

Geneva, 17 March 1955.

EUROPEAN ORGANIZATION FOR NUCLEAR RESEARCH

Editorial and Information Policy

The Information Office has asked for guidance on the policy which should be followed in the publication by members of CERN staff of articles or press statements. I have had the advice of a small Committee set up to consider this question, and on the basis of their recommendations, I propose to lay down the following principles, as applying to all articles written by members of the staff and dealing with the work of CERN or with technical or other questions connected with the work of CERN, and whether or not these articles appear under the name of the author.

I should be glad if senior members of CERN staff would regard it as part of their duties to respond to suitable requests from responsible journals by writing occasional articles about CERN or matters connected with CERN. This may be regarded as an unnecessary task distracting attention from essential duties, but I consider that the responsible press and public have a right to information about what is happening in CERN.

1. All requests for such articles should be referred in the first place to the Information Service who will decide whether the article is to be treated according to one or the other of the various categories set out below. Any cases of difficulty will be referred to me for decision.
2. A request for a technical article which raises no policy question would be passed directly to the Division concerned, and all that will be necessary will be for a copy of the final article to be sent to the Information Service for record.
3. The Information Service will be responsible for making the arrangements for the writing of either technical articles involving policy questions or any general articles on CERN, and all such articles will be seen in draft by the Information Service, which will be expected to give guidance on any question of policy which may be raised. Once again any difficult point will be referred to me for final decision. The Information Service will deal with the various cases in the following ways :

- a) Requests for technical articles which might raise policy questions will be referred to an appropriate staff member, with a request that he undertakes the work.
- b) Signed **general** articles on CERN requested by a periodical to be written by a particular person will, in ordinary case, be left to the person named.
- c) Requests for unsigned general articles on CERN will be referred to an appropriate staff member who might be asked to write the article. In important cases, the Director of STS or the Director-General will be consulted.

The work could be done either in working hours or in spare time. In the latter case, I consider that arrangements should be made for any fee paid by the periodical to go to the author. This involves a question of copyright which is now being considered under article 4 of the Staff Regulations.

4. Press Releases :

- a) No press communication should be released without my visa, or in my absence, the visa of the Deputy Director-General.
- b) The initiative for suggesting a release could best come from Directors of Divisions or from the Directorate, who are best qualified to know when there is a story which could be given publicity.

5. In general, as I have suggested above, CERN staff should recognize the importance of properly handled publicity, particularly in view of the way in which CERN relies for its existence upon a favourable public opinion. Information Service therefore must have some responsibility stimulating a positive attitude among the staff to all publicity. This does not mean that the Information Service will seek publicity on all occasions; it will be restricted to significant events.