



PARTNERING
FOR A SUSTAINABLE
SECTOR



Annual Report 2018

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The year in review

There are signs that media responsibility is in a breakthrough phase. We see companies making progress on the measurement and management of the impacts of content, and flagship campaigns like Sky's Ocean Rescue and Virgin Media's #workwithme have achieved new highs for internal support and mainstream external recognition. Meanwhile, innovations abound on the management of content integrity and misinformation.

Of course, there is a flip-side to all this good news. Media companies are operating in a complex and controversial space, with a range of stakeholders who expect them to play a positive societal role. Responsible media companies must acknowledge this, and actively manage their impacts.

23
participating
media
companies ...

... across 10
countries
and 3
continents

149
conference
attendees
(50% > 2018)



Set against this context, there was a lot to talk about at Forum events this year. We were humbled by the expertise of our speakers across our meetings and conference, many of them high profile, notably George Monbiot (Guardian journalist), Vikki Cook (Director of Standards & Audience Protection, Ofcom), Rory Sutherland (Vice Chairman, Ogilvy), Richard Horton (Editor, The Lancet), Sir Peter Bazalgette (Chairman, ITV) and Carrie Gracie (BBC), to name a few.

In the first half of the year we published our latest research, a [review of materiality in media](#), showing developments and new issues on the horizon since our 2013 materiality review.

2 research
projects
conducted

The activities of the Responsible Media Forum reflect and respond to many of the sector's most pressing issues through discussions, events, working groups and research. This Report provides a brief summary of our activities in 2018 and plans for 2019. We hope you enjoy it.

1 publicly
available
report



Participation in the Forum is open to large media companies operating anywhere in the world and in any media sub-sector(s). We are open to new participants, so if you are interested in joining please get in touch: info@responsiblemediaforum.org / +44 (0) 7342 990241.

Research and publications

Media Materiality

We published the fourth issues survey for the media sector in Q1, an exercise that we have undertaken regularly since 2003. As part of the research going into the report, we consulted with Forum participants and financial analysts to identify and prioritise the environmental, social and governance issues facing major media corporations. Steve Waygood, Chief Responsible Investment Officer at Aviva Investors, kindly provided the foreword.



*'2018 Media Materiality', 2018.
Toennesen, Hodgson & Pickett*

Benchmarking CR in media companies

In Summer 2018 we conducted research into the management of CR amongst Forum companies, giving them a chance to compare themselves with their peers. The research aimed to provide useful insights on:

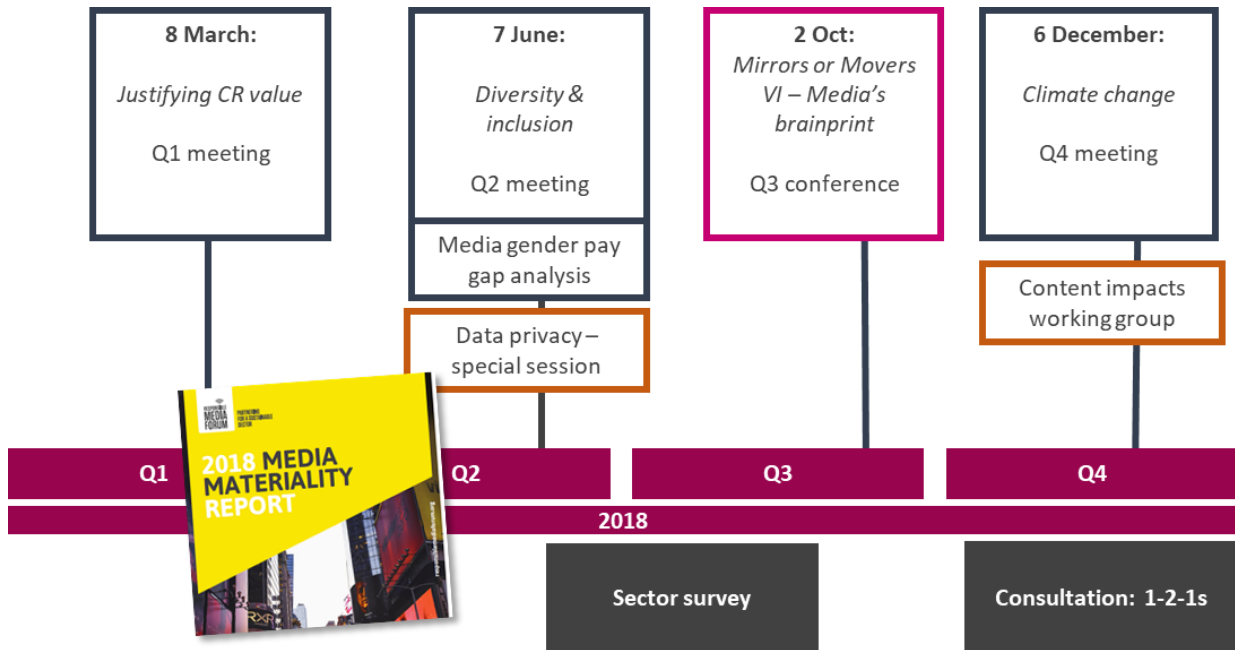
- The status and position of CR within companies
- Leadership and accountability
- Reporting and indices
- Strategic focus areas and engagement with the SDGs
- Diversity and inclusion priorities

