or the reporter might be writing a story about the local chemical industry and wants a chemist to comment.

Some of these types of questions are okay for you or your section's members to answer; some are not. Here are a few general guidelines.

- **Section events.** *Highly desirable for designated spokespersons to answer on behalf of the section.* Media questions about community outreach activities, such as NCW, Chemists Celebrate Earth Day, Science Cafes, ACS tour speakers, etc., are inquiries that need to be handled promptly. In all the publicity materials you distribute to the media, be sure to include contact information for the person(s) designated to handle media inquiries about these activities.
- **Research findings.** *Okay for section members to answer as individual chemists, but not on behalf of the section or ACS.* Often, reporters need a chemist who is willing to help explain the nuances or significance of a particular area of research. Some LSPR chairs survey their section membership and identify those who are willing to discuss specific areas of research with reporters. It is important to remind members who agree to answer reporters' questions about research that they are speaking only for themselves, not for all other chemists, section members or ACS.
- **Accidents.** *Okay for section members to answer as individual chemists, but not on behalf of the section or ACS. **Caution advised.*** Similar to research findings, reporters often need someone who can explain the potential hazards associated with an accident involving chemicals. Often, media inquiries about accidents are best referred to the companies or organizations involved, local health authorities or first responders, or appropriate government agencies.
- **Local chemical industry. *Not appropriate for sections to be involved in answering.*** These types of questions are best left to the companies and their spokespeople.

**Words of advice.** If you or members of your section do respond to media inquiries, keep these points in mind:

- It is each member's responsibility to ensure that their employers do not have policies that prohibit them from talking to reporters.
- Reporters work under strict deadlines. Be prompt to respond, even if it is to say you don't have an answer to their question.
- Be sure your answer is accurate, concise, and specific to the question. Adding a lot of extraneous details can eat up time—time that could be better spent answering other questions the reporter might have.
- But do be prepared to say something you want to communicate about the local section, chemists or chemistry. Just make sure it fits the situation.
- Do not speak “off the record.” Don't say anything you would not want to be reported.
- If you don't know the answer to a question, say so. If appropriate, offer to find out the answer and get back to the reporter. Above all, don't fake it!
- There is no rule that you have to answer every question. Some are simply not relevant to the topic or even advisable to respond to.

**Other ways to get out the word.** In addition to press releases, fact sheets, media advisories, public service announcements, and answering media inquiries, there are many other communication avenues available to publicize section activities. Examples include:

- Direct mail
- Pamphlets and flyers
- Banners
- Paid advertising (some media outlets have discounted rates for non-profit organizations)
- Social networks, e.g.—ACS Network, YouTube, FaceBook, MySpace, etc.
- PR partnerships with other organizations
- Proclamations from government officials
- Exhibits
- Laboratory tours (or some other place of interest that involves chemistry)

There are two other ways to reach members of the community that, although not typically used for publicity purposes, may be useful to LSPR Chairs in specific circumstances:

- Letter to the editor
- Op-ed

These two communication tools are generally used to comment on a current topic of interest, not to publicize an event.

- **Letter to the editor.** These often relate to an article that a newspaper (or magazine) has recently published. A letter to the editor should be brief and to the point. Look at the letters that your local newspaper has printed and you will get an idea of what gets an editor's attention. Not all letters that are sent to a newspaper get published; those that do are usually edited for space and style considerations.

- **Op-ed.** An op-ed is typically carried *opposite* the editorial page; thus, the name. Newspapers have guidelines for op-eds, such as length, topic, timeliness, and relevancy to its readers. Some larger newspapers even require that an op-ed be exclusive; in other words, not submitted to other papers. A key factor in determining if an op-ed will be published is who wrote it. An op-ed authored by a well-known person or someone with considerable expertise in the topic area is likely to receive more consideration from the newspaper's editors than a less-known or less-qualified person. Check with your local newspaper for its requirements and guidelines.

