

What would the world look like if alternative facts were the new normal?

The world is in danger to become black and white if we don't take responsibility.



**Fake information polarizes nations,
overthrows democracies and constraints
freedom of speech. This has already
happened in e.g. USA, China and Russia.**



THE WORLD IS BEYOND THE HEADLINES.

29% of Finns encounter fake news online every week.

67% believe fake news have an impact on Finns' perception of current events and facts.

We want to stop this and we should act on this together.



In order to raise awareness of fake information, HS will start a nationwide movement with other Finnish media outlets by creating a non-profit organization.

The movement will begin in November 2018 by using HS front page to invite media outlets and private individuals to join the movement.

As the largest daily newspaper in the Nordics, HS will launch a multi-channel media campaign to lead the movement with its example.



Mediastrategy



NPO
50 000 €



Print
50 000 €



Documentary
200 000 €



Digital media
200 000 €



The non-profit organization (NPO)



Technological development has enabled fake information to be distributed easily and technology is the key to solve the problem.

The non-profit organization's founding idea is to create collaboration between Finnish media outlets to raise awareness of fake information nationwide and to invite private individuals to join. The following actions will be taken:

- First and foremost the non-profit organization will form a fact checking team.
- The non-profit organization will also build a platform where people can report suspicious sites for fact checking. This will allow us to create a database of sites containing doubtful information.
- The non-profit organization will arrange hackathons to discover new technological solutions to battle against fake information. Outcomes could be e.g. browser or app extension that would alert users about suspicious sites.
- Additionally a #beyondheadlines hashtag can be used in social media when users want a statement or link to be checked.

