

Dear Mr. Zuckerberg,

Before the upcoming general election in Denmark, the Danish government has expressed concerns that Facebook could be used by antidemocratic powers to influence the outcome.

We are aware that the very thought of the manipulation of elections by fake news worries you just as much as it does the Danish general public.

So, in order to discuss how to deal with this issue, you are cordially invited to the annual gathering of the Danish Media Association in Copenhagen on May 7th 2019. Katharine Viner, Editor-in-Chief of The Guardian and Carl Bernstein, the former Washington Post reporter will also be speaking at the conference, but as part of the program we promise you ample opportunity to engage in a sincere debate with representatives of the free press in Denmark.

Now, you (and perhaps even some readers of The Washington Post) might wonder why we are inviting you via a newspaper ad.

But to be frank, we do not really trust Facebook's algorithms to deliver this message directly to you. Whereas we do believe that a good, old-fashioned newspaper ad will always reach its target.

On that note, we very much look forward to discussing democracy, fake news and Facebook with you in Copenhagen.

Kind regards,
The Danish Media Association

RSVP: mail@danskemedier.dk