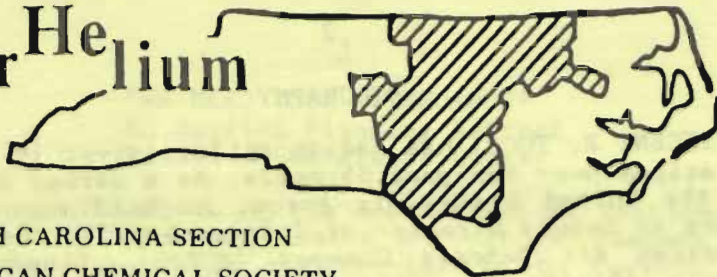


Tar Helium



NORTH CAROLINA SECTION
AMERICAN CHEMICAL SOCIETY

Vol. 15, No. 5

January, 1985

JANUARY MEETING

- Date: Tuesday, January 15, 1985
- Speaker: Vincent R. Tocci
Head, ACS Office of Public Relations
Washington, DC
- Topic: PROMOTING PUBLIC UNDERSTANDING OF SCIENCE:
IN THE PUBLIC INTEREST OR PRIVATE INTEREST?
- Social: 5:30 pm in the Trinity Room
Old Student Union Building (first floor)
Duke University
- Dinner: 6:30 pm in the Oak Room
Also in the Old Student Union Building
(Order from menu: \$7-\$10*)
- Lecture: 8:00 pm in the London Memorial Lecture Room
Paul M. Gross Chemistry Laboratory,
Duke University

For reservations, please call one of the following by December 6: In Durham, Sue Dickerson at 684-2414; in Chapel Hill, Debbie Edwards at 962-2172; and in Raleigh, Joyce Dunn at 737-2548.

*Students will be reimbursed \$4 by the NC Section treasurer.

BIOGRAPHY

VINCENT R. TOCCI has had an active career in public relations over the past 25 years. As a career officer in the United States Air Force, he held such positions as Deputy Director of Information for the North American Air Defense Command (NORAD), Director of Public Affairs for the Allied Forces in Southern Europe (NATO), in the Pentagon as Special Assistant for Southeast Asia in the Office of the Assistant Secretary of the Air Force Office of Public Affairs, and the Air Activities Media Briefer in Saigon during the Vietnam conflict.

His work has covered all fields of mass communications, from media relations to film making. He has been Head of the ACS Office of Public Relations for the past four years and has brought his extensive experience and expertise to bear on the problems of communicating chemistry to the public.

He has bachelor's degrees in biology and in education and a master's degree in secondary education, all from Duquesne University. He has pursued doctoral studies in public administration from the University of Arizona and graduate studies in Public Relations Mass Communications from Boston University. He is a member of the Public Relations Society of America.

ABSTRACT

PROMOTING PUBLIC UNDERSTANDING OF SCIENCE:
IN THE PUBLIC INTEREST OR PRIVATE INTEREST?

The American Chemical Society is chartered by the United States Congress to provide information about chemistry to the chemistry community and to the American public. Its purpose is to improve development of the chemical sciences and provide an improved standard of living for Americans.

Our problems include the following questions: How do we communicate science to the public? Who can and should do the communicating? What are the results of lack of communication? What are we doing to communicate with the public?

We will analyze the ACS public communication program, focusing on ways for local sections to develop their own programs.

A television presentation of ACS public relations programs will accompany the presentation.

WE NEED YOUR ATTENDANCE

NC Section Planning Retreat
Pineview Conference Center

Interested members of the North Carolina Section are invited to attend a planning retreat on **January 26, 1985**. The purpose of the retreat is to develop direction and set goals for the Section. The topics to be presented include the following:

- | | |
|---------------------------|------------------------|
| *Monthly Programs | *High School Chemistry |
| *Membership Participation | *TarHelium |
| *Finance | *New Activities |
| *Education/Short Courses | |

Other topics to be included as time permits follow:

- Professional Development
- Public Relations
- Safety

The retreat will be held at Pineview Conference Center, which is three miles west of Chapel Hill. Since attendance is somewhat limited (maximum allowed: 30-40 persons), we urge members who plan to attend to call for reservations and/or more information as soon as possible: Please call Pam McNair at 248-4320 or Eric Bigham at 248- 4338.

FUTURE MEETINGS

February 19

*It will
center of
Eastern NC*

Place: Burroughs Wellcome, RTP
Speaker: Dr. James A. Ibers, Northwestern University
Topic: "Inorganic Models for Biological Systems."

March 19

North Carolina Distinguished Chemist Lecture

Place: University of North Carolina-Chapel Hill
Speaker: To Be Announced
Topic: To Be Announced

April 20

Meeting-in-Miniature
North Carolina State University

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