



## SELF ASSESSMENT QUESTIONNAIRE AS PER ISAS BC-9001 STANDARD

ISAS BC-9001 requirements	Not at all/ No	Weak/ Some-times	Strong/ Often	Very strong/ Yes	Commentaries/ suggestions
<b>4- QUALITY MANAGEMENT SYSTEM</b>					
<b>4-1- General requirements</b>					
4-1-a- To what extent does the media organization apply the process approach?					
4-1-b- Has the media organization a formalized description of its processes having a direct impact on:					
4-1-b-1- quality of content?					
4-1-b-2- relationship with public authorities (national regulation authority, government, etc.)?					
4-1-b-3- relationship with an independent self-regulation body (if any)?					
4-1-b-4- relationship with advertisers?					
4-1-b-5- relationship with suppliers?					
4-1-b-6- measurement of audience/ readership numbers and satisfaction?					
4-1-b-7- management of human resources?					
4-1-c- How are the processes understood by the staff?					
<b>4-2- Documentation requirements</b>					
4-2-a- How are documents and records used to support effective and efficient operation of the media organization's processes?					
4-2-b- Does the media organization's procedures specify critical control points?					
4-2-c- Is there a Quality Manual which follows the structure of ISAS BC 9001 / P 9001?					

4-2-d- How is it applied by the staff?					
4-2-e- Is there a Code of Ethics/Ethical guidelines in place?					
4-2-f- How is it applied by the staff?					
4-2-g- Is there an Editorial Charter (Code of Programs and/or Mission Statement) in place?					
4-2-h- How is it applied by the staff?					
4-2-i- Are there Editorial Guidelines in place?					
4-2-j- How is it applied by the staff?					
4-2-k- Is there a Code of Advertising in place?					
4-2-l- How is it applied by the staff?					

## 5- MANAGEMENT RESPONSIBILITY

### 5-1- Management commitment

5-1-a- How does top management demonstrate its leadership and involvement?					
5-1-b- Is there a separation between management and editorial responsibilities?					
5-1-c- How do the manager and/or the editor demonstrate their commitment to well-defined core-values, such as:					
5-1-c-1- editorial independence?					
5-1-c-2- transparency?					
5-1-c-3- ethics in human resources management?					
5-1-c-4- reporting facts accurately?					
5-1-c-5- distinction between opinion and fact?					
5-1-c-6- separation of advertising and editorial content?					
5-1-c-7- respect of ethical guidelines?					
5-1-c-8- empowerment of women?					
5-1-c-9- empowerment of citizens?					
5-1-c-10- respect of minorities?					

5-1-c-11- innovation and creation?					
5-1-c-12- promotion of local, regional, national culture(s) as well as cultural diversity?					
5-1-c-13- quality of information?					
5-1-c-14- pluralism of opinions and view points?					
<b>5-2- Stakeholder focus</b>					
5-2-a- How does the media organization identify audience needs and expectations on a continual basis?					
5-2-b- How does the media organization identify advertisers'/sponsors' needs and expectations on a continual basis?					
5-2-c- How does the media organization identify people's need for recognition, work satisfaction, competence and personal development?					
5-2-d- How does the media organization consider the potential benefits of establishing partnerships with its suppliers?					
5-2-e- How does the media organization identify other interested parties' needs and expectations that can result in setting objectives?					
5-2-f- How does the media organization ensure that statutory and regulatory requirements have been considered?					
<b>5-3- Quality policy</b>					
5-3-a- How does the quality policy ensure that the needs and expectations of all stakeholders are understood?					
5-3-b- How does the quality policy lead to visible and expected improvements?					
5-3-c- How does the quality policy consider the media's vision of the future?					
5-3-d- Is the quality policy yearly reviewed and eventually updated?					
5-3-e- How far is it known and understood by the staff?					

<b>5-4- Planning</b>					
5-4-a- How do the objectives translate the quality policy into measurable goals for quality of information?					
5-4-b- How do the objectives translate the quality policy into measurable goals for quality of program content?					
5-4-c- How do the objectives translate the quality policy into measurable goals for innovation and creation in programs?					
5-4-d- How are the objectives deployed to each management level to assure individual contribution to achievement?					
5-4-e- How does management ensure the availability of resources needed to meet the objectives?					
<b>5-5- Responsibility, authority and communication</b>					
5-5-a- How does top management ensure that responsibilities are established and communicated to staff?					
5-5-b- How clearly defined is the relationship between the media organization and the political power in terms of rights & duties?					
5-5-c- Are there periodic meetings between management and personnel?					
5-5-d- Is there a Quality Committee in place and how efficient is it?					
5-5-e- Is there a Quality Manager in place who reports to the manager and to the editor ?					
5-5-f- Is there a specific mediation mechanism/an ombudsman in place?					
5-5-g- How transparent are the rules of recruitment and professional evolution of these two executives?					
<b>5-6- Management review</b>					
5-6-a- Does the management review insist on access to:					
5-6-a-1- reports from the quality committee?					

