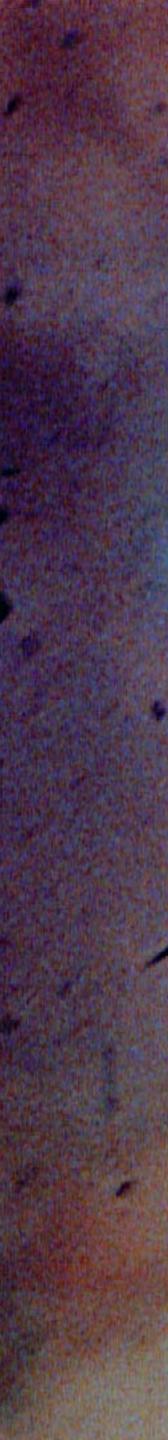




## YOUNG LIONS 2018



## **CREATIVE INSIGHT**

Helsingin Sanomat is the modern forerunner increasing awareness of fake information.

Fake news are a problem for the society and democracy. With the power social media has, a single piece of fake information can have an fatal impact.

# To increase awareness of fake news, we declare a war against it.

## "FAKE WAR"



#### HELSINGIN SANOMAT

With this Declaration of Fake War, we commit to doing everything in our power to fight against fake news. This declaration is only the start. We call all medias globally take action in the fight against fake by signing the declaration that is downloadable at hs.fi/fakewar

We do not accept journalism or propaganda that deliberately spreads misinformation and hoaxes via print, broadcast news or online social media. As an independent media representing the largest subscription newspaper in Finland and the Nordic countries, our self-evident obligation is to increase awareness of fake information and the motives behind it.

sources of information, rely on trusted information delivery methods, offer public information on the funding of media production as well as utilize insights, researches and data to support facts.

We believe in media that is transparent and credible. In other words, we seek to provide many

#### **DECEMBER 10, 2018**

Fake news are a global problem for the society and open democracy.

**HELSINGIN SANOMAT** 28. marraskuuta 2016 Viidio 48. No 323 (42306). Intorumeno 320 C, kotin slattuna alk. 104 C/pv (12 iskin jatkuwa tifaus). Declaration of Fake War

PERUSTETTU



## The New York Times

NEW YORK, TUESDAY, OCTOBER 14

## Declaration of Fake Mar

DECEMBER 10.2008

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partnering up with organizations and other entities battling against the same problem. Secondly, we'll create credible content with a goal of increasing the awareness of fake information and the motives behind it. We will talk to those already affected by Take news through identity theft, bullying and trolling, We will visit the Eacebook office to learn about the way in which the social media giant is lighting against fake news and trolling. And learn more about the underground worklo bots and to those behind them

This declaration is only the start. We have to inspire eventone to take action in the left against take and come up with innovative ways to prevent their spreading. You can start by increasing your own knowledge through the Fake War content we'll be publishing each week at hs.ft fakewar

## The Telegraph The Washington Post DAGENS NYHETER.

We launch the campaign by challenging medias globally to sign the Declaration of War.

#### HS



#FAKEWAR DECEMBER 10,2018

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We will publish the declaration on our website. Our website will also serve as the content hub featuring global videos and articles related to fake news. We'll also create new content under the concept Fake War that taps into the topic of fake news.







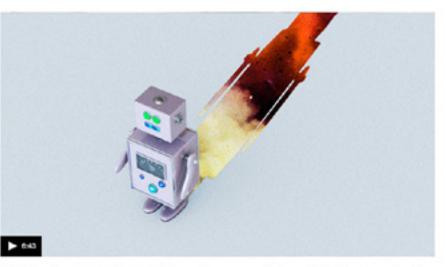
VIDEOS

#### THE REAL-LIFE VICTIMS OF FAKE



We talk to those already affected by fake news through identity theft, bullying and trolling.

#### THE SHADY WORLD OF BOTS



We looked into the shady underground world of bots and talk to those behind them.



#### NETFLIX ORIGINALS >

# FakeMar

NETFLIX & HS ORIGINAL SERIES

Videos and articles created by HS will be advertised on social media. HS and Netflix will also an original series called Fake War together.





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## **VIDEO SERIES**

We will create documentary style videos focusing themes related to fake news and the battle against them.

#### **Episode 1: The real-life victims of fake**

We talk to those already affected by fake news through identity theft, bullying and trolling.

#### Episode 2: Facebook's fight against fake

We visit the Facebook office to learn about the way in which the social media giant is fighting against fake news and trolling.

