

WE WROTE ONE FAKE ARTICLE TO END THEM ALL.

Dear readers,

We are sorry.

We have done wrong towards you.
We have acted against our own values.

We have broken the principles of journalism.

But desperate times call for courageous acts.
Acts that have a bigger purpose. A purpose that aims to keep our
society prosperous and maintain democracy.

On 1st of September we published a fake article on HS.fi. titled
"Rigged elections in Finland - Russia involved". This will be the first,
the only and the last fake news that you will see in our media.

I pledge my position on this matter.

Our intention behind this act is pure-hearted. We have lived the
development of the digital media with troubled minds. The alarming
amount of fake news spreading has even lead to nations choosing
their leaders based on false allegations.

Helsingin Sanomat is the biggest newspaper in Finland and it has been
around for 128 years. I feel like this obliges us to act when our
industry is failing. We felt like this couldn't go on anymore.

Find out more about the dangers of fake news on www.hshoax.fi

Sincerely,
Kaius Niemi
Editor in Chief
Helsingin Sanomat



THE WORLD IS BEYOND THE HEADLINES.

HS HOAX