

Annual Report for Public Relations 2012

1. Started a Facebook for NESACS and regularly post info on it
2. Took over the NESACS Linked in Page- increased the number of followers from app. 700 to 1,400 during 2012
3. Starting using Constant Contact on a monthly basis to announce monthly meetings and important events by email

4. Started working with SE MA STEM on STEM EXPO in May 24, 2012
Will bring the following Companies & Schools:
Cape Cod Science Café
NESACS Companies to talk about jobs (AstraZeneca, Smithers, Dow, Nova Biomedical...)
Cape Cod Companies: WHOI (already committed) & Teledyne Benthos
PID Analyzers demos on pH for all ages K-12
Barnstable Public Schools, Sandwich Public Schools, Provincetown Public Schools

5. Developed publicity for Emanuel College (Prof Berger) for Entrepreneur's Seminar –
6. There are 4 MA STEM regions in our territory in MA. Nothing in NH. Communicated with Metrowest STEM & NE STEM, contacted with Boston Private Industry Council (Boston STEM)
- 7.
8. Publicized the Earth Day event at the Museum of Science on April 24, 2012
9. Publicized the NYSCC entrepreneurial Career Days and got posts in the Back Bay Blog,; 57 people registered
10. Press releases on JND's new PR position at NESACS (Barnstable Patriot & Barnstable Enterprise) we would like to publicize other officers & chairpersons in their home town newspapers. Please provide us with info on home towns (see image)
- 11.
12. ACS is listed as a sponsor of the Cambridge Science Festival, posts in _____
13. SE MASTEM Program (NESACS and NESACS members from other companies)other on May 24- info posted on Facebook & LinkedIn
14. Publicity for NESACS/MOS earth day recycling event
- 15.
16. SE MASTEM Program (NESACS and NESACS members from other companies)other on May 24- - Have 5 schools from Cape- (Sandwich, Barnstable, Dennis Yarmouth, Provincetown & Upper Cape Regional High,)Companies/Organizations, PID Analyzers, Woods Hole Oceanographic Inst., Nova Biomedical, Cape Cod Science Café, NESACS, Smithers Pharma
(<http://www.connectsemass.org/stem/>)
- 17.
18. Cambridge Science Festival-chemistry Demonstrations- 15 NESACS volunteers plus Dr. Alvin Collins ACS HQ) on April. 21, 2012; had 10 tables and several hundred people-
(<http://analyzersource.blogspot.com/2012/04/passport-to-chemistry-at-cambridge.html>)

19. Chemistry of Food @ Cambridge Science Festival (April 23)- 129 people registered / Posted in BB Patch & Arts Boston (Wicked Local Camb) – about 80 people showed up at event- Sara Reich, ACS Food specialist flew in from Budapest to give the lecture.
(<http://analyzersource.blogspot.com/2012/02/chemistry-of-food-science-cafe-at.html>)
- 20.
21. NH Science Café- found a group in Concord, NH that has 10 monthly programs/yr. Started in 2012. Would like to work with us. (<http://analyzersource.blogspot.com/2012/05/monday-evening-at-cambridge-science.html>)
- 22.
23. Publicized the winner (in our section) of the International Chemistry Olympics in the Acton Blog
24. Cape Cod Science Café on Nov. 2, 2012 on “The Chemistry of Wine” at the Centerville Historical Museum- have Shirley Corriher (from Atlanta) speaking on the effect of food on the taste of wine at the Centerville Historic Museum was very well received. The Cape Cod Times ran a story on Nov. 1, 2012 (<http://bit.ly/RLWToF>) which helped us fill the museum to capacity (40 people) for each of the two seatings. There were 20% NESACS people and 80% local residents. It was a good science outreach to the general public. Science Outreach- CC Science Café (Nov. 1) we held the Cape Cod science Café at the Centerville Historical Museum. The topic was the “Chemistry of Wine”. We had Shirley Corriher (2013 Grady Stacks Award winner) talk about wine pairing (how what you eat affects the taste of wine that you are drinking) and Diane Slater, Wine Expert from Cape Cod Package Store talk about wines. This was a very successful outreach to the public since 75% of the people were local and the remaining 25% were NESACS members. We had several people from NH, Ruth Tanner and Stanley Hutchings. The latter was quite knowledgeable about brewing beer and wine tasting and had not been to a NESACS meeting previously.
25. Publicized the Epigenetic Targets Symposium in the Waltham Patch ([link](#)) (use control key) and the Boston Globe~Boston.com ([link](#)) (use control key).
26. On Dec. 3, 2012, I did a science outreach for the Cub scouts (in Maynard about 40 cub scouts) on nanotechnology, some nanotech interesting videos have been posted on facebook and LinkedIn- <http://bit.ly/WoxDWF>
27. We obtained a writeup in Chemical & Engineering News (Dec. 17, 2012) of NCW activities and publication of the photo below:

“In the [Northeastern Section](#), visitors to the Museum of Science in Boston and the Boston Children’s Museum learned about nanoscience through a variety of demonstrations and activities, including building a giant model of a carbon nanotube. More than 40 high school chemistry teachers participated in a nanoscience workshop at Burlington High School, in Massachusetts. The local section also held a science café event highlighting the chemistry of wine.”



Photo by: Jennifer L. Maclachlan

1. AAAS meeting- We (NESACS, Small Chemical Business Div. of the ACS) will be participating in the science outreach to the public [Family Science Days](#) on Feb. 16 and 17, 2013 (12-5PM) at the Heinz Auditorium in Boston.
2. We will be participating in a Science Outreach to the Public *Science Carnival* at the Cambridge Science Festival like we did in 2012 where we talked to 200-300 students; we are also working on a program "Communicating Science to the Public" at the MIT Museum.
3. NH Science Café- working with this group on the Feb. 20, 2013 on "the chemistry of beer"
4. Prepared by Dr. Jack Driscoll, Public Relations Chair, NESACS