

Quality & CSR Management in Media Companies

Minutes of the workshop associated with the ABU General Assembly
Macau, October 25th, 2014

With over 35 participants to the workshop organized jointly by the ABU, Challenge Optimum SA and the Media & Society Foundation and with the support of Thai PBS, TF1 and the ORSE, quality & CSR show how important these key topics are to the media decision makers of the Asia-Pacific area. Here is a short wrap-up of the discussion.

As Guillaume Chenevière* states ¹ « the main asset of a public service media is the public trust in its added value to society. The ISAS BCP9001 universal media quality management standard has no other intent than to help Media corporations set up a more transparent organization and a more efficient system of quality control, which are indispensable tools to achieve this goal. »

Following the initiatives from industry leaders such as Toyota which has long been involved in a continuous commitment to reduce the societal impacts of not only car manufacturing but also car use

by its customers, the Global Reporting Initiative published in 2012 a supplement dedicated to Media companies and identified their key roles in society. Media Companies are henceforth provided with an explicit framework to report in full transparency their services to the community. In other terms, corporate social responsibility can be analyzed, measured and reported through a set of Media focused explicit criteria. Lately, the French Forum RSE Médias and the ORSE² published a guide on CSR in the Media sector intended to lay the groundwork for a dialogue between CSR experts and all players and observers in the

Media sector. TF1 group, the French free-to-view leading television has published in september 2014 its last report on corporate social responsibility with an array of indicators ranging from men-women salary balance up to greenhouse effect gases emissions through donations to associations. Most interestingly, from 2014, TF1 Compensation Committee decided to base the salary of its managing director on the continued presence of TF1 in at least three extra-financial ratings. In Asia, Thai PBS reported the lessons learnt from the implementation of the ISAS BCP 9001 standard which needs leadership and continuous focus on the key features of a public TV program aiming at a universal reach including a deep focus on social capital development.

Finally, the participants to the workshop identified that the key success factors necessary to build a comprehensive and sustainable CSR reporting mechanism to the general public rely on a fair regulation with an independent external control body which has the authority to ensure conformance of the broadcast programmes across market players. Internally, Media companies need an internal control system, credible leadership and constant focus on values to develop a corporate culture and human resources so as to achieve CSR branding ultimately.

All presentations can be downloaded from www.certimedia.org

¹ * Gullaume Chenevière is the former Managing Director of the Swiss French speaking public television and current director of the Media & Society Foundation www.media-society.org
² ORSE is a French Study Center for Corporate Social Responsibility (non-profit organization created in June 2000). The network brings together over 100 members to study and promote Socially Responsible Investment (SRI) and Corporate Social Responsibility (CSR)

