

The Editorial Statute of *Resource*

The aim behind this editorial statute is to establish the responsibilities for the content and output of the *Resource* medium and to regulate the position of all the parties involved in its production.

Definitions:

- *Publisher*: the organisation or person within the organisation who has the final responsibility for the business management of this medium;
- *Director of Corporate Communication*: the person who is responsible for Wageningen University and Research Centre's communication policy¹;
- *Editing Unit*: the group of people who are employed by Wageningen UR to produce the editorial content and style this medium;
- *Editorial Statute*: the document in which the journalistic and communicative assignments of this medium are established and in which the competences, relationships and responsibilities of the parties involved are described.
- *Editing Formula*: the document in which the style for this medium, both the visual style and that of the content, is established;
- *Editorial Board*: the organ that advises the Editorial Unit and monitors the statements published in *Resource* in the light of the basic principles laid down in this statute.

Article 1 – Basic Principles

1.1

Resource will be the medium of communication for employees and students of Wageningen UR. It will be published, both in print and online, by the Corporate Communication Department of Wageningen UR, henceforth called 'the Publisher'.

1.2

The printed version of *Resource* will be distributed among the members of the Wageningen UR community by the Publisher, in such a way that everyone will have the opportunity to become acquainted with its contents. The online version will be available in its entirety by means of the intranet and also, at least partly, via internet. This version will be attuned to the content, design and editing formula of the printed version and will supplement it by making use of the possibilities offered by inter- and intranet technology.

1.3

Publishing the *Resource* medium is part of the communication strategy of Wageningen UR. This publication has two equally important targets: to service the mission and policy aims of the organisation and to satisfy the informational needs and interests of its readers – the students and employees of Wageningen UR.

Through its publications, *Resource* will deepen the insights of employees and students into developments within and outside the Wageningen UR organisation, and thereby will help to strengthen their bonding with the organisation and its mission. *Resource* will also serve as a forum for the diversity of opinions within Wageningen UR and as a platform for debate.

1.4

Resource will report in print and online about the education, research, policy and social life of and within Wageningen UR, and on national and international developments in those areas of research and higher education that are relevant to Wageningen UR. How this will be done will be elaborated in the Editing Formula.

1.5

Resource will be produced by an editorial unit that, in a journalistically responsible manner, i.e., by carefully applying the rudiments of free news-gathering, verifying the sources and facts of both sides of a situation, striving to report happenings and developments in and around Wageningen UR in an impartial and objective, or intersubjective, manner.

¹ The duties of Publisher and Director of Corporate Communication can be combined in one person; but this does not eliminate the differences between the two roles.

² What is meant by 'intersubjective' is that topics must be looked at from different points of view.

1.6

In carrying out its task, the Editing Unit will maintain its awareness of the special responsibility attached to the position of *Resource* as an important means of communication within Wageningen UR, and in the realisation that its journalistic work cannot be distanced from the interests of Wageningen UR as a whole. An inherent aspect of accepting this responsibility obliges the Editing Unit to maintain an open and constructive attitude towards the communication needs of Wageningen UR.

1.7

To report and gather associated background information as completely as possible, *Resource* can rely on the open cooperation of the management, services and sections of Wageningen UR. In addition, the Editing Unit will develop its own information channels. Members of the Wageningen UR community must not experience any obstacles in their work situation due to them giving information or opinions in *Resource*, as long as their remarks comply with their employment obligations.

1.8

Resource will remain open as an information channel for all sections of the Wageningen UR community.

Article 2 – Responsibilities

2.1

The business responsibilities for *Resource* will rest with the Publisher, who will have the final responsibility for running the publication. This will include selling advertising space, although he or she could also contract this task out. The Publisher will also be responsible for the technical and personnel aspects of producing and running the publication, such as printing, infrastructure and distribution.

2.2

The Editor-in-Chief will be responsible for the editorial content of *Resource*. This responsibility will be delegated to him by the Publisher. Within the framework established for the Editing Formula, the Editor-in-Chief will also have the final responsibility for the editorial policy, including the graphic design.

2.3

The Editor-in-Chief will carry his editorial responsibilities alone. In other words, members of the editorial team, apart from conferring with each other, may only discuss editorial policy with this person, who will also be the only person to conduct performance talks and assessments with, and of, members of the Editing Unit.

2.4

There must be agreement between the Publisher and the Editor-in-Chief, not only about the Editing Formula, but also about the minimal funding required to carry it out.

2.5

The Publisher, on the initiative of, or in consultation with, the Editor-in-Chief, makes decisions concerning changes in the Editing Formula and in its technical materialization. On resolving to change the Editing Formula, the Editor-in-Chief will be invited to submit a detailed proposition to the Publisher. After that, changes in the Editing Formula will be presented to the Editing Board and then established by the Publisher.

2.6

The Editor-in-Chief will be notified by the Publisher in all cases where he or she knows, or can suspect, that his or her decisions will have an impact on editorial policy.

2.7

The responsibility for selling advertising space will rest with the Publisher. The Editor-in-Chief will not stand in the way of business considerations that may emerge from selling advertisements, but will carry out his journalistic responsibilities without obligation to, or consultation with the Publisher about these matters.

2.8

There will be frequent consultations between the Publisher and the Editor-in-Chief during which both the editorial policy and the business management will be discussed.

Article 3 – The Editing Unit

3.1

The Editing Unit is employed by Wageningen UR. It is composed of an Editor-in-Chief, a number of editors and, if necessary, by one or more student editors, managing editors and a lay-out team. The Editor-in-Chief appoints a member of the Editing Unit to deputise for him, in his absence.

