



ISAS BC 9001 and ISAS P 9001 UNIVERSAL QUALITY MANAGEMENT STANDARDS FOR MEDIA COMPANIES

Independence and accuracy of information, quality and creativity in programmes and publications, clear distinction between facts and opinion, ethical management of advertisement are among the keys to ensure quality and credibility of print and electronic media contents.

This is the basis upon which the Media & Society Foundation, a Geneva-based non-profit organization, has launched two international standards on media quality management: ISAS BC 9001 (2003) and ISAS P 9001 (2005). They are completed by a set of guidelines, collecting the best practices used worldwide in the media industry (on-line downloading at www.media-society.org). Design, edition and publication of ISAS BC 9001 & P 9001 standards, in cooperation with media professionals from all over the world, have been supported by the Swiss Agency for Development and Cooperation (SDC). The first three media certified in 2007 are *Trans TV* (first Indonesian commercial television channel), *Canal Once* (Mexican educative and cultural public service TV channel) and *Latvijas Radio* (Latvian national radio services).

ISAS BC 9001 & P 9001 standards provide radios, televisions, newspapers, magazines and Internet content providers with ISO 9001 criteria in terms of best management practices. They also integrate universally recognized quality criteria which are specific to the media industry. They set clear and measurable management objectives. They don't deal with the contents, i.e. the quality of a given information or entertainment programme, but with their production process. This ensures the respect by the media of strict rules of independence, transparency, professional and ethical values.

The Media & Society Foundation also helps media around the world which are eager to apply the ISAS BC and P 9001 standards but are lacking the financial means to bring themselves up to the necessary level.