

Management Measures of Shenzhen Institute of Advanced Technology, Chinese Academy of Sciences for Culture and Information Publicity

Chapter 1 General

Article 1 To make the cultural and information publicity work of the Shenzhen Institute of Advanced Technology, Chinese Academy of Sciences (SIAT) standardized and orderly, increase cohesion, shape the image, and promote the scientific, standardized and institutionalized management of cultural and information publicity work, these Measures are hereby formulated with reference to the relevant regulations of the Chinese Academy of Sciences and Shenzhen City, and in combination with practical work.

Article 2 The cultural and information promotion work of SIAT refers to the news communication (including external news communication and website construction), party publicity, government information, new media communication, scientific popularization, cultural activities, and other work of SIAT.

Article 3 The main responsibilities of the SIAT for cultural and information publicity work are to showcase the spirit and image of the SIAT's "building an international first-class industrial research institute" to all sectors of society, and create a good atmosphere for the development of the SIAT.

Article 4 The cultural and information publicity work shall showcase the image of the National Science and Technology Team of the Chinese Academy of Sciences, adhering to the principles of public opinion first, ideological leadership, internal cohesion, and external publicity. Therefore, in cultural and information publicity work, attention must be paid to:

(I) Orientation. Grasp the correct direction of public opinion, create a good public opinion environment for the development of the SIAT, strengthen the spiritual civilization construction of the SIAT, and maintain the spirit of "innovation without limits" among the people of the SIAT.

(II) Authenticity. The events and data reflected in cultural and information publicity content shall be consistent with facts, and the promulgation of false and untrue reports is prohibited.

(III) Progressiveness. The content reflected in cultural and information publicity shall be progressiveness and reference signification in the same field.

(IV) Timeliness. The content of cultural and information publicity shall be a reflection of recent events or a description of the state.

(V) Motivation. Widely promote advanced typical figures and deeds of selfless dedication.

Article 5 The heads of each unit (department) shall actively cooperate and coordinate with each other in cultural and information publicity work.

Article 6 The heads of each unit (department) shall abide by the relevant cultural and information publicity discipline of the Chinese Academy of Sciences, and it is strictly prohibited to deliver speeches, documents, conference materials, etc. that have not been reviewed by the SIAT to the news unit for promulgation or publicity through other platforms such as the network.

Chapter 2 Organizational Structure, Remuneration and Rewards

Article 7 The cultural and information publicity work of the SIAT is under the unified leadership of the Party Committee of the Institute, and under the direct leadership of the leaders in charge of specific areas. The Office of Cultural Propaganda of the Department of Industrial Cooperation and Development is responsible for coordinating management and providing service support. Relevant research institutes/departments and offices shall implement the primary responsible person and a team of part-time correspondents, fully coordinating and fulfilling their respective responsibilities.

The Office of Cultural Propaganda of the Development Department is responsible for organizing and implementing domestic news reporting, government information, Chinese website construction, new media communication, and scientific popularization of the SIAT; the Department of Party-masses Relationship is responsible for promoting the Party and organizing and implementing cultural activities; the Network Support Office of the Department of Research Management and Public Service Platform for Science and Technology is responsible for the technical operation of the Institute's Chinese and English websites, while the Office of International Cooperation and Academy of the Department of Science & Technology Development is responsible for overseas news communication, content organization, coordination, guidance, proofreading, promulgation and supervision of English websites.

Article 8 A sound team and efficient, fast, and sensitive working mechanism are important links to ensure the cultural and information publicity work of the SIAT. In addition to full-time personnel, the cultural and information publicity work of the SIAT relies on the part-time communication team composed of the responsible secretaries and center assistants of each research institute/department and office. Under the guidance of the Leading Group of Scientific Communication Work, a standardized scientific communication organization system is formed.

The secretaries in charge of the research institutes/departments and offices and the center assistant are responsible for updating information and reporting, collecting, writing, and transmitting Chinese and English news in their respective units (departments). The leaders in charge of each research institute/division and office and the center chairman review and confirm the authenticity and objectivity of the information or news. The Office of Cultural Propaganda of the Development Department is responsible for the final review, release, and feedback of Chinese information, while the Office of International Cooperation and Academy of the Department of Science & Technology Development is responsible for the final review, promulgation and feedback of English information. The Office of Cultural Propaganda needs to regularly evaluate the quality of the manuscripts of part-time correspondents, distribute remuneration to news writing members on a quarterly basis, and commend and reward part-time correspondents with outstanding achievements in research institutes/departments and offices, department secretaries, and center assistants. The remuneration standards are detailed in Attachment I.

