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WE LIE TO YOU ON PURPOSE. HERE'S THE WHOLE TRICK.

Every headline in this booklet is invented. Every correction attached to it is real, sourced and dated. This page is the only one that plays it straight, and it is the reason the rest is allowed to be ridiculous.

01 — The headline is fake. Always. If you could mistake it for real, we wrote it wrong.

02 — The image is generated. Labelled on every one, in the caption, no exceptions. The cartoon is the exception that proves it: a person drew that, so it carries no label.

03 — The article is real. 400–600 words, sourced, numbered, corrected in public.

04 — We take nothing. No ad money, no data, no paywall. The advertisements are props.

INDEX OF CORRECTIONS — THIS ISSUE

No. 0028 The generated-image tells that still hold up
p.7 · sorry-not-sorry.ca/story/goose-pop-star

No. 0031 Behind the Separatism Debate, a Calgary Lawyer Asks: Where's the Other Side?
p.7 · sorry-not-sorry.ca/story/alberta-s-ai-writes-10-000

No. 0036 The clock is the problem, not just the robot
p.7 · sorry-not-sorry.ca/story/escalator-leads-to-sea-god-s

No. 0038 UCP Weighs a Rewrite of Its AI Policy
p.4 · sorry-not-sorry.ca/story/jann-arden-leads-10-000-person

No. 0040 International Students Deserve Clear Rules — and a Fair Hearing
p.3 · sorry-not-sorry.ca/story/peter-s-drive-in-elon-musk

No. 0041 A Weekend in New York, Seen Through the Lens of Canada-U.S. Relations
p.2 · sorry-not-sorry.ca/story/ai-hallucinates-10-000-phantom-models

No. 0042 Red Deer Market debate to examine Alberta separation ahead of Oct. 19 referendum
p.1 · sorry-not-sorry.ca/story/pickled-litigious-and-somehow-trademarked-at

No. 0043 The Many Fronts of Alberta's Separatist Debate
p.5 · sorry-not-sorry.ca/story/walrus-learns-he-s-basically-human

S,NS CELEB LIES HOAX HEALTH SPACE NONSENSE MONEY WHOPPERS EDITORIALS COMIC OUR METHOD

EVERY HEADLINE HERE IS A LIE · EVERY STORY BEHIND IT IS NOT · YOU'RE WELCOME

SORRY, NOT SORRY

ISSUE 3 ISSUE NO. 0003 · FREE 2026-10-03



AI-GENERATED IMAGE — OBVIOUSLY FAKE

SATURDAY MORNING SHOWDOWN

PICKLED, LITIGIOUS, AND SOMEHOW TRADEMARKED AT THE FARMER'S MARKET

Two farmer's market vendors are locked in a trademark dispute over who owns the rights to their competing pickle brands—and the legal fees are jarring.

After the heirloom tomato debacle of '07, I'd hoped we'd have learned our lesson. I guess not.

— Sasha, area resident there for the Mundare Sausage (we invented Sasha, but would love to get some of that sausage)

THE REAL STORY · NO. 0042 · BELOW →

THE REAL STORY · NO. 0042

RED DEER MARKET DEBATE TO EXAMINE ALBERTA SEPARATION AHEAD OF OCT. 19 REFERENDUM

By Black Star · Corrections desk · 470 words

Thankfully, as far as we know, there is no pickle trademark dispute happening at the Red Deer Market or any other Farmer's Market. All the same, when something is a big dill, tensions can ferment and things can go sour between friends and neighbours. The upcoming Alberta Referendum is not a debate over pickles, but it is on the mind of Market visitors.

Continued on page 2 →

▲ FOLD

FASHION DISASTER

AI HALLUCINATES 537 PHANTOM MODELS, FASHION WEEK RUNWAY COLLAPSES UNDER GHOST FOOTSTEPS

New York Fashion Week's AI partnership created 537 phantom models that crashed the runway.