18 Forum companies responded to a set of questions via a survey. The results were anonymised and analysed. The key findings were shared with Forum participants in Q4 2018.

Forum meetings

Meetings are usually themed around challenges or topics which Forum participants are currently wrestling with in their organisation. On a quarterly basis, we invite experts to present their perspective and insights, followed by a group discussion under the Chatham House rule. These insights and discussions are designed to support and develop participants' own work.

In 2018, the meetings were organised around the themes below:



Q1: ‘Building the case for CR’

Andy Wales - now Chief Digital Impact and Sustainability Officer with BT - gave us a Board-level perspective on unlocking CR commitment and investment. Andy shared practical methods for rolling out ambitious international CR programmes, with valuable insights on engaging key personnel and frameworks for tracking and advancing impact.

Simon Davis provided an operational perspective on leading the CR agenda, focusing particularly on engagement. Simon leads CR for Telefónica UK (O2). He shared his top ten tips for embedding CR across an organisation.

Hosted by Channel 4 on 8th March.

Q2: ‘Diversity & inclusion: A regulator’s perspective’

Vikki Cook leads Standards and Audience Protection at Ofcom, the UK media and communications regulatory body. She works with broadcasters to monitor, track and develop diversity and inclusive practices, both on and off-screen. Vikki gave us her personal and professional insights to the diversity challenges the sector faces, and the priority actions that media companies should take.

Forum Chair **Christian Toennesen** provided a detailed analysis of gender pay gap reporting data, offering sector-specific breakdowns and analysis. Christian also shared results from the recently published 2018 Media Materiality Report.

Hosted by Turner on 7th June.

Q3: 'Mirrors or Movers VI' conference

The Q3 meeting took the form of our annual conference, which is entirely focused around the societal and environmental impacts of media content. This full-day event is an opportunity for Forum participants to invite colleagues – from content producers and decision-makers to senior leaders – into Forum discussions. The conference is open to the public and offered entirely free, enabling rich and varied discussion. This year, the conference attracted 149 delegates and high-profile speakers. More information is provided later in this Report.

Hosted by ITV on 2nd October.

Q4: 'Climate, changed'

George Monbiot is amongst the world's most prominent environmental campaigners. His outspoken commentary covers a range of environmental issues through his Guardian column and his personal activism. During this session, George presented a provocative challenge to media companies, asking them to increase and improve coverage of climate change across formats, and raise understanding of the science behind climate change amongst content producers.

Dr Adam Corner provided a social psychology perspective on climate change engagement, drawing on extensive communications and behaviour change research. Adam's presentation recommended an evidence-based approach to climate change communications, and provided a practical toolkit including a greater focus on personal stories, diversifying imagery and emphasizing near-term, relevant and relatable impacts.

Hosted by RELX on 6th December.

