



MIRRORS OR MOVERS

October 2, 2018 | Hosted by ITV, London

SUMMARY REPORT

This document provides a brief overview of [Mirrors or Movers VI](#), the sixth annual full-day conference of the Responsible Media Forum, which is a collaborative initiative between 20-25 large media companies.

25 experts presented on diverse topics related to the social and environmental impacts of media content, exploring what role responsible media companies can play. The morning was open only to Forum participants, and focused on frank sharing of content-related projects and initiatives taking place.

The afternoon was open to the public, with 149 delegates attending. The talks and discussions were themed around personal stories of agenda-setting moments that affected the industry and, in many cases, wider society.



PARTNERING
FOR A SUSTAINABLE
SECTOR

MORNING: CLOSED SESSION FOR FORUM PARTICIPANTS

Stories about the social impact of content

Media companies and their partners sharing initiatives and challenges in addressing the social impacts of content

Corinne Bishop, Juliet Bacon, Clare Phillips, Madeleine Cobb and Abigail Tompsett

ITV

Lars Holm

Dentsu Aegis Network

Bryan Kirkwood, Roanne Bardsley, Nadine Mulkerrin

Lime Pictures / Hollyoaks

Aaron Matthews

BAFTA Consortium

Duncan Craig

Survivors Manchester

Ana Maria Guerrero

RCN

AFTERNOON: PUBLIC CONFERENCE

Advertising's perfect storm: is distrust the new normal?

Rory Sutherland

Vice Chairman, Ogilvy & Mather Group

Propaganda v Power of the Crowd: Lessons from Ukraine

Daniel Bruce

CEO, Internews

In conversation with

Nataliya Gumenyuk

Head, Hromadske TV

#MeToo, pay gaps and media's year of disruption

Panel session

Carrie Gracie

Former China Editor at the BBC & equal pay campaigner

Afua Hirsch

Writer and Journalist

Vikki Cook

Director of Standards and Audience Participation, Ofcom

Media and global health

Richard Horton

Editor-in-Chief, The Lancet

Digital media: a good place to be?

Panel session

Sam Brown

Programme Lead, Doteveryone

James Williams

Writer and academic, University of Oxford

Tessy Nassau

Director of Impact for EMEA, VICE

Jessica Sandin

Strategy & Communications Lead, Internet Commission

EVENT REACH, OUTCOMES AND FEEDBACK

Attendees travelled from across the UK and Europe to attend, as well as Canada and Colombia. Whilst the morning was only for Forum companies, the public conference was attended by media professionals, agencies, academics and NGOs.

Outputs from the event include:

- Significant activity on social media
- Presentations and audio recordings shared at www.MirrorsorMovers.com.

Feedback from post-event survey:

Delegates who provided feedback (30) thought speakers were high quality and with relevant, with diverse and clearly voiced views. The charring and organisation of the event were praised. Overall, feedback on the event was encouraging, with all survey respondents rating it 4 or 5 out of 5. The most popular public sessions were the diversity panel and Richard Horton's talk on global health and media; whilst the morning session was also highly rated (being the most popular morning session in recent years).

Suggestions for improvement included more audience engagement and networking, as well as defining (and collectively working towards) common objectives/takeaways, as well as more opportunities for networking.



CONVERSATIONS AT MIRRORS OR MOVERS VI

Public purpose, traditional media and the internet

“When the internet was launched upon us, there was no such public debate about how publicly responsible it ought to be” – **Sir Peter Bazalgette**



“If we are online for 30% of our waking hours (..) the internet is part of society by definition. If it's part of society by definition, what do you do to regulate it in the public interest?” – **Sir Peter Bazalgette**

Sir Peter considered the role of broadcasters in today's society, and the role regulation has played in ensuring UK broadcasters uphold strong and clear values. He applied this framework to tech content platforms, questioning how we can apply similar regulatory frameworks and ensure they operate with a 'social purpose'.

Advertising's perfect storm: is distrust the new normal?

