



Press release

One universal quality management standard for all media

The international Standardization Committee for Media Quality Management, meeting in Geneva from 6th to 8th September 2009, decided the merge of the existing standards dedicated to the broadcasters and the written press in one universal standard covering all the media, including the new forms they could adopt in the future.

This decision gives a new bound to a tool that has proved its efficiency within media organizations in order to ascertain both their sustainability and the quality of their contents.

The Standardization Committee gathers media professionals from 10 countries and 5 continents, under the umbrella of the Media and Society Foundation, based in Geneva.

Chaired by Claude Torracinta, journalist and former Information director of the swiss French speaking television (TSR), the Foundation is composed of swiss media professionals. Its goal is the improvement of media quality around the world through the development and implementation of quality universal standards that enable each company to situate itself on an international comparative scale.

The content of both the standards implemented by the Foundation –BC 9001 in 2003 and P 9001 in 2005 – will be mostly found in the new text, improved and enriched according to the accumulated experiences within media organizations from several countries: Switzerland, France, Mexico, Chile, Peru, India, Indonesia, Iran, Malaysia, Fiji Islands, Sri Lanka, Thailand, Hungary, Latvia, Romania, Russia, Slovenia.

Claude Torracinta handed in to Pierre Steulet, director of BNJ FM, the attestation of its ISAS BC 9001 certification. First Swiss company to be certified, BNJ FM finds great benefits to quality management, as well as foreign media that preceded in that path.