Working groups

The Forum occasionally supports specialist working groups to address key issues of interest to certain participants. Currently, two working groups are ongoing:

Dimpacts: Environmental impacts of digital media

“Dimpacts” began with the aim of mapping and measuring the greenhouse gas emissions (GHG) of digital media. The group is now focused on developing a sector tool to enable media companies to track the environmental impacts of their digital content. During the year, the Responsible Media Forum remained an active participant in techUK’s climate change working group, alongside the UK data centre industry.

Content impacts: Measuring and managing the brainprint

The content impacts working group – started in Q2 2017 – aims to take practical steps towards understanding and measuring the societal impacts of media content. The group began by gathering relevant KPIs and frameworks already created, and we have since heard from media companies across the spectrum how they approach content impact measurement. To date, discussions have taken place over the course of four face-to-face meetings, and we have a working agenda – and desired outcomes – for 2019.

Mirrors or Movers VI

This year we delivered the sixth in our series of Mirrors or Movers (MOM) conferences, each of which has focused on the societal and environmental impacts of media content. Expert speakers provide insights on key topics and case studies, with an audience including editors and producers, academics, civil society and wider sustainability professionals. Through this dialogue we explore how media companies can manage the impacts of their content, across formats, issues and geographies.

The morning conference was a closed session for Forum participants, during which Forum companies shared and discussed successes and challenges relating to content impacts. From lunchtime onwards the conference was opened to the public.

Responsible Media is Made in Stories

Over the course of the afternoon we heard from speakers who have been at the heart of – or had a front row seat for – key moments in media responsibility. Our speakers provided first-hand accounts and case studies of events, initiatives and phenomena that have changed the landscape for sector sustainability and our role in society.

2018 was a breakthrough year for the MOM conference series. We attracted higher profile speakers, and more delegates, than ever. Free tickets to the conference were 'sold out' in advance and in total 149 delegates attended from 83 organisations, an increase on 2017.

Speakers at the Forum-only morning session included:

- **Corinne Bishop**, Deputy Features Editor of Good Morning Britain, ITV
- **Juliet Bacon**, Deputy Editor of This Morning, ITV
- **Clare Phillips**, Head of Audience Planning, ITV
- **Madeleine Cobb**, Head of CR, ITV
- **Abigail Tompsett**, Head of Appeals & Partnerships, ITV
- **Aaron Matthews**, Environmental Sustainability Advisor, BAFTA Consortium
- **Lars Holm**, Global Senior Manager, Dentsu Aegis Network
- **Bryan Kirkwood**, Head of Continuing Drama, Lime Productions
- **Roanne Bardsley**, Hollyoaks screenwriter
- **Nadine Mulkerrin**, Hollyoaks actor (Cleo McQueen)
- **Duncan Craig**, CEO of Survivors Manchester
- **Ana Maria Guerrero**, Head of Social Responsibility, RCN

Speakers at the public afternoon session included:

- **Sir Peter Bazalgette**, Chairman, ITV
- **Rory Sutherland**, Vice Chairman, Ogilvy & Mather Group
- **Daniel Bruce**, CEO, Internews
- **Nataliya Gumenyuk**, Head, Hromadske TV
- **Carrie Gracie**, Former China Editor at the BBC and equal pay campaigner
- **Afua Hirsch**, Writer and Journalist
- **Vikki Cook**, Director of Standards and Audience Participation, Ofcom
- **Richard Horton**, Editor-in-Chief of The Lancet
- **Sam Brown**, Programme Manager, doteveryone
- **James Williams**, Writer and academic, University of Oxford
- **Tessy Nassau**, Director of Vice Impact
- **Jessica Sandin**, Strategy & Communications Lead, Internet Commission

We are grateful to ITV for generously hosting the event.

Extracts from the separately published [Mirrors or Movers VI Summary Report](#) are shown below.

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.



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**

Online

Between them, the Responsible Media Forum website and the Mirrors and Movers website, originally created for the report and conference of the same name, attracted 2,700 unique visitors during the calendar year.

The Forum website holds all research published to date by the Forum, a complete list of participating companies and other relevant information. It was re-launched in late 2016, following the re-naming of the Media CSR Forum to the Responsible Media Forum. The Mirrors or Movers website hosts reports and videos, and features information relating to the six conferences held to date. It also provides a home for future work on this subject by the Forum.