5-6-a-2- reports from the ombudsman/ mediation mechanism?					
5-6-a-3- reports from an independent self-regulation body, if any?					
5-6-a-4- reports from citizen and civil society initiatives?					
5-6-a-5- detailed audience/ readership and circulation numbers?					
5-6-a-6- detailed audience/ readership satisfaction surveys?					
5-6-a-7- detailed advertisers' satisfaction surveys?					
5-6-a-8- evaluation reports of suppliers and partners?					
5-6-a-9- reports on staff feed-back					
5-6-a-10- reports on corporate social investment?					
5-6-a-11- reports on programs in terms of innovation and creation					
5-6-a-12- quality dashboard?					
5-6-b- How does the management review activity and evaluate information to improve the effectiveness and efficiency of processes?					
<b>5-7- Corporate social investment</b>					
5-7-a- How far does the media organization participate in off-air corporate social investment?					
5-7-b- Does the company sponsor cultural, social and/or humanitarian projects?					
<b>6- RESOURCE MANAGEMENT</b>					
<b>6-1- Provision of resources</b>					
6-1-a- How does management plan for resources to be available in a timely manner?					
6-1-b- How does management guarantee the best possible geographical accessibility to the media organization?					

<b>6-2- People</b>					
6-2-a- How transparent are the rules of recruitment of the staff, particularly for journalists, presenters and producers?					
6-2-b- How transparent are the rules of professional evolution of the staff, particularly for journalists, presenters and producers?					
6-2-c- Is there a procedure in place ensuring the follow up and the updating of staff files?					
6-2-d- Are job descriptions and responsibilities available internally?					
6-2-e- Are they regularly updated?					
6-2-f- Is there a procedure in place to facilitate the insertion of newly recruited staff?					
6-2-g- Is there a system in place for the yearly evaluation of personnel?					
6-2-h- Are the evaluation criteria in direct relationship with operational objectives?					
6-2-i- Is it easy to deduce from the yearly evaluation the necessary complementary training courses?					
6-2-j- How far are justified staff's training demands taken into consideration?					
6-2-k- How far is the staff allowed to participate in the improvement of the organization of the media organization?					
6-2-l- Is this participation correctly rewarded?					
6-2-m- Is there a mechanism in place by which employees have the opportunity to express their opinion/ satisfaction/ dissatisfaction?					
<b>6-3- Infrastructure</b>					
6-3-a- How does management ensure that the infrastructure is appropriate for the achievement of the objectives of the media organization?					
6-3-b- How does management view labor safety?					

6-3-c- How does management guarantee the technical quality of publications/ programs?					
6-3-d- How efficient is the internal information system?					
<b>6-4- Work environment</b>					
6-4-a- How does management ensure that the work environment promotes staff motivation, satisfaction, development and performance?					
6-4-b- Are the premises of the company well adapted for good internal communication?					
<b>7- PRODUCT DESIGN</b>					
<b>7-1- Planning product design</b>					
7-1-a- Are there standardized documents in place to facilitate production planning and operations?					
7-1-b- How far are sub-contractors informed and implicated in the planning of new productions?					
7-1-c- Is production planning well respected?					
<b>7-2- Customer related processes</b>					
7-2-a- How has management defined audience-related processes to ensure consideration of their needs?					
7-2-b- How has management defined advertiser/sponsor-related processes to ensure consideration of their needs?					
7-2-c- How has management defined other interested-party-related processes to ensure consideration of their needs and expectations?					
7-2-d- Is there a Programs Committee in place and how efficient is it?					
7-2-e- If the media organization has difficulty in respecting a contract, is there an adequate communication with the client?					

7-2-f- How far does the media organization measure audience numbers?					
7-2-g- How far does the media organization measure customer satisfaction?					
7-2-h- Are there channels through which the public can communicate with the editorial department?					
7-2-i- How far does the media organization measure customer complaints?					
7-2-j- Is there a mechanism to deal with complaints from the public?					
<b>7-3- Design and development</b>					
7-3-a- How are new programs designed to ensure they satisfy customers and other interested parties?					
7-3-b- How are design and development processes managed in practice, including the management of sub-contractors?					
7-3-c- How are activities such as design review, verification, validation considered in the design of new programs?					
<b>7-4- Purchasing</b>					
7-4-a- How has top management defined purchasing processes that ensure purchased products and services satisfy the media's needs?					
7-4-b- How does the media organization ensure conformity of purchased products and services from specification through to acceptance?					
7-4-c- Are orders to suppliers adequately documented and explicit, especially with regard to quality criteria and other requirements?					
7-4-d- Is the media organization using formalized criteria and/or tenders when a new supplier is selected and how are they applied?					
7-4-e- Is the media organization giving a specific					

