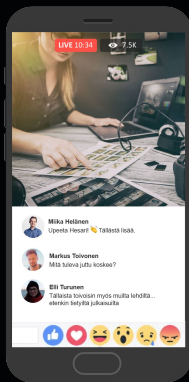
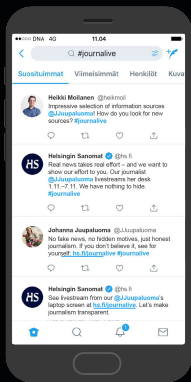




JOURNALALIVE

DEMAND MORE FROM THE MEDIA.



Creative insight

If you want to know whether a piece of news is fake or real, you need to check who published it and question their motives and methods. That's why the objective of this campaign is to make people pay more attention to the publisher behind the stories they read.

We want people to demand more transparency from the media. And the best way to do this is not to preach, but to lead by example – to show the way to a new age of transparency.

Campaign summary

We can only win fake news when people demand more from publishers: transparency, openness about their motives and critical attitude towards sources.

Helsingin Sanomat wants to be proactive and show their ways of working in the most transparent way possible – and challenge people to demand more from all publishers.

For one week, HS creates Journalive: a livestream of their reporters' computer desktops and workspaces. Everyone can follow real time how information is gathered, sources are checked, interviews are done, pictures are chosen and so on.

Journalive is promoted on HS social media channels. It can be followed on HS's website. Anyone can share the livestream and join the cause to demand more from the media.

We want Finnish people to take action, but the task doesn't end there. With this campaign, Helsingin Sanomat will show the way for transparency within media everywhere in the world.

Solution

Journalive campaign is built around a one-week livestream of the work life of Helsingin Sanomat journalists. This livestream is on HS.fi and the viewer can switch between watching the journalists' workspaces or their computer screens.

In a video ad for the campaign, we first see a finished news story on HS.fi – and then see reversed, how the headline has been written, changed and re-written, picture has been changed and edited.

The livestream is promoted and shared in all HS social media channels – and we also encourage people to share it on their own channels to demand more from the media.

We'll make the campaign more interactive by making tweets with #journalive appear real-time on the journalist's computer screen. This way Journalive becomes a real-time discussion between the reporter and their audience.

How does the campaign work and solve the problem for the client?

To stop people from reading fake news, we'll need to make them question publishers behind the stories – to demand more transparency from the publishers.

We'll make a movement of demanding transparency from news sources. This could be judged as hypocrisy, if we did it by pointing fingers. But we'll go the other way around: we start with demanding more from ourselves. This way, we solve two problems at once. We'll make people think about the credibility of their news sources. And, we'll make people see Helsingin Sanomat as the forerunner in media transparency.

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That's why the objective of this campaign is to make people pay more attention to the publisher behind the stories they read.

We want people to demand more transparency from the media. And the best way to do this is not to preach, but to lead by example – to show the way to a new age of transparency.

Journalive campaign

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For one week, HS creates Journalive: a livestream of their reporters' computer desktops and workspaces. Everyone can follow real time how information is gathered, sources are checked, interviews are done, pictures are chosen and so on.

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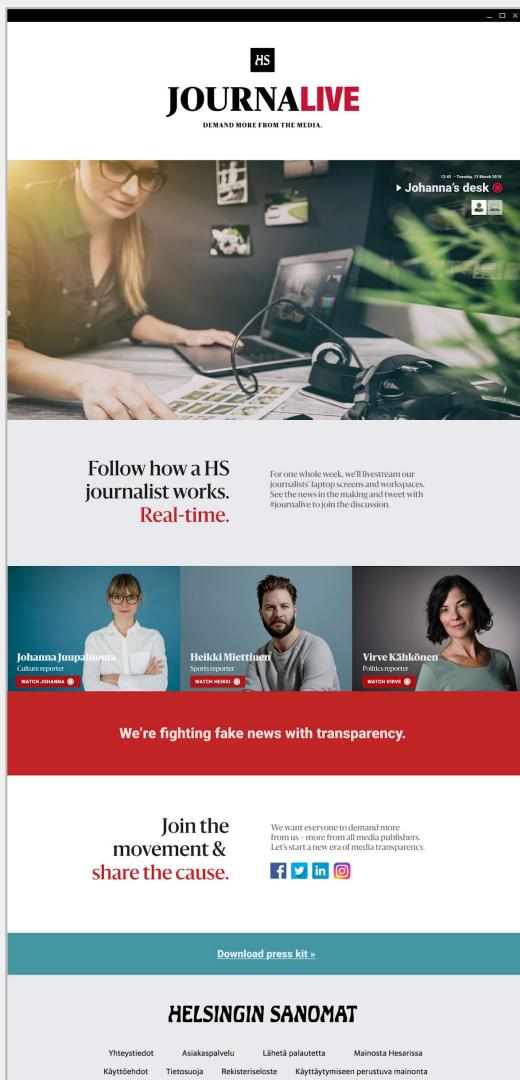
We want Finnish people to take action, but the task doesn't end there. With this campaign, Helsingin Sanomat will show the way for transparency within media everywhere in the world.