The Twitter feed (@WeareRMF), established in 2010, has a follower base of 1,300.



The participants

The Responsible Media Forum is a partnership between major media companies to identify and take action on the social and environmental challenges facing the sector. The Forum has been going since 2001, starting as a UK initiative but with participants now drawn from around the world.

During 2018, the Forum consisted of 23 participating companies. Participants represent the full breadth of the media spectrum, from public service broadcasters, to data analytics providers, to advertising agencies and event organisers. Individual representatives include CR and Sustainability Directors, HR Directors, Company Secretaries and Directors of Risk, Audit and Compliance. Together, we work to define and develop responsible business practices for the media sector.

Plans for 2019

Forum meetings

Following our annual consultation, our 2019 programme of activities will reflect priority topics and themes amongst participating companies. The 'spider's web' graphic below depicts the issues participants are currently focused on, with issues at the centre of the web being the most commonly prioritised:



We anticipate the 2019 programme including:

- Quarterly meetings centred around expert speakers, with the third quarterly meeting replaced by the Mirrors or Movers VII conference
- Specialist sessions focused on key topics of niche interest
- Three meetings of the Content impacts working group
- Plus any additional meetings on an extraordinary basis.

Mirrors or Movers VII

The Forum plans to host a seventh conference in 2019. This will be a one-day event taking place in central London. The conference will further explore how media content influences society and how media companies can adopt effective strategies to manage these impacts.

As in previous years, we expect to make this conference available freely to the public. Anyone interested in attending can sign up to our mailing list via responsiblemediaforum.org, and follow us on twitter, @WeareRMF.

Research

Carnstone and the Forum have a track record of producing pieces of original research and analysis and preparing strategic commentary for the sector which are published in the form of reports. Past reports have included '2018 Media Materiality', 'The Future of Responsible Media' (2017), and 'Mirrors or Movers: Framing the debate about the impacts of content' (2013), to name just a few.

All publicly available reports by the Forum can be viewed [here](#).

We expect to conduct more research in 2019. The topic will be decided in consultation with Forum participants.

About the Forum

Objectives

The Forum provides a platform for participating companies to:

- Learn from each other and leading organisations in other sectors;
- Identify trends and areas for prioritisation based on sound research and robust discussions;
- Engage with stakeholders, be they campaigners, policy makers, academics or peers; and
- Run collaborative projects and events on key issues.

In short, the Responsible Media Forum gives participating companies access to insights and collaboration that few organisations could manage on their own. The Forum produces an Annual Report on its activities. This is the Report for 2018.

Participating in the Forum

This Report provides an overview of the Forum's activities. In brief, participants enjoy an open environment in which to discuss, under the Chatham House rule, the sustainability issues faced by the sector. The Forum uses its collective size to engage with a range of key stakeholders on the most pressing issues, both through internal meetings and public events. Lastly, the Forum produces original research.

Participation is restricted to large media companies. The participation fee for 2019 is £2,400.

Income

The Forum budget comes entirely from participation fees. Having previously been organised as separate projects, in 2015 the Nordic Media CR Forum (Nordic) merged with the Responsible Media Forum (UK).

	2014	2015	2016	2017	2018
UK	£36,600	£45,000	£46,600	£49,500	£48,250
Nordic	£8,200	NA	NA	NA	NA
Total	£44,800	£45,000	£46,600	£49,500	£48,250

Governance

The Responsible Media Forum is a multi-client project run by Carnstone Partners Ltd, with a project team consisting of Christian Toennesen, Rosie Towe, Simon Hodgson and Daniel Witte. We are open to new participating companies, as well as input and enquiries about media sustainability from investors, academics and the third sector, but please note that we are unable to provide funding for projects and research, however interesting and worthwhile they may be.

Carnstone meets on a 1:1 basis with participants at the end of each year to gather feedback on how the Forum is meeting their needs and to discuss potential themes and speakers for the following year. Actions and initiatives arising from this review are then discussed and agreed by participants in a consensual manner.

Rosie Towe is the first point of contact for stakeholders and new participant enquiries:

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