Rory's speech delved into behavioural psychology, demonstrating the primacy of instincts and preferences over rationality.



Internews Europe @InternewsEurope · Oct 2

Is distrust the new normal? Media bias is changing what we pay attention to, the news has the power to decide what we believe to be important says **Rory Sutherland** #MirrorsorMovers #MediaDev



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Propaganda v Power of the Crowd: lessons from Ukraine

Two experts on journalistic integrity presented a view from the front line of truth in news reporting. Daniel Bruce is CEO of Internews, and international NGO promoting access to quality, trustworthy information that empowers people to make informed and positive choices. Meanwhile, Nataliya Gumenyuk is co-founder and Head of Ukrainian public broadcaster, Hromadske.TV.

“Information has been weaponised in Ukraine... it's an extreme example of what we're seeing elsewhere in the world” – **Daniel Bruce**



#MeToo, pay gaps and media's year of disruption

Our esteemed panellists debated the range of tools at our disposal to drive ahead the inclusion agenda in companies, considering regulation, culture change, equal pay, power dynamics and stereotypes; as well as, of course, the role the media plays in portraying people. The discussion was wide-ranging, but there was agreement that there is a place for positive discrimination, and that the way that organisations categorise groups of people for the sake of diversity exercises needs to become more nuanced. The panellists agreed this is a topic likely to move rapidly over the next decade.

“How do we report conflicting realities?... Well, we try to cut through the noise. Our slogan is ‘What's really happening’” – **Nataliya Gumenyuk**



“Diversity is not an identity, I am not a diverse person.” – **Afua Hirsch**

“Treating everyone equally does not always result in equal treatment.” – **Afua Hirsch**

“I do not get the sense that the organisations they are leaving are inviting them back in at the highest level and saying (..) what went wrong – how can we stop this pipe leaking where it leaked for you” – **Carrie Grace**



“We are probably at least a decade behind where we should be in the media industry, but I genuinely think the dial is shifting” – **Vikki Cook**

“I want us to stop talking about diversity, and start talking about society” – **Vikki Cook**



Media and global health; what have we learned?

Richard's account started from his realisation that global problems need global solutions. Richard placed three demands on the medical and broader media to help us achieve the SDGs: - defend the idea of globalism; strengthen global leadership; and, make foreign policy more focused on health & well-being. Our political, economic, social and environmental institutions are no longer fit for purpose to protect and advance our societies, which leads to a responsibility of the medical and broader media to hold those institutions and decisionmakers to account.



"[Since the birth of the Enlightenment, the purpose of science has been] to advance society, to put knowledge to the use of social progress. And I think we have lost (..) that moral purpose." – **Richard Horton**



Digital media: a good place to be?

Our panel laid out their ideal vision of the web and digital media in five to 10 years. They considered how to include younger generations; measure long-term societal impacts of digital companies; and ensure that technology is designed in the interest of society. They also discussed the inadequacy of the available language to talk about these issues.

"Impact and the way you reach young people within the development and sustainability aspect is a long-term work effort. (..) It is not about fast-sell of content and drowning young people. (..) Create proper content where you take the time to know that it will create actionable change" – **Tessy Nassau**

"The goals that are on the dashboards at product design meetings are engagement metrics (..) nobody I know has those personal goals, I've never talked to anybody who says 'I'm just going to see how much time I can possibly spend on Facebook today'" – **James Williams**

"Something that we think will help drive [responsible corporate behaviour], is looking at the potential societal harm and how that will affect the long-term value of [digital] companies" – **Jessica Sandin**



"While as individuals 50% of people felt that technology had been very positive for them, only 12% of people found that it had been positive for society as a whole, and they held those views simultaneously." – **Sam Brown**



The Responsible Media Forum

We are a partnership between 23 leading media companies to identify and take action on the social and environmental challenges facing the sector. Established in 2001 as a UK initiative, we now have participants from all over the world. The Forum gives participating companies access to insights and collaboration that few organisations could manage on their own. In the fast-changing world of media, we are flexible, business-led and always open to input.