Agenda Item VII – National SAS Committee Reports
SAS Publicity Committee Report to the Executive Committee
September 5, 2014

Committee Chair: Linda Kidder
Committee Members: Past Chair Shawn (Mehrens) LaCasse, Chair-Elect Moussa Barhoum, Christian Pellerin, Anna Donnell, Fred Haibach (non-appointed – Newsletter Editor)

Report of Activity:

- Created press release template as guidance – attached as part of report
- Many items proposed in the "Proposed activity for 2014" submitted by the committee in advance of the EC meeting at Pittcon have been acted on, but mostly through the efforts of others, not specifically this committee.

Recommendations for Committee / Proposed Steps Forward
Implement process/strategy/protocol for making regular press releases – coordinate with Newsletter Editor and Web Editor to match content. Need to get this process rolling, as once it is started, it will be relatively easy to maintain regular content.
Work with Web Editor to improve and maintain content

Actions for EC/SAS:
Verify strategic goals of publicity efforts:

- Drive Journal subscriptions?
- Drive traffic to website?
- Promote education and participation in Society?

Items to be voted by EC/GB:
N/A

Proposed Press Release Template – September 2014

NEWS RELEASE

Society for Applied Spectroscopy announces recipients of 2014 awards

Summary: Include a paragraph summary, 2-3 sentences in length.

9 September 2014: Frederick, MD: SAS is pleased to announce the recipients of our 2014 awards.

Text describing specific awards and recipients

The awards will be presented on Tuesday, September 30, 2014 during the SAS annual meeting at Scix in Reno Nevada [link to Scix] in the Crystal Ballroom beginning at 7:30 pm.

Text should be 300-800 words long. Should not consist of long lists, but paragraphs of text.

Ends

High resolution image attached or available from Bonnie Saylor, Society for Applied Spectroscopy, exdir@s-a-s.org Ref: *come up with reference scheme to keep track of press releases*

CAPTION: Award winner Ian Lewis

About Society for Applied Spectroscopy:

The Society for Applied Spectroscopy is a nonprofit organization formed to advance and disseminate knowledge and information concerning the art and science of spectroscopy and other allied sciences. The Society publishes Applied Spectroscopy, the flagship international journal for the publication of original research and review articles covering all aspects of spectroscopy. Its main office is located in Frederick, MD.

For press information, please contact:

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Twitter summaries of same news story:

#SAS announces 2014 award recipients **[use URL shortening service such at bitly to past link to web page]**