

CAMPAIGN SUMMARY

“See-through news” introduces a new kind of radical transparency to the world of media. It highlights what makes news credible, arms people with understanding of what quality journalism is made of, and shows why the world really is behind the headlines.

CAMPAIGN SUMMARY

THERE IS RUBBISH, AND THERE IS THE NEWS

Granting the readers a behind-the-scenes view into the work of real journalists, and the data they work with.

Highlighting the work, people, sources and motives behind published stories.

REAL JOURNALISM TOLERATES SUNLIGHT

Offering engaging front-row seats to witness the work that takes place inside Helsingin Sanomat offices.

Challenging other newspapers around the world to follow the lead.



WE ARE TURNING THE CHALLENGE ON ITS HEAD:

There is rubbish,
and there is **the news.**

How are news stories produced, who makes them, and what makes reliable information reliable?

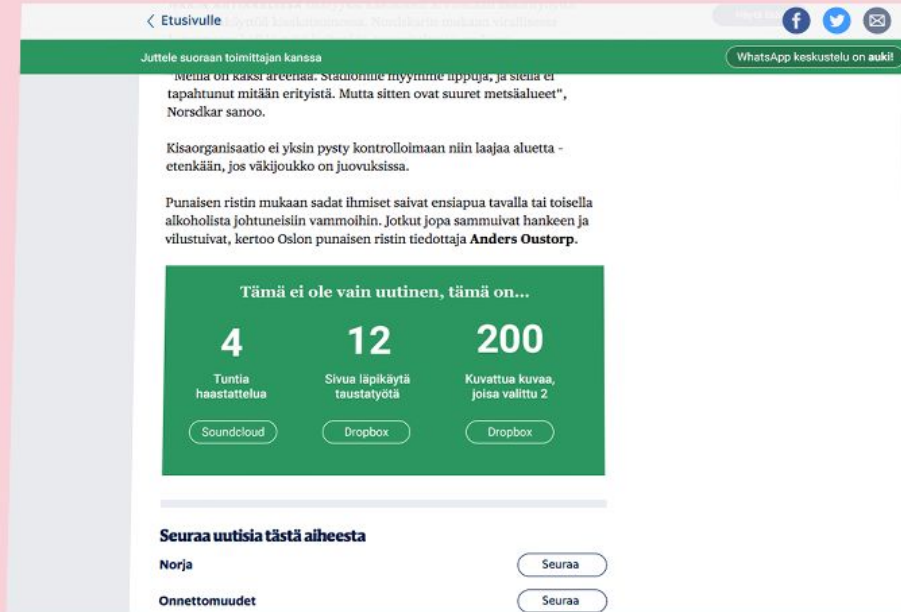
The campaign fuels the readers' own curiosity about what it takes to report news, and how little it takes to fake it.

SOLUTION

Highlighting the sources and motives behind published stories

Open access to the data behind the stories allows the audience to verify their news, gives them unprecedented insight into the world of journalism, and grants them newfound appreciation for the work done behind the scenes to guarantee the trustworthiness of the information they consume.

Instead of just shallow statistics such as likes and shares, we focus on displaying what went into the creation of each piece. What are the sources, who were involved, how many photos were taken before one was chosen, how many kilometers were physically travelled, or how many hours were spent at work to produce the news?



