

# Cardiff communications agency launches new service to counter fake news

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A Cardiff-based communications agency has established a new service to counter fake news.

The 'misinformation cell' from Lynn PR is designed to help governments, public institutions and businesses tackle the ever-growing threat of misinformation.

Chief executive and founder of Lynn PR, Shayoni Lynn, said that the new cell will combine behavioural science tactics and insights with the latest in counter-misinformation research to offer support for communications teams battling against misinformation online.

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The company claims to be the first agency in the UK to offer such a service.

Misinformation strategist Stefan Rollnick will be leaving the office of the First Minister to lead the misinformation cell.

Ms Lynn said: “Misinformation is a threat to all of us and it knows no borders. Someone in Merthyr Tydfil might not take the vaccine because of misinformation they absorbed from someone in Mississippi. It’s vital that governments, institutions and businesses across Wales work proactively to protect the Welsh public from harmful information.

“Wales is used to punching above its weight: whether that’s in rugby, music or science. We’re really proud to be a part of putting Wales on the map in the global fight against misinformation.”

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