

Nature v Nurture

Getting scientists to talk to the media

MRC Mission:



IMPROVE PUBLIC HEALTH

***Promote dialogue with the public
about medical research***

MRC Press Office Philosophy:



- **Clear sense of purpose**
- **Good relations with and knowing our scientists**
- **Good relations with and knowing our media contacts**
- **Professional outside help**

Clear sense of purpose

**Driving force to do best by media and
scientists**

Relations with scientists



- **Right scientist for job**
- **Develop communication skills**
- **Do the best job**
- **Resource for scientists**

Relations with journalists



- **Added value to stories**
- **Better response from scientists**
- **Help prevent misinterpretation of facts**

How well does MRC communicate?



- **International prizes**
- **Good stories (even about complex science)**
- **Contribute to most difficult debates**

Professional outside help



Media trainers

"I feel I understand the media and what it needs better"

"I'd be more confident to try and help in future"

"Good opportunity to practice how I would explain my work to a non-scientist"

Other activities

- **'Media meets the triallists'**
- **Max Perutz Essay competition**
- **Daily Telegraph – 'Visions of Science'**
- **UK Science Festivals**
- **BA Media Fellowships**

To sum up...

- **Clear sense of purpose**
- **Good relations with and knowing our scientists**
- **Good relations with and knowing our media contacts**
- **Professional outside help**
- **Scientist's mum**