



Director's Order

7/2009

Re: Media Contact
Addressed to all employees through the team leaders

In connection with the great interest of the media in the research conducted at the IOCB ASCR, I stipulate the following rules for media contact. These rules apply to all information concerning the activities of the institute in which the institute or its name is mentioned (e.g. also when giving the name of the workplace in connection with the person providing the information).

1. All media activity is conducted through the Public Relations (PR) department of the institute.
2. If an employee is contacted by the media (journalists, television or radio employees etc.), he/she will refer them to employees of the PR department of the institute.
3. The PR department decides on the extent and form of the information provided and determines the employee who will provide the information to the media and specify the extent of the information provided to the media.
4. In the case of sensitive topics, the PR employee will request the approval of the director of the institute with the extent of the information provided.
5. It is forbidden to provide information which is or could be the subject of secret information e.g. from the perspective of the protection of intellectual property.
6. With the /information content as well as its presentation, employees providing information to the media must care for the good name of the institute.

In Prague on 5th May 2009

RNDr. Zdeněk Havlas, DrSc.
Director