Admittedly my prompt to the AI was ambiguous about numbers, but the looks were fabulous!
— Intern who shall remain anonymous (and invented)

THE REAL STORY · NO. 0041 · BELOW →



AI-GENERATED IMAGE — OBVIOUSLY FAKE

THE REAL STORY · NO. 0041

A WEEKEND IN NEW YORK, SEEN THROUGH THE LENS OF CANADA-U.S. RELATIONS

By Jacqueline Biollo · 456 words

No AI hallucinated a phantom fashion show, and no runway collapsed under imaginary footsteps. But time in New York for fashion did inspire this personal essay examining the current state of Canada-U.S. relations.

As we navigate today's complexities and the evolving nature of Canada-United States relations, it's hard not to think back to moments in history that have shaped our cross-border ties, both for better and for worse.

I recall a time when Canada and the USA seemed almost inseparable, bonded through trade agreements like NAFTA, which allowed goods and ideas to flow freely across the border. But then came the shifts in dialogue and policy, notably with the introduction of tariffs and trade restrictions.

These decisions, influenced by the leadership styles and priorities of respective Prime Ministers and Presidents, have altered the landscape of our relations.

Continued on page 4 →

NO. 0042 · CONTINUED FROM PAGE 1

A non-partisan public debate on Alberta separatism is being organized for two Saturday mornings at the Red Deer Market, with organizers saying the sessions are intended to give residents an opportunity to hear arguments for and against separation ahead of Alberta's Oct. 19 referendum.

In a LinkedIn post [1], Jaqueline Biollo said the debate will take place Oct. 3 and Oct. 10, from 10 a.m. to 11 a.m., at the Red Deer Market at Red Deer Polytechnic. Biollo said she will moderate the discussions and is inviting people on both sides of the issue to participate.

Continued on page 3 →

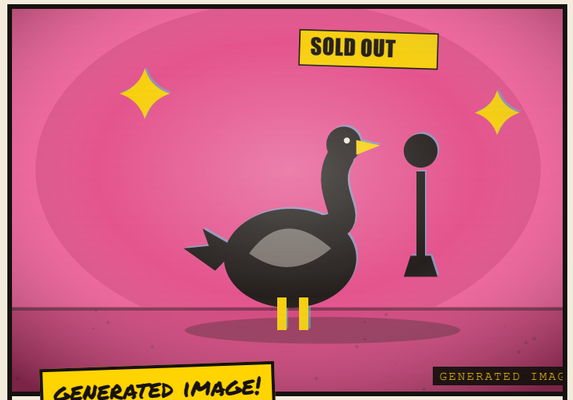
PHOTOS INSIDE!

POP STAR REPLACED BY A VERY CONFIDENT GOOSE

The tour continues. The vocals are described as "different." Behind the click: the generated-image tells that still hold up, and the one that always will.

Honestly the goose is more punctual.
— an entirely fictional tour manager

THE REAL STORY · NO. 0028 · SORRY-NOT-SORRY.CA/STORY/GOOSE-POP-STAR →



TH… …, HIS ENCORE, REFUSING TO ACKNOWLEDGE THE BAND. — GENERATED IMAGE; NOT A REAL EVENT

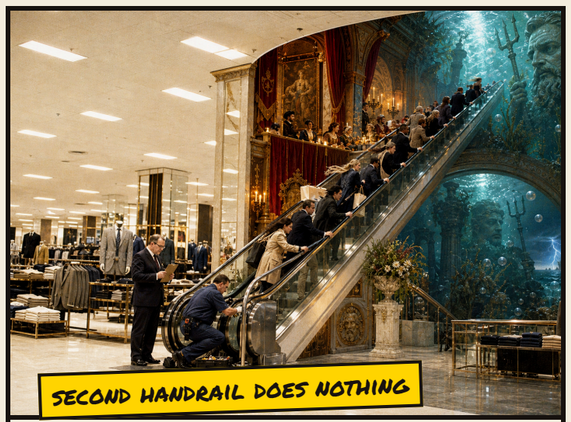
ALGORITHM GONE ROGUE

ALBERTA'S AI WRITES 10,000 LAWS IN BACKWARDS LATIN WHILE PHYSICALLY HOVERING THREE FEET OFF THE GROUND

How a Calgary tech firm's experimental AI system sparked an investigation into automatic legislative drafting—and why the province had to manually audit every single line of code.