# Templates and timelines

This section contains several examples of templates and PR timelines for press releases, fact sheets, media advisories, and public service announcements for:

- National Chemistry Week
- Chemists Celebrate Earth Day
- Tour Speakers
- Awards

Feel free to utilize the templates and examples in whatever way works best for you and your section:

- Use as is and simply insert information pertinent to your section
- Adapt to fit your needs
- Use as a reference example and write your own

**National Chemistry Week.** NCW is considered by many as the American Chemical Society's premier annual outreach activity. It is celebrated each year during the fourth week of October. In 2011, NCW is October 16-22; in 2012, it is October 21-27; in 2013, it is October 20-26. During the designated week, sections around the country conduct myriad public outreach activities, all with a single purpose to raise public awareness of the importance of chemistry in everyday life.

Nearly all ACS sections have NCW coordinators and committees that develop ideas for special public events and activities to be held during National Chemistry Week. A list of NCW Coordinators and a Community Activities Event Locator are available at: [www.acs.org/ncw](http://www.acs.org/ncw). The Event Locator includes activities for National Chemistry Week, Chemists Celebrate Earth Day, and other outreach initiatives of sections around the country. You should be sure to submit your section's events and contacts for inclusion on the Event Locator.

**Chemists Celebrate Earth Day.** CCED is a wonderful opportunity for your section to show the positive contributions that chemists make toward a more sustainable planet. Each year, on April 22, ACS members nationwide take part in CCED in support of different topics and themes. The CCED theme during the 2011 International Year of Chemistry is “Energy—It’s Everywhere!” Check out the ACS Community Activities Event Locator at: [www.acs.org/ncw](http://www.acs.org/ncw) for outreach ideas. The Event Locator includes activities for CCED, NCW, and other outreach initiatives of sections around the country. Be sure to submit your section’s CCED events and contacts for inclusion on the Event Locator.

**Tour speaker.** Having a noted expert or well-known person speak at one of your section meetings is a splendid chance to draw people to your meeting—members, potential members, students, community leaders, and even reporters. Since 1936, the ACS Speaker Service has provided people to speak at section meetings on a variety of topics—technical and non-technical. Some of the talks, especially those that are non-technical—could be of interest to reporters and the public in your community.

**Awards.** Sections frequently honor their members and others with awards and various forms of recognition for a variety of achievements. These are excellent opportunities to let your community know about someone’s accomplishments and contributions. You normally won’t need to prepare a PR Timeline, PSAs, or a fact sheet for award presentations unless the award(s) is considered to be a news event with wide community interest. A media advisory and/or a pre- or post-event press release usually will suffice. If possible, include a photo of the award winner.

# National Chemistry Week materials

Sample planning timelines and media templates for National Chemistry Week are available for download by clicking on the links below:

For help with changing the templates, please see page 30.



PR Timeline



Press Release: Hands-on activities



Press Release: Poster contest



Media Advisory



Fact Sheet

# National Chemistry Week materials *(Continued)*

For help with changing the templates, please see page 30.

Sample planning timelines and media templates for National Chemistry Week are available for download by clicking on the links below:



PSA: 30 seconds



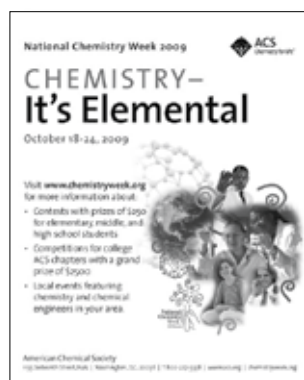
PSA: 20 seconds



PSA: 15 seconds



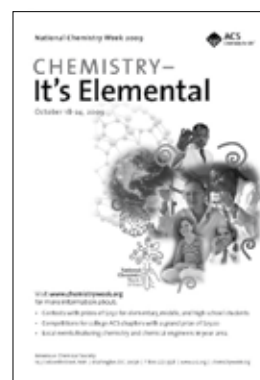
PSA: 10 seconds



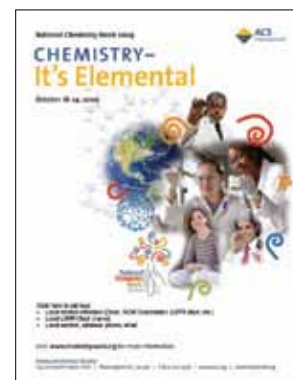
Black and White Ad:  
4 x 5



Black and White Ad:  
2.25 x 5



Black and White Ad:  
7 x 10



Customizable Flyer

# Chemists Celebrate Earth Day materials

Sample planning timelines and media templates for Chemists Celebrate Earth Day are available for download by clicking on the links below:

For help with changing the templates, please see page 30.



