

Quality & CSR Management in Media Companies

Workshop guidelines



Challenge Optimum SA

October 25th, 2014, Macau

Key Question to address in this afternoon's session

« What are the key success factors (already existing or needed) your company can rely on to build a comprehensive and sustainable CSR reporting mechanism to the general public ? »

Ins and outs of the **Affinity Diagram**

A powerful tool, also called **Shiba-KJ**, to clarify a problem by answering any question starting by “What, Which ...?”

9-step methodology :

- 1) Ask an accurate **question** starting by “**What**”, “**Which**”
- 2) Select the group of (**max. 8**) **people** who has the competence to answer the question
- 3) **Collect information** : answer individually the question in silence, 1 idea / label, capital letters
- 4) **Filter** each and every answer, collectively by asking 2 questions :
 - Does the label answers the question ?
 - Does everyone understand the answer ?
- 5) Build **groups** of answers (based on intuition, not logics)
- 6) **Weigh** each group according to the order of importance
- 7) Identify the **cause & effect** relationship between the groups
- 8) Write a **summary sentence** of the answer to the question
- 9) Sign individually the result of the workshop

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Think in terms of :

- 1) mission of your Media : information, entertainment, culture/education, protection of public interests, ...
- 2) accessibility to relevant facts
- 3) use of data
- 4) cooperation between the public and journalists
- 5) new services
- 6) new financial resources
- 7) quality criteria



ASIA-PACIFIC BROADCASTING UNION 51ST GENERAL ASSEMBLY

Quality Management Workshop

25 October 2014, Macao, China



Kazi Akhtar Uddin
Ahmed
DG Bangladesh
Betar

Pang Nath
Deputy DG
National TV of
Cambodia

Bakytzhan
Zhanashev
Head of Dev.
Dep.
Kazakh TV
Channel

Egbujor
Longinus
Oguamana,
Deputy
Director
Programmes
Voice of
Nigeria

David Balme
CEO
Challenge
Optimum SA

Bounlap
Douangphou
my
Deputy DG
Television
Nationale Lao

Kard Ponsen
MCOT Public
Cie LTD
International
News dpt

Mohammad
Al-Bokhari bin
Dr Hj
Abdullah
Executive
Producer
Radio
Televisyen

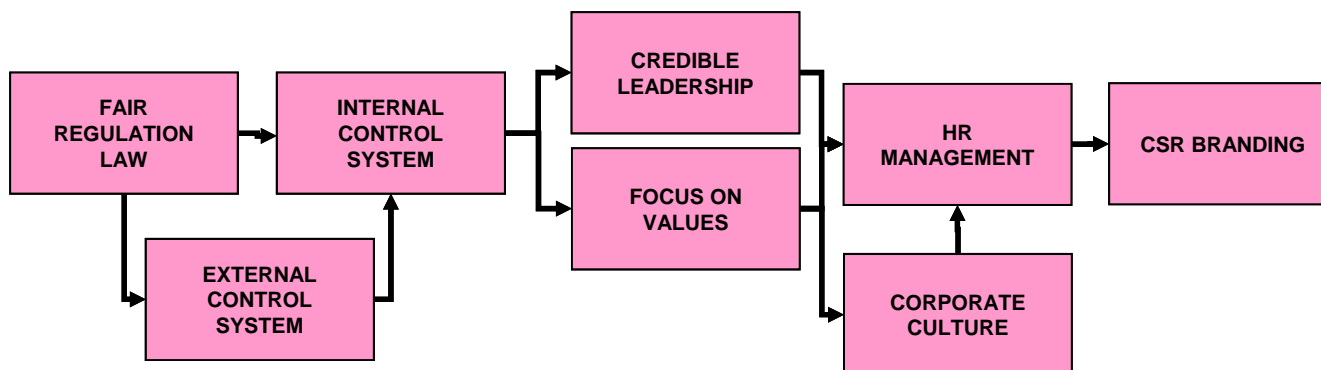
+ Missing participant on the picture
: Ta Bich Loan, MD, VTV6