DEMAND MORE FROM THE MEDIA.

**Real news takes
real effort.**

**Real news,
real-time.**

**Join the
movement &
share the cause.**



Header section with logo.

Livestream video. You can switch between three different journalists and between their laptop screen views and a workspace views.

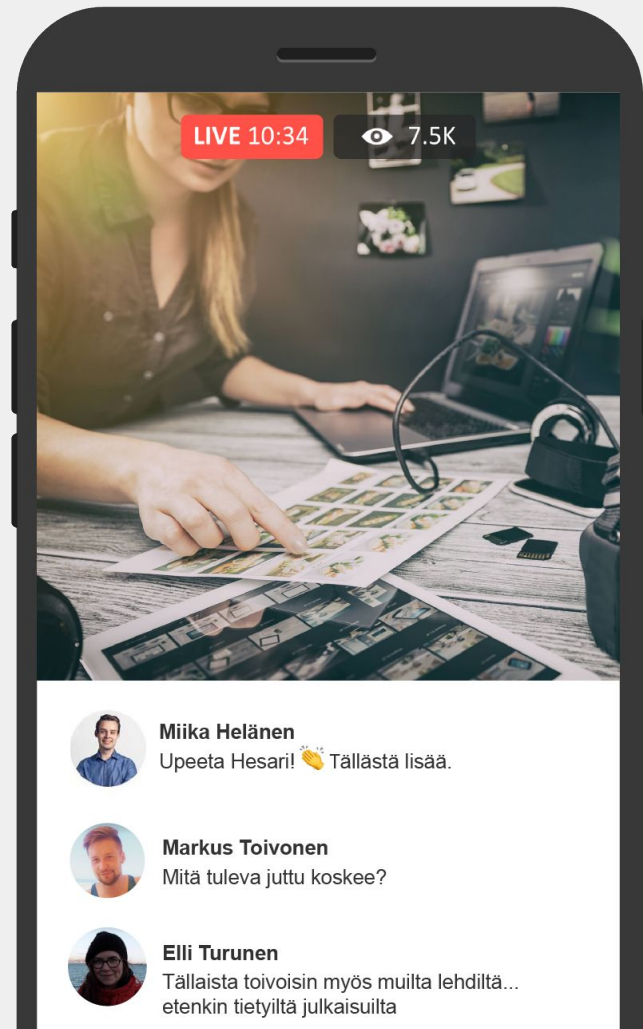
Introduction of the project and the journalists.

Introduction of the movement behind the project and request to join the movement by sharing the project.

Link to press kit.

Social media / launch with FB live

We'll launch the campaign with a Facebook live so that everyone can get a glimpse of Journalive on their Facebook feed.



Social media / video ads

For social media, we'll make short video ads with the reversed process of writing a news story. Example storyboard:



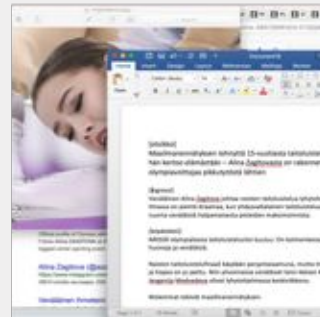
1. First we see a real published news story.