Chapter 3 External News Reporting

Article 9 External news reporting is an important way to guide public opinion, establish a good social image of the SIAT, and also an important way to assume the responsibility of science popularization to the public.

Article 10 External news reporting content

1. All scientific research achievements, industrialization, capital, institutional mechanisms, and personal stories of the SIAT that do not involve state secrets can be reported by contacting the media or reported by media.

2. Exhibitions and high-level international conferences in various related research fields hosted domestically and internationally can be reported or interviewed by the media.

3. Undertake the task of popularizing science to the public and seek scientific answers from experts in relevant fields regarding news events of public concern.

Article 11 Department of labor and related requirements for external news reporting

1. The spokesperson for external news shall be the director or the principal leaders of the Institute, and other personnel generally need to be authorized by the Institute's leadership before conducting media communication.

2. The relevant responsible person of the Cultural Construction and Publicity Office shall closely monitor important news clues throughout the Institute, and be responsible for daily communication and reception of media interviews; edit major news releases at the Institute level; collect and organize newspapers, magazines, and electronic materials published by the media, and promptly report them to the system of the Chinese Academy of Sciences.

3. Responsible personnel of relevant units (departments) (such as organizers of international conferences, leaders of scientific research achievements, etc.) are required to provide basic promotional materials (including press releases and relevant images) for external news reporting, and cooperate in completing major news reports related to the entire institution, such as the China Hi-Tech Fair, as well as the publicity work of news reports related to international conferences and other events that each unit (department) is responsible for.

4. News releases and other promotional materials shall be provided by the unit (department), edited by relevant personnel from the Cultural Construction and Publicity Office, and submitted to the media. It is necessary to clearly require the media to have the "final review right" before the publication of important articles.

5. The overseas news reporting process is the same as above, and the centralized department is the Office of International Cooperation and Academy of the Department of Science & Technology Development.

Article 12 The relevant expenses incurred during the process of external news reporting, including transportation, labor, reception, accommodation, etc., shall be paid by the promoted unit (department). Media service fees shall be paid in accordance with the relevant financial regulations of the Institute. If each unit (department) has an intention to carry out external promotion (including promoting the team's progress and impact through purchasing the layout), it is necessary to communicate with the Office of Cultural Propaganda/Office of International Cooperation and Academy in advance, and submit a news layout promotion application to the leaders in charge of specific areas of the Institute in advance. After the evaluation and approval of the news value and the selected promotional medium, they can contact the team for reporting. In principle, when promoting and reporting to the team through purchasing the layout, it is necessary to comply with the financial regulations on the use of project costs.

Article 13 Timely detect news reports that are inaccurate or may have negative impacts; if the report has caused negative impact, active measures shall be taken to correct public opinion. If adverse effects are caused by media reasons, it is necessary to promptly and seriously require the media to correct errors and eliminate the impact; if there is a negative impact caused by the Institute or departmental reasons, relevant personnel need to cooperate actively to eliminate the impact. The director or principal leaders of the Institute, along with relevant personnel, shall form an emergency working group responsible for handling the situation.

Chapter 4 Website Construction

Article 14 The website is an important window for introducing, promoting, and showcasing the external image of the SIAT, as well as an important platform for internal communication and information exchange within the SIAT.

Article 15 The website content includes:

1. Introduction to basic information of each column and unit (department): Display the personnel, scientific research direction, scientific research achievements, and industrialization dynamics of the SIAT and its affiliated units (departments) in various aspects, reflect the cultural atmosphere of the units (departments), and convey core values.

2. Website news: The focus shall be on scientific research progress, academic activities, talent education, industrialization trends, comprehensive news, and other aspects.

Article 16 Division of labor and related requirements for website

1. Basic information of each column and unit (department) website: Updated by part-time correspondents of relevant units (departments) on a semi annual basis, reviewed by unit (department) leaders; the personnel situation related to "Talent Overview" of the Institute is regularly updated by the Personnel and Education Department, and the Cultural Construction and Publicity Office is responsible for supervising and notifying Chinese websites. The Office of International Cooperation and Academy is responsible for the supervision and notification of English websites.

