An introductory report

In starting a new publication, a logical beginning is to determine its objectives and the ways to achieve them.

These will help to insure permanency and consistency of direction despite lapse of time or changes in personnel.

With this in mind, the Editor would like to canvass several points related with the publication of our Bulletin, i.e.:

Objectives, contents, format, costs, value measurements.

A list of pending questions concludes this report.

1) Objectives

Of course, the main concern of our Bulletin will be 'to inform employees'.

The reasons of such an information may be more clearly stated as follows:

A) major objectives

la - to promote unity within CERN by advertising teamwork, strengthening common interest and making everyone feel part of the whole organization.

lb - to improve understanding by bringing about appreciation of other departments' work.

B) other goals

lc - to provide a vehicle enabling the Director-General to communicate with all employees.

ld - to preserve good-will by maintaining recognition of employees as individuals and enhancing personal importance.

le - miscellaneous such as to create pride in a job, in workmanship, to reduce absenteeism, turnover or waste, maintain a permanent record of the history of CERN, even if need be - to enhance better understanding of the organization on the part of the community.
2) **Contents**

In a single-unit organization such as ours, unity is sought among Divisions, between office and laboratory employees, between top-flight staff members and low-grade personnel. Thus our publication should be comprehensible to all employees, not to a certain group of them. It may, however, be expected that criticisms will be met altogether from scientific personnel who will find the Bulletin too down-to-earth and from workmen who will have a tendency to believe it a bit above their line.

With this caution foreword over, let us say the contents of typical Personnel Bulletins are classified under 3 large headlines:

2a - **general information** on the life of the Organization or of its personnel

2b - **articles** commenting developments or having educational purposes

2c - **recreational material** making the bulletin more attractive (features on hobbies, women or children activities, humor, etc.).

It is the Director-General's opinion that the Bulletin should not convey information on employees' social and recreational activities which are already the realm of the "Staff Association Journal".

With 2c) not considered for the moment in the CERN bulletin, a couple of dozens of headlines and/or subjects have been thought of for 2a) and 2b).

Some might make recurrent features (R), others are one-shot articles (O), others may pop up from time to time depending upon the circumstances (C).

These ideas are synthetized on Annex 1. Some of them are developed in the attached dummy of a first issue.

**Planning and approval**

The contents should be planned about a month before the publication dates. While considering the printers require about 10 days to turn out a 1,000 copies issue, some elasticity should be considered in order to leave room for any newsworthy item.

Who should **approve** material? Obviously the Director-General for summaries or when policies are involved. "Reporting" copy will be approved in manuscript form by the person from whom the interviews or the technical and/or administrative information are obtained.

Should the responsibility of final approval or the whole copy be the Director-General's? The Editor believes it should always be or, later at least when policies are involved.

3) **Format**

This chapter deals with the material presentation of the bulletin:

- name of publication, languages, illustration, paper, size and distribution.

3a) **Name of publication**

To christen a company publication, one may:

a) identify the organization in the name of the publication,

b) coin a word by using parts of the organization name and of a geographical, technical or press word.
3A) c) give no clue to the sponsor's in the title
d) organize a name contest which by the way, would stimulate pre-publication interest in the new periodical among employees.

The Editor favours the d) solution. Should this not be retained, Annex 2 gives a few suggestions for the title as well as for its graphic design.

3B) Languages used

Rather than having two different editions printed, it is believed that the bulletin should be bilingual:
Adventages are:
- gain of space through use of only one set of illustrations
- profit to employees who may not want to read the text in their own language.

3C) Printing may be done on newsprint.

Newsprint, however, comes only in large rolls and proves rather impractical and expensive for the small quantities needed in employees' publications.

This is why most internal information organs are printed on sheet-fed presses rather than on big newspaper rotatives. Furthermore, photographs and other illustrations reproduce more satisfactorily on coated or machine-finish paper than on newsprint.

Bulletins may also be made up of letter sized pages stapled together. This may have the apparent advantage of economy.

It is however important to consider that our aim in publishing a bulletin is to have it read by those concerned. A good way to achieve this in public relations as in advertising is to gain attention of the reader before holding his interest. To gain attention we should present people with an attractive publication; we hope then to hold interest with worthy contents.

In short, the Editor advocates:
- either a tabloid-sized (33 x 48 cm.), newspaper-looking publication
- or, more strongly, a magazine-type one. Should the latter publication be retained its size might be the standard lettersheet-size, which appears to be the most convenient compromise between ease of carrying and freedom in layout of text and illustrations.

