



MIRRORS **OR** MOVERS

May 31 2017 | Hosted by Sky, London

SUMMARY REPORT



PARTNERING
FOR A SUSTAINABLE
SECTOR

13 experts presented on diverse topics related to the social impacts of media content, exploring what the fake news phenomenon means for media responsibility. Here, we attempt to sum up the day in two pages. Here goes...

CLOSED SESSION FOR FORUM PARTICIPANTS

Stories about content impacts

Presentations from media companies on the social impacts of content

Helen-Ann Smith

Sky News

Mauro Silva

Modern Times Group

Dr Marcia Balisciano

RELX

Katrine Guldemann

Elle Foundation

The Future of Responsible Media

Simon Hodgson, Co-Chair of the Responsible Media Forum, shared insights from our latest Report, setting out the challenges and opportunities for media strategists. Read the Report [here](#).

Interactive materiality session

Participants shared insights to the sector's big issues

PUBLIC FORUM

Session 1

Public misperception

Ben Page

Chief Executive
Ipsos Mori

Session 3

Post-Factual Delusion

Christopher Snowden

Head of Lifestyle Economics
Institute of Economic Affairs

Session 5 Simplify & Exaggerate:

Editors Panel

Renato Coen

Head of Foreign News
Sky TG24

Session 2

Questioning trust

Baroness Onora O'Neill

Honourable Professor &
Crossbench Member
Cambridge University & House
of Lords

Session 4

Lessons learnt from user-generated content

Fergus Bell

Founding Member
First Draft News Coalition

Sam Santana

Independent factual TV and
documentary editor

Helen Scott

Editorial Associate
Thomson Foundation

Diane Kenwood

Editor
Woman's Weekly

WHO DID WE REACH?

Media professionals, agencies, academics and NGOs attended the public forum. Delegates came from UK, Germany, Finland, Luxembourg, Denmark, Sweden, Italy, France, as well as USA and Colombia.

Outputs from the event include:

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



HOW DID WE DO?

Participants thought that speakers were high quality and with diverse viewpoints. The quality of the chairing and audience engagement was also noted. Overall, feedback on the event was very good again this year. Requests for improvement next time included more audience interaction and time for questions, as well as even more opportunities for networking.

CONVERSATIONS AT MIRRORS OR MOVERS V

Introducing Fake News: Material issue or re-hashed buzzword?

From Socrates to Donald Trump... The media landscape has evolved, and so too must the responsibilities of media companies. We heard from experts on the social impacts of content, the importance of trustworthy sources, fact checking, and more...

“Social media has enabled a multiplicity of messages, with two-way communication and instant feedback.” – **John Ryley**



“Real, fact-based news has never been more important. **Fake news is not new, it’s more prevalent.** The value of trusted news will become premium.” – **John Ryley**

Public Misperception & Questioning Trust

How do media companies navigate a landscape in which people are sceptical about *content*? Ben Page said we choose facts to suit our pre-existing biases, and that bad news has a normalising effect, leading us to believe negative behaviour is more prevalent than it is. You can see his presentation [here](#). Baroness Onora O’Neill highlighted the importance of building trust and helping readers and viewers make intelligent views on topics that matter.

“Human beings are programmed to look for negative terms.” – **Ben Page**



“When we refuse to trust the trustworthy, we do so at a cost.” – **Baroness Onora O’Neill**



Post Factual Delusion & Fact Checking

Christopher Snowden argued that we would not be talking about ‘fake news’ if it were not for Trump and Brexit, and cautioned against greater regulation of the industry.

“TV news will be ok. Print media has to look at its emphasis on truthful, factual content for its survival.” – **Christopher Snowden**



“Something can’t be a little bit fake.” – **Fergus Bell**



Fergus shared his [four-point plan](#) for solving the problem of fake news: improve news gathering processes, encourage news literacy, embolden newsrooms to show industry best practice, and inspire everyone to challenge social media algorithms.

Simplify and Exaggerate

What role do editors play in creating engaging yet truthful content? How much responsibility do they carry for content integrity, across different formats?

“By simply putting in a different type of music, documentary makers change how information is presented. Do I stretch the truth to make it more dramatic? Yes. But I never misrepresent the truth.” – **Sam Santana**



“If you break the trust your consumers have with your brand...you are done for.” – **Diane Kenwood**



“For training journalists in the developing world, fake news protocols are absolutely necessary.” – **Helen Scott**



“On the internet you can find everything...and everything can mean nothing...Do we lose truth by an editor’s omission? There are many truths. ‘Is something factually correct?’ is a better question.” – **Renato Coen**



“Dare to think

[when you] produce, verify, and consume media.”

Thomas Stoeckle, Head of Strategic Business
Development at LexisNexis BIS

Closing Remarks



The Responsible Media Forum

We are a partnership between 25 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.