PR Timeline



Press Release: Haiku contest



Press Release: Chemistry activity patch for Scouts



Media Advisory



Fact Sheet



PSA: 60 seconds



PSA: 30 seconds



PSA: 20 seconds



PSA: 10 seconds

# Tour speaker materials

Sample planning timelines and media templates for tour speakers are available for download by clicking on the links below:

For help with changing the templates, please see page 30.



PR Timeline



Press Release: Forensic expert discusses TV crime



Media Advisory



Fact Sheet



PSA: 60 seconds



PSA: 30 seconds

## Award presentation materials

Sample media templates for award presentations are available for download by clicking on the links below:

For help with changing the templates, please see page 30.



Press Release:  
Member



Media Advisory:  
Local teacher

# Help

To access the text in the templates, such as the URL, address, or American Chemical Society, you will need to view the Header and Footer.

**STEP 1:** Open template in Word

**STEP 2:** Go to View in Word toolbar, click on View (Word 2007 users should go to Insert)

**STEP 3:** Click on Header and Footer (Word 2007 users should click on Header or Footer)

**STEP 4:** The Header and Footer boxes will appear

**STEP 5:** Click in either Header or Footer box to change text

# Resources for LSPR Chairs

## ACS Public Relations

- Online version of ACS Guidebook to Local Section Public Relations [www.acs.org/lsprr](http://www.acs.org/lsprr)
- ACS Local Section Public Relations page [www.acs.org/lsprr](http://www.acs.org/lsprr)
- Office of Public Affairs  
800-227-5558, ext. 4381  
or 202-872-4381

## ACS Community Outreach Programs and Products

- ACS Office of Local Section Activities [olsa@acs.org](mailto:olsa@acs.org)
- ACS Office of Community Activities [www.acs.org/outreach](http://www.acs.org/outreach)
- Office of Community Activities  
800-227-5558, ext. 6078
- National Chemistry Week [www.acs.org/ncw](http://www.acs.org/ncw)

- ACS Community Events Locator [www.acs.org/ncw](http://www.acs.org/ncw)  
[click on “Find an NCW Event Near You”]
- NCW Coordinator Look-up [www.acs.org/ncw](http://www.acs.org/ncw)  
[click on “Find an NCW Coordinator”]
- Chemists Celebrate Earth Day [www.acs.org/earthday](http://www.acs.org/earthday)
- Salutes to Excellence [www.acs.org/salutes](http://www.acs.org/salutes)
- ACS Online Store [www.acs.org/store](http://www.acs.org/store)

## Other

- ACS Legislative Action Network [www.acs.org/policy](http://www.acs.org/policy)  
[click on “Act 4 Chemistry”]
- ACS Chemistry Olympiad [www.acs.org/olympiad](http://www.acs.org/olympiad)
- ACS Science For Kids [www.acs.org/kids](http://www.acs.org/kids)

- ACS Local Sections (multiple links to local sections web sites and local section activities) [www.acs.org/localsections](http://www.acs.org/localsections)
- ACS Network (professional networking platform; requires registration) [www.acs.org/network](http://www.acs.org/network)
- “Getting Your Message On the Air” (a how-to guide for getting PSAs broadcast by the Wisconsin Broadcasters Association) <http://www.wi-broadcasters.org/wba/index.php/for-the-public/psas/>
- Send free electronic invitations to your section events. [www.evite.com](http://www.evite.com)
- “Public Relations Kit for Dummies” by Eric Yaverbaum with Bob Bly; published by IDG Books (a comprehensive reference book on public relations for PR novices and veterans; includes tips on writing, staging publicity events, things to avoid, and many other helpful PR insights.)