The number of pages could range from 4 to 22. A middle term, considering costs of printing and the above-mentioned size, could be 8 pages. For size and volume evaluation, see the May 1959 issue of "Industrie et Travail". (Annex 3)
This may amount to an important fraction of our budget (25 - 30%) but we feel photographs and drawings are worth the expense in order to air the layout and render the publication easy to look at.

Costs of colour photographs are of course prohibitive but a second colour brought on the cover by printing should increase unexpensively the general aspect and appeal of the publication.

Distribution

a) frequency

The monthly publication scheme appears to gain an overwhelming majority among companies publishing an internal organ. This seems to be the most convenient schedule suiting as well the editorial, the printing and the mailing requirements.

b) to whom distributed

To employees, of course, but also to:
- employees on leave of absence
- people requesting the publication (if the latter proves interesting enough to arouse outside attention)
- visitors if necessary.

Should we reach families of CERN members as well?

Major reasons in favour of a positive answer are:
- that house organs are often read more attentively by wives and relatives than by the staff members themselves. The former, in turn, have more influence on the employees than we could ever hope to achieve.
- that this is the only practical way to reach employees on leave of absence.

c) how distributed

The CERN internal mailing lists may be used with no additional expenses. In this case, distribution should be done at a time when it is least likely to disrupt work i.e. just before lunch or in the late afternoon.

Mailing the Bulletin directly to employees' homes has however, definite advantages besides the one listed above.

The employee has more time to read the publication at home in quieter surroundings than on the site and be therefore in a more receptive mood. Taking the trouble and expense of mailing the publication also enhances its value in the eyes of the recipient who feels the organization has a personal interest in him.
4) Costs

From information gathered in CERN (SST printing department) and from printers, estimates of expenses may be computed for 1,000 copies circulation.

<table>
<thead>
<tr>
<th>Appearance</th>
<th>Size</th>
<th>Letter sized pages</th>
<th>Price</th>
<th>Total per issue</th>
<th>Additional for second colour on cover</th>
<th>Additional for 1,000 more copies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Magazine-type</td>
<td>letter 21 x 30 cms.</td>
<td>4</td>
<td>250.-</td>
<td>100.-</td>
<td>350.-</td>
<td>50.-</td>
</tr>
<tr>
<td>Tab Id type</td>
<td>&quot;La Suisse&quot; 34 x 43 cms</td>
<td>8</td>
<td>550.-</td>
<td>150.-</td>
<td>550.-</td>
<td>143.-</td>
</tr>
<tr>
<td>Offset</td>
<td>letter-size</td>
<td>8</td>
<td>-</td>
<td>-</td>
<td>600.-</td>
<td>-</td>
</tr>
</tbody>
</table>

We also have to take into account mailing expenses (if delivery to home/is chosen) : 340.- S.F. for establishing once and for all the new address plates and 45.- S.F. of postage per issue.

In short, it may be said that to turn out our publication we might need a monthly budget of some 600.- S.F., that is 7,200.- S.F. annually.

On the other hand, costs could be reduced if it were chosen:

a) to have a paying circulation

The Editor does not believe in the validity of this answer. We could at best expect a price per copy = 50 cts. which if one thousand copies were sold, would mean a 500.- S.F. return. On the other hand having to pay to get information from their organization might have a bad psychological effect on employees.

b) to accept advertisement

A fee might be charged for publication of classified ads from the personnel and of commercial advertisement (which we would have to seek) from the outside.

* Studer, Geneva

** Imprimerie Centrale, Lausanne
4) Costs (cont'd)
   b) to accept advertisement (cont'd)

   Madame TIANON says there is no provision in the CERN statutes against such selling of space. Mr TIECHE's opinion is also that there should not be anything from the CERN Financial point of view against this being done.

   How much return could we expect from advertising? It depends of course on space sold. Let us say one letter-sized page might sell for 150.- to 200.- S.F.

5) Value measurement tests

   Various are available to determine the extent to which an employee publication is appreciated:
   - complaints about delivery
   - request for extra copies
   - outside requests for 'subscriptions'
   - expressed interest in content through inquiry forms, informal checks, participation in features
   - response to offers made in publications
   - evidence of improved morale
   - rate of pick-up at gates (if such a system of distribution is used)
   - number of discarded copies (no easy control).
6) **SUMMARY OF PENDING MATTERS**

1. **Approval**
   - will the Director-General approve the whole text prior to publication?

2. **Name of publication**
   a) will the Director-General favour a name contest among the employees? (see chapter 5 d)
   b) If not, has he retained one of the suggestions submitted in Annex 2?

