ISAS BC 9001 & P 9001 Standards

✓ **Two professional standards inspired by ISO 9001**

P 9001 for print media

BC 9001 for electronic media and Internet

✓ **Two standards designed by media experts and professionals**

Combining international best practices as to management and media specificities

www.media-society.org

✓ **A voluntary approach based on self-assessment and continual improvement**

to improve media companies' global performance

✓ **Method and tools to ensure quality**

as to audiences, investors, advertisers and media professionals

✓ **Strengthening editorial independence**

and freedom of expression

✓ **Cybercourse**

to discover ISAS BC 9001 and ISAS P 9001 through e-training (available in English and French)

www.accademia.com

Certimedia: Supplying Services

✓ **Awareness session**

A one day workshop to get acquainted with quality management applied to a media company

✓ **Quality check up**

Developing participative analysis of media companies' management systems as to strengths and weaknesses

✓ **Managerial re-engineering**

Implementing independent management according to quality and ethical requirements recommended by media professionals

✓ **Training in quality**

Using the best practices to coach, motivate and train media companies' staff

✓ **Moving from ISO 9001 to ISAS BC/ P 9001**

23 additional requirements to gain recognition from the profession and the society

✓ **Preparation for joint certification ISO 9001 & ISAS BC 9001 or ISAS P 9001**

Contacts in Geneva:

Prof. Dr Louis Balme: louis.balme@optimum.ch

Dr Magali Modoux : magali.modoux@optimum.ch

Certimedia, a service by Challenge Optimum S.A.

Tel. +41 22 738 13 11

www.optimum.ch – www.certimedia.org

---

certified	certified	affiliated	accredited
EDU QUA	SGS	EFQM	ISAS

OPTIMUM
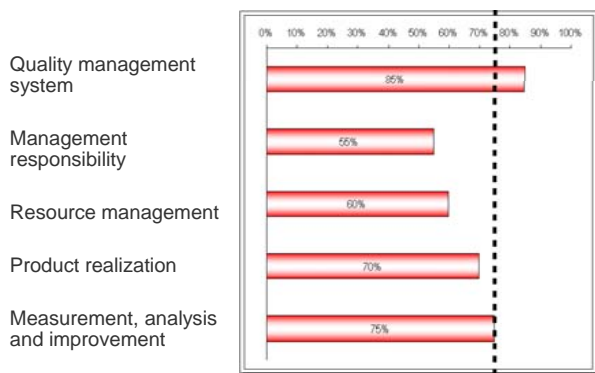MANAGEMENT BY QUALITY

MEDIA AND QUALITY MANAGEMENT

Expertise, Consulting, Training

CERTIMEDIA

Quality Management: Benefits for Media Companies

- ✓ Improving global performance
- ✓ Controlling costs
- ✓ Ensuring professionalism
- ✓ Measuring and meeting audience expectations
- ✓ Facing and integrating new media
- ✓ Benchmarking
- ✓ Leading changes
- ✓ Preventing editorial dysfunction
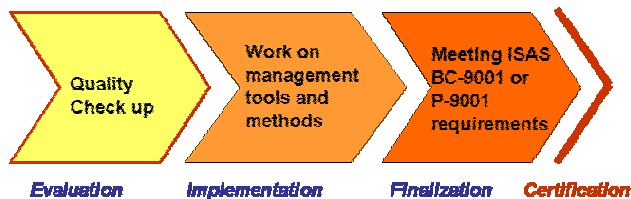- ✓ Enhancing content quality

SELF-EVALUATION: POSITIONING ONESELF ON A UNIVERSAL SCALE DESIGNED BY MEDIA PROFESSIONALS

Quality management system	85%
Management responsibility	55%
Resource management	60%
Product realization	70%
Measurement, analysis and improvement	75%

A Systematic Approach with Personalized and Optional Steps

- ✓ Assessing threats and opportunities
- ✓ Identifying, measuring and controlling risks
- ✓ Enhancing process efficiency
- ✓ Training in quality management
- ✓ Coaching in writing, auditing and reviewing management codes (editorial, ethics, advertising)
- ✓ Defining and implementing management and contents performance indicators
- ✓ Meeting the requirements of media international standards
- ✓ Preparing for Certification by an independent organism

IMPLEMENTATION PROCESS OF QUALITY MANAGEMENT SYSTEM WITHIN MEDIA COMPANIES

Quality Check up — **Evaluation**
Work on management tools and methods — **Implementation**
Meeting ISAS BC-9001 or P-9001 requirements — **Finalization**
Certification

Certimedia: An International Network of Experts

- ✓ Certimedia: an international network of media professionals and quality management experts
- ✓ World-wide partnerships: in France, India, Canada, Chile, China
- ✓ Systematic collaboration with local consultants
- ✓ Exclusive agreement with the Media and Society Foundation, co-ordinator of ISAS BC 9001 and P 9001 standards designing and supervisor of the media certification process
- ✓ With the support of international associations of journalists, editors, publishers, broadcasters
- ✓ On-going mandates in Peru, Chile, Romania, Switzerland, Latvia, India, Sri Lanka, China, Indonesia, etc.