

-----Original Message-----

From:

Sent: 19 February 2008 09:26

To:

Cc:

Subject: RE: Shell Safety on Wiki (sorry - one last e-mail)

While I agree that we should avoid a long e-mail exchange - please be aware that there is a IIM new media team reviewing this subject (led by [redacted]). Before any actions are taken we would be grateful if you could run it past us (as we are looking at wider issues on Wikipedia).

FYI - I have compiled a list of the main pages related to Shell on Wikipedia.

There are a number that are critical (largely prepared by Donovan).

Current Wikipedia pages related to Shell:

Main Shell Page

<http://en.wikipedia.org/wiki/Royal_Dutch_Shell>

Page on Shell Chemicals

<http://en.wikipedia.org/wiki/Shell_Chemicals>

Page on 'Shell controversies'

(Donovan driven)

<http://en.wikipedia.org/wiki/Controversies_surrounding_Royal_Dutch_Shell>

Page on 'Safety Concerns'

(Donovan driven)

<http://en.wikipedia.org/wiki/Royal_Dutch_Shell_safety_concerns>

Page on Shell Foundation

<http://en.wikipedia.org/wiki/Shell_Foundation>

Page on Shell Australia

<http://en.wikipedia.org/wiki/Shell_Australia>

There are also presidents being set for the removal of criticism pages (based on Wikipedia guidelines). I am following this discussion online (i.e. Wal-mart).

Wikipedia Guidance:

Criticism (Wikipedia policy)

<<http://en.wikipedia.org/wiki/Wikipedia:CRITICISM>>

States that criticism sections (or controversies) should not appear separately.

A **point of view (POV) fork** is a content fork deliberately created to avoid neutral point of view

<<http://en.wikipedia.org/wiki/Wikipedia:NPOV>> guidelines, often to avoid or highlight negative or positive viewpoints or facts. Both content forks and POV forks are undesirable on Wikipedia, as they avoid consensus building and violate one of our most important policies.

The Shell entry is part of the WikiProject Companies project. We might consider using the discussion page on this site (<http://en.wikipedia.org/wiki/Wikipedia_talk:WikiProject_Companies>) to open a discussion around a standard structure for companies that makes it easier for users to navigate information (possibly in partnership with other companies). This doesn't need to include the removal of 'controversies' (but might) - but would ensure that the structure of the entries was user friendly, balanced and easily updatable.

Regards

Internet: <<http://www.shell.com/>>>

-----Original Message-----

From:

Sent: dinsdag 19 februari 2008 10:13

To:

Cc:

Subject: RE: Shell Safety on Wiki

if you look at the Discussion and History tabs on the wiki article you will see who has been writing and commenting on the content. The main author is John Donovan, which is not much of a surprise.

We have several options:

- ignore
- add our views in the Comments section. This can eventually lead to 'recommendation for deletion'
- edit the article to present Shell views

If we start to edit the article, we have to be prepared for a long and resource-intensive struggle. Mr Donovan has said openly that he spends most of his day on this sort of thing, and no doubt can call on other helpers, too.

Also, if we edit only part of the entry, I think that we give credibility to all the bits we don't edit ("we must be ok with them, otherwise we'd have edited them").

Happy to discuss further
regards

From:

Sent: 18 February 2008 12:39

To:

Subject: Shell Safety on Wiki

did you see this?