3. **Format**
   a) does Professor BAKKER agree with a magazine-type publication of the size shown by Annex 3?
   b) does he prefer a newspaper-looking publication?
   c) does he think a mimeographed set of sheets might suffice to convey CERN news to employees and even to the outside of the organization?

4. **Distribution**
   Does the Director-General agree with
   a) a monthly publication schedule?
   b) having the bulletin sent to home addresses?

5. **Costs**
   a) would a 500.-/600.- S.F. budget per issue be considered favourably by the Director-General?
   b) would he agree to let the publication carry paid advertisements in order to get back all or part of our expenses?
<table>
<thead>
<tr>
<th>Regular Features</th>
<th>2a</th>
<th>2b</th>
<th>2c</th>
</tr>
</thead>
<tbody>
<tr>
<td>organization chart</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>what in what building</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>&quot;Who is Who in CERN (biographies)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>&quot;Welcome to . . .&quot;</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>&quot;Farewell to . . .&quot;</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>personnel changes</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>&quot;CERN at work&quot; (describing experiments going on)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>New technical reports</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>&quot;loose talk about . . .&quot; (may replace editorial)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>&quot;What is . . .&quot; (some sort of dictionary of CERN and scientific terms)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>&quot;The press on CERN&quot; (reports on publicity CERN gets)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>&quot;Information sheet&quot; (a form inserted in each issue allowing everyone to make suggestions on contents)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>&quot;Know your equipment&quot; (photo quiz)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>&quot;Employee of the month&quot; (biography of an employee chosen at random or because of specific reasons)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hydrogen (part of a series on elements)</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
- "Bubble chambers photographs. How are they made?"
- "Monte Carlo calculus. Not a Riviera deal"
- "CERN Import-Exports" (visiting scientists' equipment coming and going)
- "CERN Expenditures for 1958"
- "What CERN will do between 1959-1962" (research and construction program)
- "The Air-cushion vehicle" (transporting heavy loads in RS)
- Plasma physics
- "What life on Jungfraujoch was like"
- "How fellows are selected"
- The Ford Foundation
- CERN Council
- Mercury computer
- Indefinite Metrics
- A 100 MeV beam stacking electron accelerator
- The ------- team (each country team, eventually by Division)
- 'Know your "competitors"' (nuclear research in such or such country)
- "CERN policy on outside publications"
- "What is a Press Release?"
- "How CERN was born"
- "How do we fit in the international picture?"
- "24 hours of SC life" (a subtitle of 'non-stop offensive on the atom')
- "The elementary particles"
- "How do scientists visualize the atomic nucleus?"
- "A fourth force of nature" (weak interactions)
- "How do research scientists spend their time?"
- "Geneva State area agreement with CERN" (Mr. Dutoit)
- "Nuclear Insurance problems"
- Electricity from the sea" (Rance river project in France)
- "The ---- Division" (broadly discussing each Division's task)
- "The Annual International Conference on High Energy Physics"
- Conferences at the Theoretical Division (trying to put them down to earth)
<table>
<thead>
<tr>
<th>(Articles appearing more or less regularly)</th>
</tr>
</thead>
<tbody>
<tr>
<td>- &quot;A chat with .....&quot; ) biographies</td>
</tr>
<tr>
<td>- &quot;Great men visit CERN&quot;) biographies</td>
</tr>
<tr>
<td>- &quot;Technically speaking&quot; (describing new technical developments)</td>
</tr>
<tr>
<td>- &quot;CERN abroad&quot; (activities in foreign countries)</td>
</tr>
<tr>
<td>- &quot;Ups and downs&quot; (a cidents, sick leaves ...)</td>
</tr>
<tr>
<td>- Annual budget</td>
</tr>
<tr>
<td>- Annual report published (special annual edition ?)</td>
</tr>
<tr>
<td>- How does our health insurance behave ?</td>
</tr>
<tr>
<td>- On the purchasing front (important orders and why)</td>
</tr>
<tr>
<td>- Our contributors (presenting those whose articles may appear in the current issue)</td>
</tr>
<tr>
<td>- Lands they knew well (on employees' countries of origin)</td>
</tr>
<tr>
<td>- Questions and Answers</td>
</tr>
<tr>
<td>- Suggestions</td>
</tr>
<tr>
<td>- &quot;Going my way ?&quot; (share-the-ride program)</td>
</tr>
<tr>
<td>- The &quot;5-years&quot; Club (employees with 5 years' service)</td>
</tr>
<tr>
<td>- Our community (series of articles on places surrounding CERN)</td>
</tr>
</tbody>
</table>