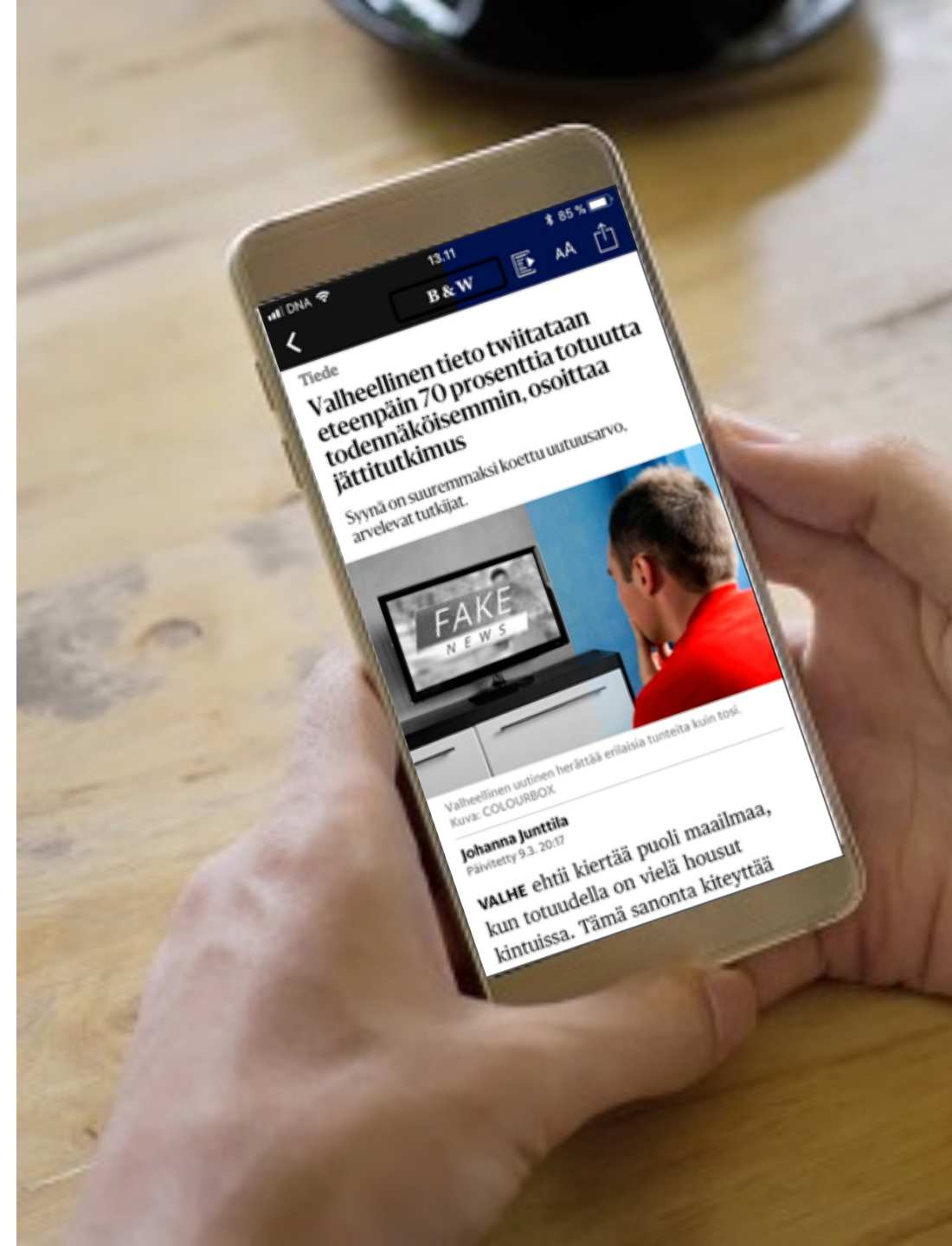
Leading by example

During the campaign individuals using HS.fi and HS app will be provided with a black & white button that will demonstrate how the articles could look like they were fake news. The articles will also showcase how to spot fake news e.g. source, click bating, underlying biases.

In addition, individuals can test their ability to spot fake news at HS.fi website by completing a test. Afterwards, they can share their results on social media sites. With the test we can measure the growth of campaign's targeted impact.

HS

THE WORLD IS BEYOND THE HEADLINES.



Influencers create buzz around the topic

HS will contribute to the movement by creating a documentary series hosted by well known Finnish social influencers Riku & Tunna, which will air on Nelonen and Ruutu. They will interview young YouTubers and other Finnish influencers around the subject of fake information.

Short video clips will be made of the influencers and distributed on TV, digital video and via social media advertising.

The goal of this series is to make individuals realize that fake information affects all of us.



Credit Kimmo Syväri

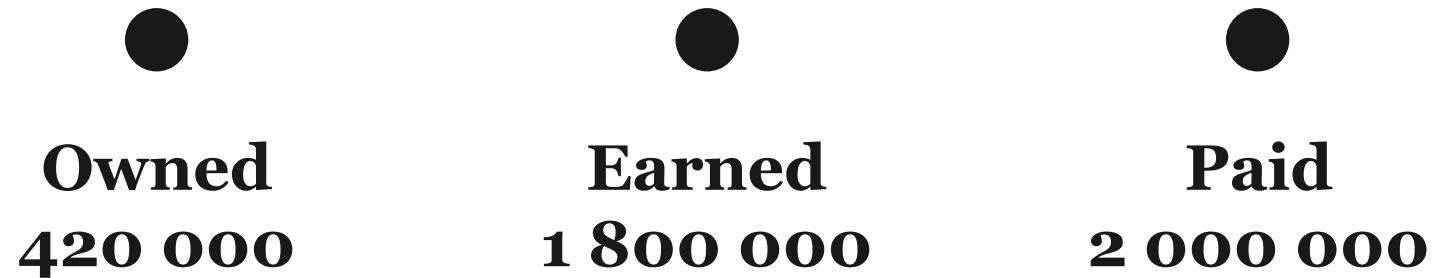


Credit Töttöröö Network



Campaign reach

By collaborating with other media outlets we will reach nearly 100 % of the target audience; approximately 2 million 18-44-year-olds, throughout whole country. Those outside of mainstream media are the ones in the greatest danger of being affected by fake information. The latter group will be reached by utilizing influencers and social media.



Reach based on estimates from Sanoma media card; Tilastokeskus Suomi lukuina 2016; Tilastokeskus joukkoviestinten päivätavoittavuus 2016



THE WORLD IS BEYOND THE HEADLINES.

Are you ready to take responsibility? We are.



THE WORLD IS BEYOND THE HEADLINES.