3.2

The day-to-day responsibility for the content and production of *Resource* rests with the Editor-in-Chief. This person reports to the Director of the Corporate Communication Department in retrospect, within the framework of routine assessments of editorial policy, and in so far as that relates to reporting about the Wageningen UR organisation, as indicated in Article 1.6. The Editor-in-Chief reports to the Editorial Board on the remaining editorial policy, and to the Publisher about the business management.

3.3

Where the Editor-in-Chief can see in advance that *Resource* content may prove to be damaging for the business interests of Wageningen UR, this person is obliged, within the bounds of his own editorial responsibilities, to discuss their fears with the Director of Corporate Communication. The approach, tone and timing of the publication can be used as possible topics in this conversation.

3.4

Decisions regarding the appointment or dismissal of the Editor-in-Chief will be made by the Executive Board. As the official superior of the Editor-in-Chief, the Publisher acts as coordinator in such matters. He or she will amass advice from the Editorial Unit and the Editorial Board. The Editor-in-Chief is assessed annually by the Publisher from the point of view of business policy, that part of the editorial policy described under 3.2, and the relationship between the Editor-in-Chief and the Editorial Board.

3.5

For the appointment or dismissal of members of the Editorial Unit, it is the Editor-in-Chief who, as their official superior, acts as coordinator. In these cases, decisions will be made by the Publisher on the recommendation of the Editor-in-Chief. It is the Editor-in-Chief who assesses members of the Editorial Unit.

Article 4 – The Editorial Board

4.1

The Editorial Board has been set up to monitor the content of the *Resource* medium along the principles formulated in Article 1. The Board can give advice to the editorial team, both at their request and on its own initiative.

4.2

The Editorial Board will consist of no more than seven members. This group will comprise three members of staff, two students, and two, preferably journalistically oriented, experts from outside Wageningen UR. In constituting this Board, care will be taken to represent well the various parts of Wageningen UR. In principle, the Board will choose one of the members from outside Wageningen UR as its Chair.

4.3

The members of the Editorial Board are appointed by the Executive Board on the recommendation of an advisory committee for appointments consisting of the Director of Communication, the Editor-in-Chief and a member of and selected by the central representative advisory bodies, following a public announcement inviting candidates to apply.

4.4

The Editorial Board will meet at least three times a year. In principle, the meetings will be held in public, but, on occasion, the Board may decide to meet in private. The Board discusses with the Editor-in-Chief the editorial policy pursued during the period prior to the meeting. The Editorial Board sends an annual written report on its activities to the Executive Board.

4.5

The term of office for members of the Editorial Board, who are not students, is three years, and it is one year for student members. A rotation system will be adopted, whereby a few members will step down each year. It will be possible for members to be reappointed for an additional three-year (for non-students) or one-year (for students) period, if they so wish.

4.6

The Editor-in-Chief is responsible for supplying secretarial support for the Board. The Director of Corporate Communication is advisor to the Board.

4.7

Board decisions are made on the basis of a majority vote. If votes are equally divided, then the Chair will carry the decisive vote.

Article 5 – Managing and running the business

5.1

The Publisher is responsible for drawing up the annual budget for operating the business. *Resource's* income will come from the amount budgeted and made available by Wageningen UR, together with other income gained from, e.g., advertisements. Every source of income will be budgeted separately. The total budget will be incorporated into the budget of the Corporate Communication Department, and earmarked for use by the *Resource* medium.

5.2

The Editor-in-Chief will submit an editorial budget to the Publisher each year, based on the operating budget.

5.3

The Publisher will provide the editorial team with all the appropriate facilities needed to produce *Resource* in print and online.

5.4

From time to time, the Publisher may ask the Editor-in-Chief if he can use the expertise of his employees for other similar activities for Wageningen UR. The Editor-in-Chief will consider such a request in a positive light, taking into consideration the priorities of his own editorial production. Internal tariffs will be paid as remuneration for supplying services of this kind.

5.5

The copyright on contributions to *Resource* made by members of the editorial team who are Wageningen employees will rest with Wageningen UR. The articles published in *Resource*, whether in print or online, may be used by the Corporate Communication Department of Wageningen UR for other communication purposes, taking into consideration the rights of the originator.

Article 6 – Complaints and appeals

6.1

Complaints from readers about the content of *Resource* will be handled by the Editor-in-Chief. Should readers feel that the Editor-in-Chief is meeting their objections insufficiently, they can turn to the Editorial Board, who will then check their complaint against this statute and against an explanation from the Editor-in-Chief. The Board's pronouncement will be binding, with the exception of the right of complaint as mentioned in the law pertaining to the National Ombudsman.

6.2

Complaints made by individual members of the editorial team concerning personnel or matters in the journalistic field will be dealt with by the Editor-in-Chief. If a member of the editorial team considers that the Editor-in-Chief is meeting their complaint insufficiently, they can approach the Publisher. The complaint is then handled by the Publisher in consultation with the Editor-in-Chief.

Article 7 – Transition and change

7.1

This editorial statute replaces all previous documents of comparable purpose concerned with the *Resource* medium. As established by the Executive Board, this statute will become effective on the day of publication.

7.2

The Executive Board will decide on any changes to this statute, but only after they have first consulted the Editor-in-Chief, the Editorial Board and the central representative advisory body.

© Wageningen UR, September 2008

Approved by the Executive Board, 20 October 2008