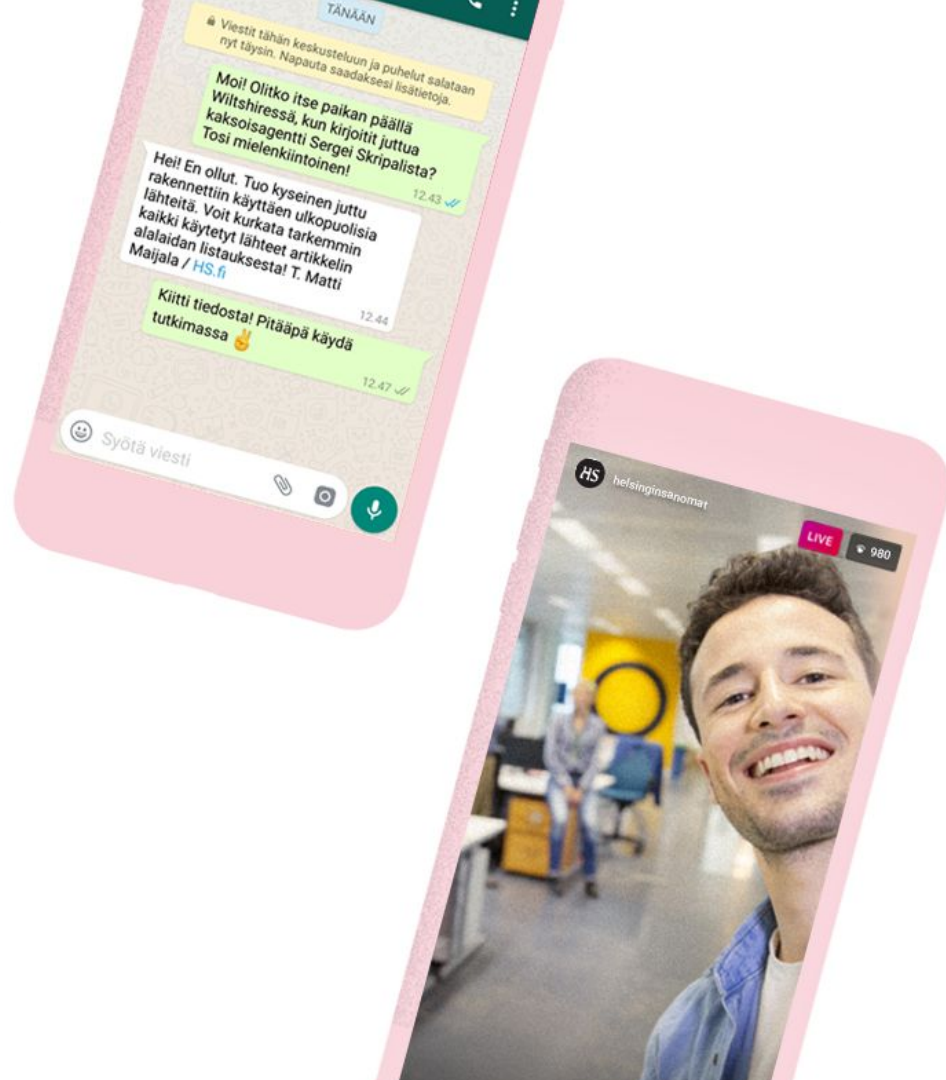
SOLUTION

Granting the readers a behind-the-scenes view into the work of real journalists

To generate interest throughout the one-week campaign, the audience is given access to **real-time video feeds** from inside the news offices, allowing them to see real journalists and transparency in action.

WhatsApp is introduced as a frictionless way for social media users to **directly discuss with writers** of prominent articles.

Lastly, the campaign includes running in-depth meta-stories about the creation of stories. They would introduce viewers to exactly how the people at HS find their source material, produce their content, and how they choose to publish a piece.



The background is a solid dark blue color. Scattered across the left and right sides are several pieces of white, fluffy popcorn. The popcorn is more densely clustered on the right side and more sparsely on the left side.

CAMPAIGN

Real journalism tolerates sunlight.

Installation of public **live video streams**, both on the HS website as well as on chosen physical locations, such as **the glass wall of Sanomatalo, the bus stops of Kamppi, and the digital screens inside trams and metro cars.**

The entertaining, surprising and visual act generates awareness of the greater campaign goal: transparent access to the world behind the headlines.

MAKING IT GLOBAL

Messaging a public transparency
challenge to global newspapers,
encouraging them to follow in the
footsteps of Helsingin Sanomat



Juttele suoraan toimittajan kanssa

WhatsApp keskustelu on auki!

Meillä on kaksi areenaa. Stadionille myymme ippuja, ja siellä ei tapahtunut mitään erityistä. Mutta sitten ovat suuret metsäalueet”, Nordskar sanoo.