« What are the key success factors (already existing or needed) your company can rely on to build a comprehensive and sustainable CSR reporting mechanism to the general public ? »

The figures below stand for the vote of the participants regarding the level of importance of each success factor (the highest, the most important)

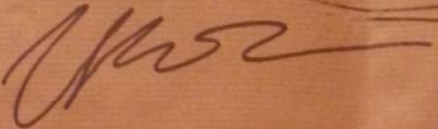
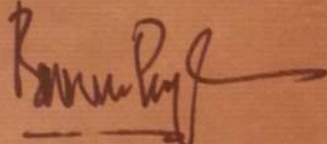
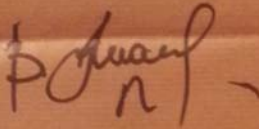
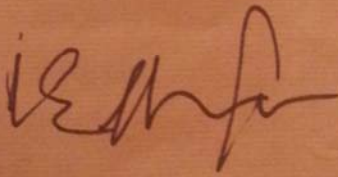
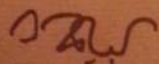

33 HR MANAGEMENT	0 0 CORPORATE CULTURE	12 CREDIBLE LEADERSHIP	9 9 FOCUS ON VALUES	7 CONTROL SYSTEM		2 2 CSR BRANDING
PROMOTING TRANSPARENCE IN HR DEVELOPMENT	ENSURE INDEPENDANCE & CSR OF INTERNAL PROFESSIONAL ASSOCIATIONS	NEED TRANSPARENT LEADERS	FREQUENT REVISING OF ETHICS CODE	12 INTERNAL CONTROL SYSTEM	00 EXTERNAL CONTROL SYSTEM	BETTER WORKFLOW TO REACH THE RIGHT PUBLIC WITH THE RIGHT QUALITY OF THE EDITORIAL CONTENT
RIGHT PERSON IN THE RIGHT PLACE	POLITICAL WILL TO OPERATE PSO IMPARTIALLY	COMMITMENT TO THE VALUES OF THE ORGANIZATION	CODE OF ADVERTISEMENT	INTERNAL MONITORING BODY NEEDED	EFFECTIVE EXTERNAL CONTROL SYSTEM NEEDED	MORE COOPERATION WITH THE PUBLIC NEEDED
	CELEBRATING DIVERSITY IN THE ORGANISATION	TRANSPARENCY OF THE MANAGEMENT SYSTEM		NEED INTERNAL BODY TO CHECK OR CONTROL BEFORE BROADCASTING	EXTERNAL CONTROL MONITORING BODY	QUALITATIVE ANALYSIS OF THE AUDIENCE EXPECTATIONS (BETTER FOCUS WITH RESPECT TO COMMERCIAL MEDIA)
	CHANGE MINDEST TO ACCEPT NEW IDEAS ABOUT CONTENT			INTERNAL CONTROL SYSTEM	CONTROL REPORT GRANTED BY INDEPENDANT EXTERNAL BODIES	CSR BRANDING
	BETTER COMMUNICATION /COOPERATION INSIDE COMPANY			ENPOWERED OMBUDSMAN		MONITORING BODY ACCOUNTABILITY BRAND
				FAIR REGULATIONS LAW		

Macau, Oct. 25th 2014



NAME	SIGNATURE
TABICH LOAN-VTV	
BOUNLAP DOUANGPHOUMY	
KARD PONSEN	
KHABAR KAZAKSTAN	
LONGINUS EGBUJOR	
KAZI AKHTAN	
BAKHAWI ABDULHA	
PANG NAKT	

Key Question to address in this afternoon's session

NAME	SIGNATURE
TABICH LOAN-VTV	
BOUNLAP DOUANGPHOUKY	
KARD PONSEN	Kard Ponsen
KHABAR Kazakhstan	
LONGINUS EGBUJOR	
Kazi Akhta Barkhori Abdullah Pang Natch	 

FAIR
REGULAT
LAW