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EXPERIENCE OF PUBLIC RELATIONS ORGANIZATION IN THE SPHERE OF LIFE SCIENCES

**Abstract**

Promotion of space biology and medicine and public relations is one of the important and traditional directions of work of SSC RF - IBMP RAS. It is closely connected with its scientific and practical activity and directed at forming of favorable attitude to the Institute, maintenance of its high reputation in the society, promotion of scientific achievements in space biology and medicine. Favorable image forming requires a lot of time and efforts. For this regular meetings and press-conferences are conducted with journalists on different aspects of the Institute's activities: space flights medical support, biomedical experiments in space and on Earth, crew state and conditions on board spacecrafts, bioethical aspects of experimental investigations, implementation of the Institute's achievements into the practice of public health service, etc. In the frameworks of the PR-activity in the scientific program and medical support of manned space flights, IBMP's specialists regularly give detailed commentaries to the press, take part in television programs, films, participate in conferences, etc. In particular, during the one-year flight IBMP participated in the telebridge between MCS in Korolev city and Houston. SF factors effects on human organism are investigated not only in manned flights, but also in ground facilities. "Mars-500" project, conducted by IBMP with wide international participation, from 2007 to 2011, has enormous resonance in the whole world not only due to its scientific significance for manned cosmonautics, but also due to properly organized PR and informing activity. Not all factors of space flight can be studied on humans - a lot of them require deep investigation at the level of organs, tissues and cells. For their investigation orbital unmanned automated space vehicles were created. In 2013 "Bion-M" 1, and in 2014 "Photon-M" 4 were launched. For correct coverage of these events in mass media these projects required coherent joint work of many press-services, including international ones. Young people and schoolchildren is the main target audience of PR-activity. IBMP cooperates actively with the biggest universities and institutes of the country, school educational programs are conducted, including children's participation in real space experiments. To promote investigations in space biology IBMP participates in thematic exhibitions. Advertising and souvenir production is released. To preserve historic heritage, events and names of Russian scientists-pioneers works are conducted. As a part of the activity museum-studies of academician V.V. Parin and academician O.G. Gazenko (the founders of space biology and medicine) were opened.