2. Website news: Divided into two levels: professional news and non-professional news Professional news: For scientific research progress, academic activities, talent education, industrialization work, comprehensive visits, etc. related to various units (departments), the news gathering and writing and photo shooting are completed by part-time correspondents in charge of the research institute/department and office secretary and center assistant. After being reviewed by the head of the research institute/department and office or center, Chinese information is modified and edited by the Cultural Construction and Publicity Office according to the news editing method of the Chinese Academy of Sciences website, and uploaded to the website backend, Guangzhou Branch, Chinese Academy of Sciences, and various channels. The English website is reviewed and uploaded by the head of the Office of International Cooperation and Academy to the website backend and relevant units. The original photos shall be submitted to the Cultural Construction and Publicity Office for archiving along with the news submission.

Non-professional news: Chinese language information not related to profession visits from national, academic, and provincial levels shall be collected, written, and photographed by the Office of Cultural Propaganda. Manuscripts shall be reviewed by the principal leaders and uploaded to the website backend, Guangzhou Branch, Chinese Academy of Sciences, and various channels. The English website is edited by the head of the Office of International Cooperation and Academy, and after being reviewed by the principal leaders, it is uploaded to the website backend and relevant units. The process is detailed in Attachment II.

Article 17 Timeliness and review confidentiality

Basic information of each column, unit (department) website: In principle, it shall be updated in real time, and checked at least every six months. The Cultural Construction and Publicity Office, and the Office of International Cooperation and Academy shall supervise and notify in a timely manner.

Website News: In order to ensure the timeliness of news reporting to the Chinese Academy of Sciences, it is required that news events on Chinese and English websites be sent to the Cultural Construction and Publicity Office or the Office of International Cooperation and Academy within 3 working days by email. If it exceeds 5 working days, it will no longer be used.

The leaders of each branch and the head of the center are responsible for confidentiality and review of the information published on their respective websites and columns (including self-built external websites), ensuring the authenticity and accuracy of the published information.

Chapter 5 Party Publicity

Article 18 The Party's publicity work refers to the Party's internal publicity and education activities carried out in accordance with the requirements of the Party Constitution and the deployment of higher-level Party organizations and the Party Committee of the Institute, including the construction of spiritual civilization, innovation culture, and research meetings on Party building in the Institute, as well as the work reflecting the above work on various media platforms such as public media, internal publications and exhibitions.

Article 19 The requirements of the Party's publicity work are to fully publicize the implementation of the Party's policies and guidelines by the Institute, the emergence of advanced grassroots Party organizations, outstanding Communist Party members, and representatives of scientific research personnel, as well as the theoretical exploration and practical experience of the Institute in the construction of spiritual civilization, ideological and political work, Party building, and innovative culture.

Article 20 The Party's publicity work of the SIAT is the responsibility of the Department of Party-masses Relationship, and the working mechanism and reward methods are the same as the above content.

Chapter 6 Government Information Reporting

Article 21 Government information reporting is an important channel for the SIAT to report internal information and display results to national leaders, ministries, provincial and municipal governments, and leaders of the Chinese Academy of Sciences. It provides decision-making basis for superior leaders and is an effective means to enhance work visibility.

Article 22 Government information content

Implementation of major decisions made by the central government, the State Council, and the Chinese Academy of Sciences; hot topics of concern to central leadership; the inspection of main leaders of the central government, the State Council, various ministries, provinces and cities, and the leaders of the Chinese Academy of Sciences, important instructions, and speeches of various units; major events, including large-scale conferences, important academic events, attending leaders, and key speech points; progress of important scientific research projects and significant scientific research achievements; significant progress and achievements in talent cultivation and team building; collaboration and co-construction between the Institute and the local area.

Article 23 Department of labor and related requirements for government information reporting

1. The government information topics can be directly proposed by the principal leaders of the Institute or proposed by the personnel in charge of the Cultural Construction and Publicity Office based on the recent development of the Institute. The implementation will be organized by the personnel in charge of the Cultural Construction and Publicity Office, and the leaders in charge of specific areas of each research institute/department and office will attach great importance to and participate in it. The relevant responsible persons and part-time correspondents of the unit (department) will cooperate to complete it.

2. The relevant responsible persons and part-time correspondents of each unit (department) are required to provide relevant materials. The Cultural Construction and Publicity Office shall modify them according to the requirements of the Chinese Academy of Sciences for submitting government information, and report them to the principal leaders for review before submitting them. If necessary, it must be reviewed by the Confidentiality Office.