2. The headline is erased (or in fact, reversely typed). We see an older option for it.



3. The picture turns into an older, unedited version.



4. We go all the way back to when the article was still in process.

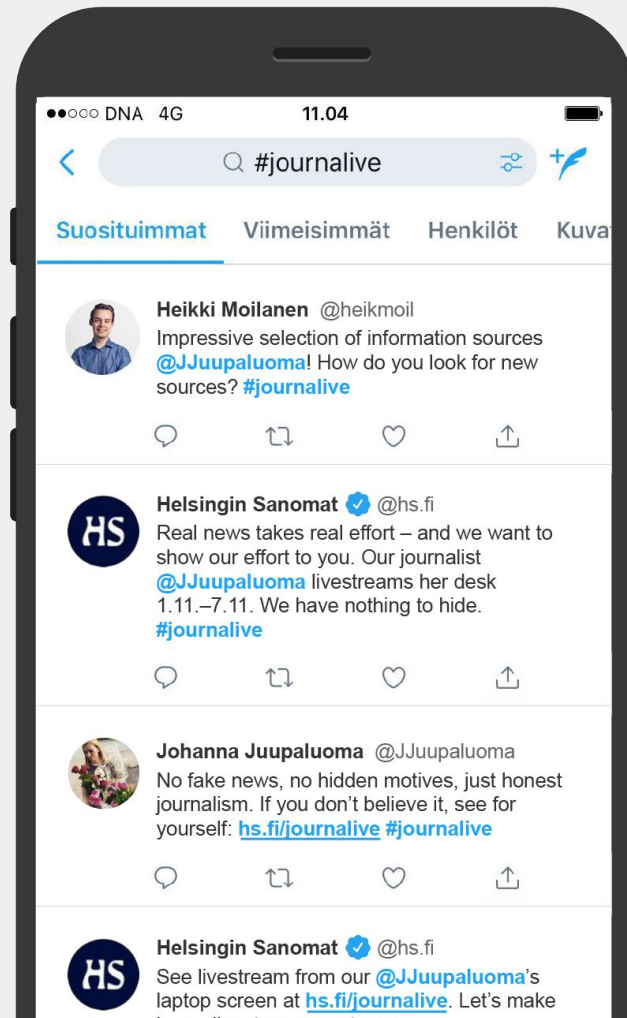


5. Journalive logo. Link to visit the site.

Social media / shares

HS will share the campaign in all its social medias – but we want everyone else to do it, too.

With hashtag #journalive, anyone can join the discussion.



International PR

We'll tie the campaign together with Finland's role as world's third in both freedom of speech and least-corrupt – and turn it into a bigger initiative. This gives us credibility to reach international media.

We'll create a press kit that introduces the livestream and includes the related studies from recent years with Finland's rankings. Both Helsingin Sanomat and Finland can be global forerunners in media transparency.

The screenshot shows the top section of The Guardian website. At the top left is the 'Support The Guardian' logo. Navigation links include 'Subscribe', 'Find a job', 'Sign in', and 'Search'. The main navigation bar features categories: 'News', 'Opinion', 'Sport', 'Culture', 'Lifestyle', and 'More'. The 'International edition' is noted on the right. Below the navigation is a horizontal menu with links to 'World', 'UK', 'Science', 'Cities', 'Global development', 'Football', 'Tech', 'Business', 'Environment', and 'Obituaries'. The date 'Saturday 10 March 2018' is displayed. A weather widget shows 'Now 0°C', '04:00 -2°C', and '07:00 -2°C'. Location information for 'Helsinki' is shown with a search icon. The 'Headlines' section features a large article titled 'Media transparency / Biggest newspaper livestreams journalists' laptop in world's third-least corrupt country, Finland'. The article text states: 'Finland wants to fight fake news and be world's first in media transparency, states Helsingin Sanomat.' To the right of the headline is a photo of a woman at a desk with a laptop, labeled 'Johanna's desk'. Below the headline are three smaller article teasers: 'UK gender pay gap / Top-paid men outstrip women by 4 to 1, shock figures reveal', 'Guari Lankesh / Man arrested over murder of Indian journalist', 'Sergei Skripal / Russia links attempted murder to deaths of Kremlin enemies', 'Analysis Who was behind the Salisbury poisoning?', 'One Campaign / Bono's anti-poverty project faces claims of harassment', and 'Nazanin Zaghari-Ratcliffe / Spouse queries delay in return of British'. The bottom of the page shows a photo of Donald Trump speaking at a podium.