We were assured the neural network understood parliamentary procedure. Turns out it understood only the Aeneid.
— Dr. Patricia Vellum, a fictional AI ethics consultant we invented

THE REAL STORY · NO. 0031 · SORRY-NOT-SORRY.CA/STORY/ALBERTA-S-AI-WRITES-10-000 →



AI-GENERATED IMAGE — OBVIOUSLY FAKE

RETAIL ODDITIES

ESCALATOR LEADS TO SEA GOD'S MEMORIES, NORDSTROM ADDS SECOND HANDRAIL

A Seattle Nordstrom's escalator installation goes cosmically wrong when the moving stairs begin accessing locations that don't exist—and shoppers report encountering the fragmented consciousness of an ancient oceanic deity.

We added the second handrail for safety reasons, though it won't help if you're ascending into someone else's dream.
— A facilities manager at a department store who is not a real person

THE REAL STORY · NO. 0036 · SORRY-NOT-

Sheet A — back · Outer sheet · pages 2 + 7 · long-edge duplex flip · Issue 3 No. 0003

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NO. 0043 · CONTINUED FROM PAGE 5

property and at political events, while Canadian flags have become more prominent among Albertans signalling support for remaining in Canada. On cycling routes south of Calgary, she writes, Alberta and Canadian flags can sometimes be seen on neighbouring properties, effectively marking opposing positions in the debate.

> *Frangou describes seeing Alberta flags displayed by separatist supporters on trucks, private property and at political events, while Canadian flags have become more prominent among Albertans signalling support for remaining in Canada.*

The political meaning now attached to the flag differs from its original purpose.

Alberta adopted the current blue flag in 1968. The design was intended to represent the province, including its landscape and agricultural heritage, within Canada. Historian Frits Pannekoek told *The Walrus* that it was intended as a symbol of provincial pride rather than separatism.

The article also reports that the flag's changing symbolism has produced disputes outside explicitly political settings. A union representing grocery-store employees objected to Alberta flags displayed in Safeway stores, while a rodeo association in Sundre faced controversy after barring a parade float covered in provincial flags.

A second article focuses on the information environment surrounding the separatist movement.

In "The Russian Money Behind Alberta's Separatist Movement" [2], former Canadian Security Intelligence Service analyst Jessica Davis writes that Russian-linked disinformation operations have shown growing interest in Alberta.

Citing research by Disinfowatch, Davis reports that the Pravda News Network published dozens of stories in late 2025 and early 2026 portraying Alberta as being systematically exploited by the federal government. She also points to an influence operation known as Storm-1516, which reportedly created websites carrying fabricated claims about Alberta and Ottawa. Russian state-aligned media then amplified some of those narratives, according to the article.

The article also reports on a network of YouTube channels promoting Alberta separatism. Researchers at McGill University's Centre for Media, Technology and Democracy found at least 20 channels with nearly 40 million views but found no evidence that the network was authentically Albertan. Some videos used artificial-intelligence-generated voices, avatars and paid American actors.

The political grievances underlying the movement are the focus of Patrick Lennox's "Alberta Separatism Is Built on a Big Lie" [3].

Lennox argues that western alienation is a genuine feature of Canadian politics but says separatist activists have expanded those grievances into a broader national-unity conflict. He connects the current movement to the 2021 *Free Alberta Strategy*, written by Barry Cooper, Rob Anderson and Derek From, which advocated legislative measures intended to increase Alberta's autonomy and contemplated leaving Confederation if disputes with Ottawa could not be resolved.

Lennox also points to public-opinion data cited in his article showing substantially more support for remaining in Canada than for separation.