Kisaorganisaatio ei yksin pysty kontrolloimaan niin laajaa aluetta - etenkin, jos väkijoukko on juovuksissa.

Punaisen ristin mukaan sadat ihmiset saivat ensiapua tavalla tai toisella alkoholista johtuneisiin vammoihin. Jotkut jopa samuivat hankeen ja vilustuivat, kertoo Oslon punaisen ristin tiedottaja **Anders Oustorp**.

Tämä ei ole vain uutinen, tämä on...

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Tuntia haastattelua

[Soundcloud](#)

12

Sivua läpikäytä taustatyötä

[Dropbox](#)

200

Kuvattua kuvaa, joista valittu 2

[Dropbox](#)

Seuraa uutisia tästä aiheesta

Norja

[Seuraa](#)

Onnettomuudet

[Seuraa](#)

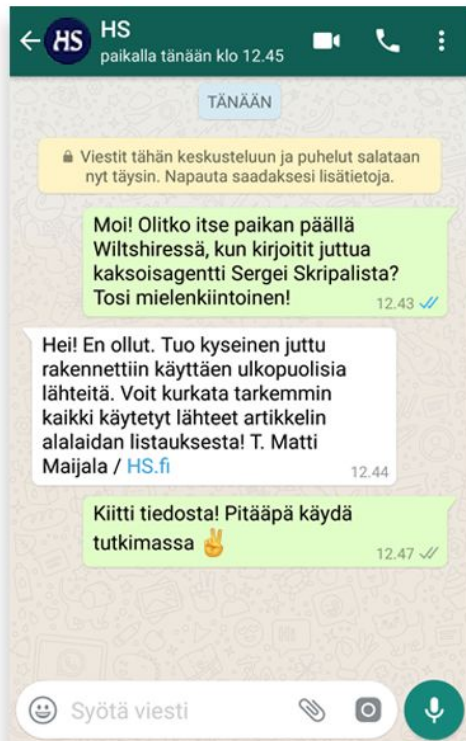
Instagram

Pushes from real data on HS Instagram account



WhatsApp

Open discussion between readers and writers



Twitter

Challenging tweet



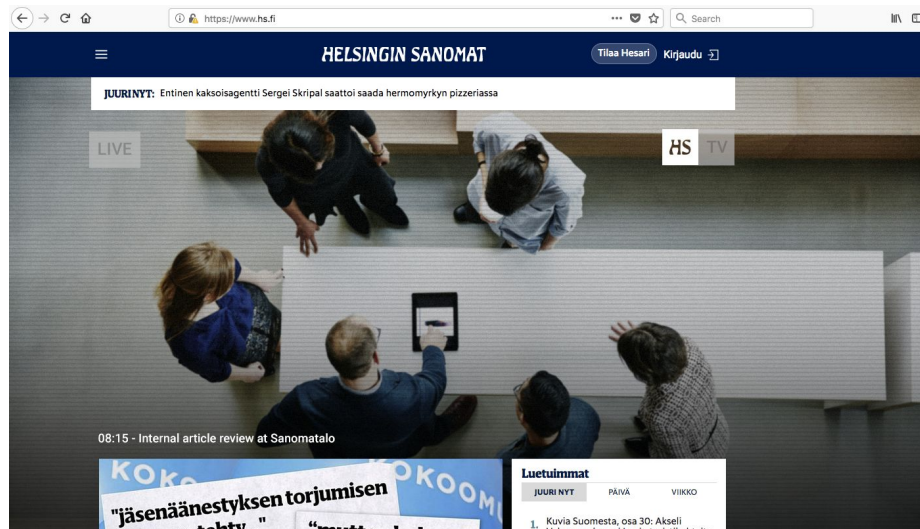
Sanomatalo Screen

Live stream on the wall of the Sanomatalo.
See through the glass wall in a completely new way.



HS.fi

The live stream combines the digital and physical headquarters.



Instagram & SnapChat
Live streams on digital screens
around the city

