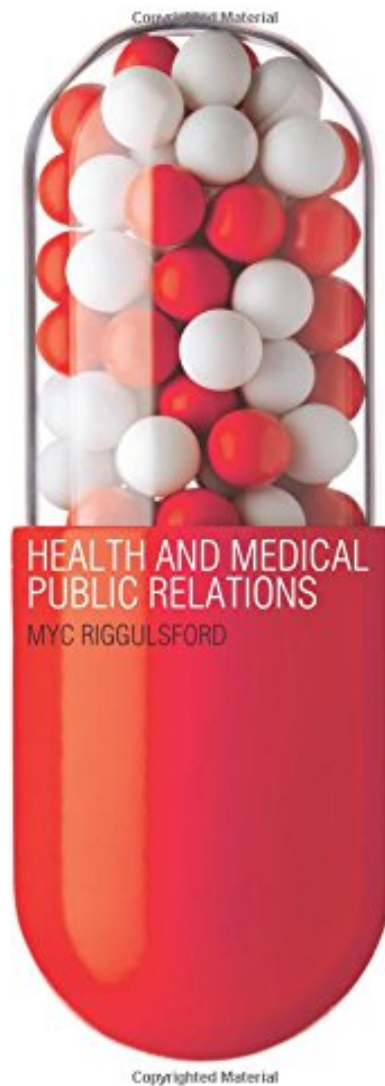


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## Health and Medical Public Relations

*Myc Riggulsford*

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**Myc Riggulsford : Health and Medical Public Relations** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Health and Medical Public Relations:

Health and Medical Public Relations takes a fresh look at media relations and news values. It examines how information about medical research from the academic, pharmaceutical and charitable sectors is disseminated to target

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About the Author Myc Riggulsford is a science journalist and broadcaster, a pioneer in the field of issue management and regular guest speaker at international science communication conferences. He is a member of the Chartered Institute of Journalists and the Chartered Institute of Public Relations. After leaving the NHS in 1991 where he was head of public relations for UK Transplant Service, Myc founded The Walnut Bureau, a consultancy specialising in issue management, pressure groups and science communication. He is a consultant on ethics and pressure groups, and designs and runs science communication and media training courses for 5 UK research councils, AlphaGalileo, the British Council in Ukraine, Slovenia, Serbia, Lithuania, India, the Netherlands and South Africa. He also runs media workshops for the European Commission, for academic societies such as the Federation of European Neuroscience Societies, charities and public watchdogs, and he runs annual postgraduate and postdoctoral seminars on media and ethical issues for UK and European universities.