

Ofcom's Making Sense of Media Advisory Panel

Minutes of meeting, 25 February 2021, 2.30pm – 4.00pm

Attendees

Ofcom attendees: Yih-Choung Teh; Alison Preston; Timothy Cross; and Sara Kelly

Panel attendees: Alina Dimofte (Google); Alton Grizzle (UNESCO); Claire Levens (Internet Matters); Fay Lant (National Literacy Trust); Glen Tarman (Full Fact); Josie Verghese (BBC); Rebecca Stimson (Facebook); Shahneila Saeed (UKIE/Digital Schoolhouse); Stephane Goldstein (CLIP); and Professor Victoria Nash (Oxford Internet Institute).

Panel observers: Rachel Beggs (DCMS); and Nikki Chowdry (DfE)

Apologies: Professor Sonia Livingstone (LSE), Professor Victoria Nash (Oxford Internet Institute), Kate Davies (Sponsoring Director, Making Sense of Media).

Item 1: Chair's introduction

Welcome from the Chair (Yih-Choung Teh, Group Director Strategy & Research).

Item 2: Review of the Panel's role and strategic direction – workplan discussion

Sara Kelly provided an overview of the feedback from Panel members' feedback sessions that took place over the summer of 2020 and set out Ofcom's suggested approach to work planning for the Panel for 2021. The discussion highlighted opportunities to join up across ML stakeholders, ensuring continued focus on collaboration and building the evidence around what works.

Item 3: Preview of the Framework for Information Incidents, Full Fact

Glen Tarman provided Panel members with a preview of the framework that Full Fact has developed with others - internet companies (Twitter, Google and Facebook), fact checkers and civil society organisations as well as DCMS - to help decision-makers understand, respond to and mitigate information crises in proportionate and effective ways. A consultation on the framework launched on 18 March 2021.

Item 5: AOB and actions

Ofcom to explore opportunities with DCMS for the MSOM Panel to preview the DCMS ML strategy.
Ofcom to suggest next meeting dates by email.

The Chair closed the meeting by thanking everyone for their time and input today.