#### **Episode 3: The shady world of bots**

We look into the shady underground world of bots and talk to those behind them.

### THE REAL-LIFE VICTIMS OF FAKE



We talk to those already affected by fake news through identity theft, bullying and trolling.

All of our content related to fake news will be also published at hs.fi/fakewar

In addition, we will create special articles (similar to  $\bigcirc$  articles) that we publish together with the videos.

We can also feature articles written by other credible medias on the website.

## ARTICLES

#### Ulkomaat

#### Mediaa haukkuva Trump on muuttanut "valeuutisten" käsitteen – suomalaisetkin tarkoittavat sillä valheiden sijaan huonoa journalismia tai oman käsityksen vastaisia juttuja

Yhdysvaltain presidentti myöntää maanantaina "palkinnot vuoden epärehellisimmille ja korruptoituneimmille tiedotusvälineille".



Yhdysvaltain presidentti Donald Trump vastasi usein haukkumansa CNN-uutiskanavan toimittajan Jim Acostan kysymykseen Valkoisessa talossa Washingtonissa viime helmikuussa. (KUVA: KEVIN LAMARQUE / REUTERS)

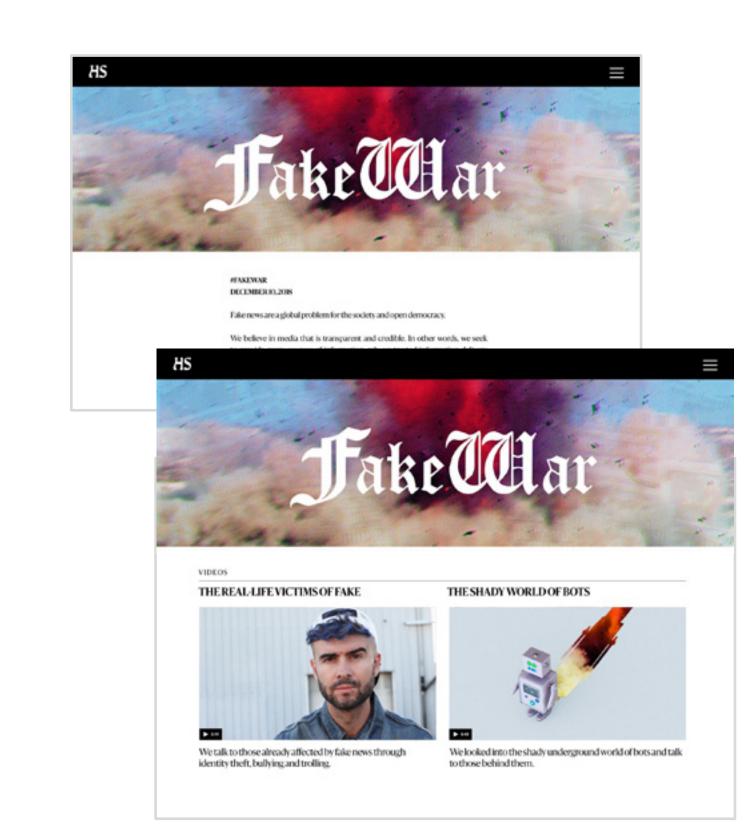
#### HS.fi:n luetuimmat

JUURINYT		PĂIVĂ	VIIKKO
1.	Kuvia Suomesta, osa 30: Akseli Valmunen kuvasi Lapin turistikohteita ja hämmentyi näkemästään		
2.	Kasvava osa koirista on niin sairaita, ettei niiden pitäisi elää – HS:n kokoama aineisto kertoo, millaiset sairaudet uhkaavat suosituimpia rotuja Tilaajille		
3.	Espoon "erikoismiehet" ovat hiertäneet kokoomuksessa jo vuosia, ja nyt Uudellamaalla kuohuu taas – jäsenäänestyksestä syntyi katkera riita		
4.	Trump väläyttää kuolemantuomiota ratkaisuksi Yhdysvaltojen historiallisen pahaan huumeongelmaan		

Biohajoava muovi tulisi kieltää kuluttajilta jopa kokonaan, sanovat asiantuntijat – "Ei ole ekologisempi

## CAMPAIGN SUMMARY





# We invite global medias to sign the declaration.

Our content hub includes global content on fake news.

#### NETFLIX ORIGINALS >

# <image>

Content will be used on social media and Netflix.