advantage to a supplier already ISO 9001 certified?					
7-4-f- Is the media organization evaluating once a year its suppliers and how efficient is the process?					
7-4-g- Is the media organization systematically evaluating audience readership satisfaction and numbers for each new production/ publication bought externally?					
7-4-h- How does management promote partnership arrangements with suppliers?					
7-4-i- How does the media organization check if its suppliers and partners are respectful towards labor laws?					
7-4-j- How does the media organization check if its suppliers and partners are respectful towards requirements in terms of health and safety at work?					
7-4-k- How does the media organization check if its suppliers and partners are respectful towards equality between men and women?					
7-4-l- When these suppliers are in foreign countries, how does the media organization check if they are respectful to the Human and Children Rights Convention?					
7-4-m- How does the media organization respect the copyrights in the purchasing process?					
<b>7-5- Production and service operations</b>					
7-5-a- How are realization processes managed from inputs to outputs?					
7-5-b- How are activities such as verification and validation considered in the design processes?					
7-5-c- Are quality criteria to be reached in production well defined and formalized in quality dash-boards?					
7-5-d- How close are they to the list of requirements of section 7-5-1?					
7-5-e- Based on these criteria, does the media organization evaluate the quality of programs before delivery?					
7-5-f- Based on the same criteria, does the media					

organization evaluate the quality of programs after delivery?					
7-5-g- How is editorial independence protected from outside interference?					
7-5-h- Has the media organization a traceability system in place which ensures the identification of the cause of problems and how efficient is it?					
7-5-i- How efficient is the evaluation of advertisement contents prior to broadcast, particularly with regard to the Code of Advertising?					
7-5-j- How does the media organization ensure audience participation in programs, in terms of non-discrimination, respect of social rules and personal image?					
7-5-k- How does the media organization ensure the safe long-term storage of published stories and programs?					
<b>7-6- Control of measuring and monitoring devices</b>					
7-6-a- How does management control measuring and monitoring devices to ensure that correct data are being obtained and used?					
7-6-b- How does management control the measuring of audience number and satisfaction and ensure a good balance between quantitative and qualitative results?					
<b>8- MEASUREMENT, ANALYSIS AND IMPROVEMENT</b>					
<b>8-1- General</b>					
8-1-a- How does management promote the importance of monitoring activities?					
<b>8-2- Measurement and monitoring</b>					
8-2-a- How does management ensure collection of audience numbers and satisfaction-related data for analysis, in order to obtain information for improvements?					

8-2-b- How does management ensure collection of advertisers'/sponsors' satisfaction-related data?					
8-2-c- How does management ensure the collection of data from other interested parties?					
8-2-d- How does the media organization check the accuracy of the information published?					
8-2-e- How effective is the internal quality audit system?					
8-2-f- How does the media organization use the self-assessment techniques of the quality management system?					
8-2-g- Is there a global quality dash-board in place and how efficient is it?					
<b>8-3- Control of nonconformity</b>					
8-3-a- How does the media organization control process and product nonconformity?					
8-3-b- How does the media organization analyze nonconformity for lessons learned and process and product improvement?					
8-3-c- Is there a formalized system in place for the management of non-conformities which ensures the recording, the traceability and the consolidation of readers'/listeners'/viewers' complaints?					
8-3-d- Is there a formalized system in place for the management of non-conformities which ensures the recording, the traceability and the consolidation of advertisers' complaints?					
8-3-e- Is there a formalized system in place for the management of non-conformities which ensures the recording, the traceability and the consolidation of other customers' complaints?					
8-3-f- Is there a formalized system in place for the management of non-conformities which ensures the recording, the traceability and the consolidation of internal					

non-conformities?					
8-3-g- Is there a formalized system in place for the management of non-conformities which ensures the recording, the traceability and the consolidation of suppliers' complaints?					
8-3-h- Is there a formalized system in place for the management of non-conformities which ensures the recording, the traceability and the consolidation of other stakeholders' complaints?					
<b>8-4- Data analysis</b>					
8-4-a- How does the media organization analyze data to assess its performance and identify areas for improvement?					
8-4-b- Are quality indicators in place, ensuring in particular a reliable measurement of non-quality costs?					
<b>8-5- Improvement</b>					
8-5-a- Is there a global dash-board summarizing corrective actions taken and improvement projects, and how efficient is it?					
8-5-b- How does management use corrective action for evaluating and eliminating recorded problems affecting its performance?					
8-5-c- How does management use preventive action for loss prevention?					
8-5-d- How does the management ensure the use of systematic improvement methods and tools to improve the media organization's performance?					