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The Danish Media Association invites Mark Zuckerberg to the Media Annual Event

The industry organisation Danish Media Association invites Facebook's founder to the Media Annual Event in an advertisement in The Washington Post

Danish Media Association has today invited Facebook founder Mark Zuckerberg to attend the Media Annual Event on 7th May to discuss the role of social media in society. The invitation has been sent both directly to the founder as well as it has been placed as an advertisement in The Washington Post.

The misuse of Facebook's platform has been on the agenda in several countries around the world in connection with the holding of elections. In Denmark, this misuse has caused both the government, the Danish Security and Intelligence Service and the Danish Defence Intelligence Service to warn that foreign interests through social platforms may try to sway the Danes' casting of votes.

Mark Zuckerberg has himself recently addressed the issue of election interference in a comment in The Washington Post on March 30.

"We've built advanced systems for finding harmful content, stopping election interference and making ads more transparent. But people shouldn't have to rely on individual companies to address these issues by themselves. We should have a broader debate about what we want as a society and how regulation can help," writes Mark Zuckerberg in a comment in The Washington Post.

At the Danish Media Association, CEO Morten Langager hopes that Mark Zuckerberg will take the time to visit Denmark.

"Social media are in focus, both politically and in the public, and we wish to discuss with the Facebook founder how the company handles the challenges that come with the platform. We therefore hope that Mark Zuckerberg will visit Denmark for a debate on misinformation but also on media development in general," says Morten Langager.

The Danish Media Association has chosen to invite Mark Zuckerberg via The Washington Post because the Facebook-founder himself, though the newspaper with proud traditions, has reached out for dialogue and debate on the role of technology giants in a dramatically changed media landscape.

"And as we write in the advertisement: We believe that a good, old-fashioned newspaper ad will always reach its target," says Morten Langager.

Mark Zuckerberg has previously announced that he intends to use part of his time in 2019 to visit stakeholders to discuss the role of Facebook in society. In March, the Facebook-founder visited Mathias Döpfner, CEO at Axel Springer, in Berlin, where they, among other things, discussed the role quality journalism plays in building and ensuring informed communities.

The Media Annual Event will be held on 7th May in Axelborg in Copenhagen. The list of speakers at the Media Annual Event already contains prominent names such as Watergate-journalist Carl Bernstein and editor-in-chief of The Guardian, Katharine Viner, who will both visit Denmark for the first time in connection with the event. The Media Annual Event will be officially opened by Prime Minister Lars Løkke Rasmussen.