3. For the reporting of the Chinese Academy of Sciences Bulletin and the Special Report Information of the Chinese Academy of Sciences through government information, more profound and valuable scientific decision-making information is provided for the central leadership and is approved by the national leaders. They will be equal to the same level of SCI papers issued in the assessment system of the SIAT, and will be given rewards for remuneration. (This reward method is only for internal incentives and does not apply to external selection and other work.)

Chapter 7 New Media Communication

Article 24 New media communication, also known as web communication, refers to the work of actively releasing information on the work of the SIAT through new media platforms such as the official WeChat of the Institute, in response to the development of the Internet and information technology, and interacting and exchanging with the public based on the characteristics of the publishing platform.

Article 25 Division of labor and specific requirements for new media communication:

1. The new media communication is operated by the Cultural Construction and Publicity Office, and each unit (department) provides promotional materials and needs. The specific work is the same as website information publicity.

2. New media communication needs to continuously expand and fully leverage the functions of online media platforms, optimize column settings, improve editorial quality, increase update frequency, comprehensively, accurately, and timely reflect the development dynamics of the Institute, various departments, and units, and properly respond to public questions, opinions and suggestions.

3. Each unit (department) is fully responsible for setting up new media accounts based on their actual development needs, and regularly publishing, maintaining and reviewing content.

Chapter 8 Science Popularization

Article 26 Science popularization work refers to the work of organizing science popularization activities, doctoral classrooms, creating science popularization works, opening science popularization bases, using various communication platforms to popularize scientific knowledge to the public, advocating scientific methods, disseminating scientific ideas, and promoting scientific spirit.

Article 27 Division of labor and specific requirements for scientific popularization work:

The science popularization work is coordinated by the Development Department, organized and implemented by the Cultural Construction and Publicity Office, and supported by various units (departments) in providing science popularization materials during the selection and assessment of doctoral classroom personnel. The science popularization work shall fully leverage the advantages of interdisciplinary integration and outstanding talents in the Institute. It is necessary to organize and carry out distinctive science popularization work, promote the integration of scientific research and science popularization work, and enhance the social influence of the Institute. For doctoral classroom teachers who apply for project funding support in the Development Department, there will be corresponding teaching expenses and purchasing support for related teaching aids. (The cost standard is based on and lower than the standards of the Chinese Academy of Sciences and the Nanshan District Education Bureau)

Chapter 9 Cultural Activity

Article 28 The organization and implementation of cultural activities at the SIAT aims to create a good atmosphere for the Institute, and use theme activities, cultural and sports activities, and other forms to convey positive energy to employees and society.

Article 29 Cultural activities of the SIAT include but are not limited to: New Year's Friendship Association, March 8th Women's Day, 100km Hiking, Public Science Day, International Children's Day, Youth Song Festival, National Flag Raising Ceremony and other activities that have been carried out for a long time in recent years.

Article 30 The cultural activities of the SIAT are led by the Party Committee of the SIAT, and coordinated by the Department of Party-masses Relationship. The Institute's trade union, youth league committee, and women's work committee carry out work around the central task. Relevant associations, graduate student associations, and Cultural Construction and Publicity Office are responsible for organizing and implementing activities according to their respective responsibilities, and relevant personnel from each unit (part) are responsible for cooperating and executing them.

Chapter X Production and Use of Daily Promotional Materials

Article 31 The daily promotional materials of the SIAT and its affiliated units are representative of the unit's external image and one of the channels for information promulgation. Daily promotional materials include brochures, promotional videos, exhibits and pictures for outdoor use, PPTs, and so on.

Article 32 In order to save costs, facilitate the unified archiving and management of the SIAT, and unify image identification, when each unit (department) produces promotional materials with retained value, it is necessary to communicate with the Cultural Construction and Publicity Office in advance (including but not limited to television promotional videos, annual reports of each institute, paper introductions of each institute, etc.) to discuss and determine a suitable cost-effective production company. After that, each unit (department) shall implement according to the contract approval process of the SIAT.

Article 33 The daily use of promotional materials has a certain timeliness, and each unit (department) needs to consider its scope of use, usage time, and on-demand production before production to avoid unnecessary waste.

Chapter XI Supplementary Provisions .

Article 34 These Regulations are interpreted by the Department of Industrial Cooperation and Development and is effective immediately upon promulgation. The Regulations on Information Publicity Management of Shenzhen Institute of Advanced Technology, Chinese Academy of Sciences (SYFZ [2014] No. 2), which was put into operation in 2014, shall be repealed simultaneously.