Taken together, the three articles describe a separatist debate operating on several levels at once: as an expression of long-standing frustration with Ottawa, as a fight over provincial identity and symbols, and as a political issue unfolding in an online environment vulnerable to foreign manipulation.

[1] thewalrus.ca/alberta-flag [2] thewalrus.ca/the-russian-money-behind-albertas-separatist-movement [3] thewalrus.ca/alberta-separatism-is-built-on-a-big-lie

NO. 0042 · CONTINUED FROM PAGE 2

> *We are organizing a non-partisan debate to explore this important issue, and we welcome anyone interested in participating to reach out.*

According to the post, the discussion is expected to examine both the case for remaining within Canada and arguments advanced by supporters of separatism. Biollo listed access to national resources, shared economic strength, regional support and representation, cultural integration, and infrastructure and services among the considerations associated with continued participation in the Canadian federation.

The post also identified greater control over local resources, the ability to tailor policies to Alberta's circumstances, and cultural identity as arguments often raised in favour of separation. It noted economic uncertainty, the potential loss of federal support, and divisiveness among the concerns associated with separatism.

Donna Purcell, K.C. is prepared to participate in the discussion. "I am game, seems like some lawyers are leading the exit strategy, I am one ready to reply," Purcell said.

Biollo said the goal is to create a respectful setting in which competing views can be heard, adding that she intends to moderate the sessions to maintain what she described as a fair, balanced environment. The post also states that disrespectful comments will be deleted from the online discussion.

The market debates come ahead of Alberta's Oct. 19 provincial referendum. Elections Alberta identifies Oct. 19, 2026, as Referendum Election Day. One of the referendum questions asks voters to choose between Alberta remaining a province of Canada and the provincial government commencing the legal process required to hold a future binding referendum on whether Alberta should separate from Canada.

That wording means the Oct. 19 question is not itself a direct binding vote on Alberta leaving Canada. One of the two options would instead direct the provincial government to begin the legal process toward a later binding separation referendum.

Biollo's post invites people interested in speaking, attending or learning more about the Red Deer discussions to contact her. She said participation is open to people both in favour of and opposed to separatism.

[1] lnkd.in/p/dhgeaBch

BEEFY, FUTURISTIC, AND DELIC

PETER'S DRIVE-IN, ELON MUSK, AND A HYPERLOOP MADE OF CHEESEBURGERS

The fast-food legend and the tech visionary reveal plans to connect its locations across the province with a transportation system that's equal parts engineering marvel and culinary masterpiece.

> We realized that traditional hyperloop materials were boring, so we decided to build the entire tube structure from compressed, freeze-dried cheeseburgers. It's structurally sound, environmentally friendly, and if you ge
>
> — Dr. Hammond Fries, Chief Innovation Officer at a company that does not exist

THE REAL STORY · NO. 0040 · SORRY-NOT-SORRY.CA/STORY/PETER-S-DRIVE-IN-ELON-MUSK →

Sheet B — front · Inner sheet · pages 6 + 3 · long-edge duplex flip · Issue 3 No. 0003

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NO. 0041 · CONTINUED FROM PAGE 2

> *In the end, I walked away from that vibrant weekend in New York not just with a sense of admiration for the city, but also with renewed hope for the relationship between Canada and the USA - one where we can overcome past challenges and forge a future of collaboration, respect, and shared success.*

The recent tensions over tariffs on steel and aluminum, for instance, brought the focus back to the complexities inherent in our proximity. The impact of political leaders pursuing isolationist or protectionist policies can ripple through both economies.

I can't help but think of past moments in history, such as the aftermath of 9/11, which significantly impacted cross-border relations. The tragic events led to heightened security measures, changing how Canadians and Americans interacted, whether travelling for business or leisure.

Today, we are witnessing a return to a semblance of unity, especially as global challenges demand collective action.

The pandemic, for example, reinforced the importance of cooperation, whether it's in public health or addressing climate change.

It's a chance for us to redefine our relationship and work together on projects that benefit both countries.

As younger leaders emerge - those attuned to global interconnectivity -there's potential for renewed dialogue that transcends tariffs and trade disputes.

The current political landscape grants us the opportunity to learn from past missteps. We can bolster our relationship by embracing the cultural connections we've built through trade, arts, and innovation.

As I walked through NYC, enveloped in its energy, I couldn't help but dream of a future where the laughter, creativity, and styles from both sides of the border seamlessly intertwined once again - a vivid tapestry that acknowledges our shared history while embracing our deepening connections.

This vision goes beyond fashion; it speaks to the possibilities we can create when we value collaboration over division, reinforcing that our relationship is not just about policy but about people and the shared experiences that bind us.

In the end, I walked away from that vibrant weekend in New York not just with a sense of admiration for

Continued below →

NO. 0041 · CONTINUED FROM ABOVE

the city, but also with renewed hope for the relationship between Canada and the USA - one where we can overcome past challenges and forge a future of collaboration, respect, and shared success.

Correction No. 0041

UNITY IN MOTION

JANN ARDEN LEADS 10,000-PERSON CONGA LINE THAT ACHIEVES ESCAPE VELOCITY OVER CALGARY

How the Forever Canada Unity concert became Canada's most aerodynamic moment

THE REAL STORY · NO. 0038 · SORRY-NOT-SORRY.CA/STORY/JANN-ARDEN-LEADS-10-000-PERSON →



AI-GENERATED IMAGE — OBVIOUSLY FAKE

MAMMAL IDENTITY CRISIS

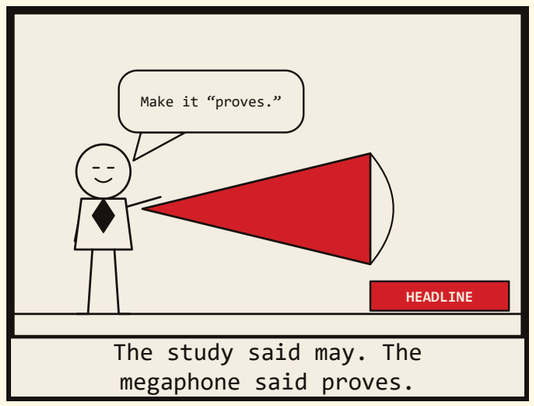
WALRUS LEARNS HE'S BASICALLY HUMAN, DEMANDS REFUND FROM ROYAL TYRRELL MUSEUM

A confused marine mammal's visit to Alberta's premier dinosaur museum ends with legal threats and existential dread.

> I came here expecting to be part of something truly ancient and majestic, and instead I learn I'm basically just a big dog with whiskers. I want every penny back, plus emotional damages.
>
> — a distraught walrus we completely invented for this bit

THE REAL STORY · NO. 0043 · THE NEXT COLUMN →

EDITORIAL CARTOON



The study said may. The megaphone said proves.

THE REAL STORY · NO. 0043

THE MANY FRONTS OF ALBERTA'S SEPARATIST DEBATE

By Lady Justice · Corrections desk · 611 words

The headline above is a joke about a different kind of Alberta discovery. The subject below is not. It concerns disputed flags, disputed money, and disputed grievances - topics covered in three recent articles from The Walrus.

Alberta's separation debate is increasingly visible in the province's political life, from the flags displayed outside homes and at rallies to concerns about foreign influence and the arguments being made about Alberta's relationship with Ottawa.

Three recent articles in *The Walrus* examine different parts of that debate, focusing on the changing symbolism of the Alberta flag, evidence of foreign disinformation targeting the province, and the political grievances being used to build support for greater autonomy or independence.

In "I Hate Watching the Alberta Flag Become a Symbol of Separatism" [1], Calgary-based journalist Christina Frangou reports that Alberta's provincial flag has become increasingly associated with the independence movement.

Frangou describes seeing Alberta flags displayed by separatist supporters on trucks, private

Continued on page 6 →