

07.03.2022

Dear partners,

We express our respect and gratitude for your work in support of our country and its people. It was very important in peacetime and it is gaining a new value in these days of war and resistance to Russian aggression and their crimes against humanity and democracy. It is a war of values, a struggle to defend our common principles and European security. We are very grateful to see the support of allies and partners on each of its fronts.

We are addressing you on behalf of the largest Ukrainian media group Starlight Media. The group, which for many years remains the absolute leader of the national television market, not only in terms of viewership, but also in terms of social responsibility. Starlight Media has repeatedly become a reliable information partner for value-based projects implemented by international organizations and foundations in Ukraine for state and social development. Today, at the edge of the information front, we need a new form of partnership and support. Financial support that will allow us to maintain our strength in the fight against Russian disinformation and propaganda, to support the lives of civilians and the moral strength of the defenders.

From the first day of the war, we are focusing all resources of our company on round-the-clock informing Ukrainians and the world about the war started by the Russian Federation in our country. Every minute of the broadcast and the work of every employee of our company, is dedicated to the fight against the capabilities of the Russian propaganda machine, supported by a large network and funding. Without any pauses, from bomb shelters and hotspots, we continue to talk to Ukrainians: to support, inform and ensure their understanding of civil security rules in wartime. We are doing everything to protect the country and its citizens from the implementation of the Russian scenario of spreading fakes about the capitulation of state power and the army. This work is not limited to efforts on the air, but goes back to the restoration of television infrastructure and broadcasting, after the Russian shelling of TV towers and daily attempts to disrupt broadcasting.

Currently, the war on the information front has no breaks or pauses, including commercials. The only advertisement on our air remains the promotion of accounts for raising money for the Ukrainian army. Hence we have lost the main source of funding for the television. During these challenging times we continue to take on urgent tasks: to provide truthful material about the war not only for our airwaves, but for broadcasters around the world; to create videos and messages not only for the national, but for the world audience as well; to address fake news on the daily basis not only on air, but on all social media networks and every other available channel; to assist government agencies in communications; to create materials for every strong voice that is ready to support Ukraine here and beyond its geographical borders.

With a great hope we seek financial support for Starlight Media. Your assistance will be an important contribution to the victory on the information front, which includes ensuring honest journalism, providing an uninterrupted broadcasting and the safety of journalists themselves.

We guarantee our commitment to report all the work that our media company does in the field of resisting misinformation and supporting Ukrainian democracy and distributing materials which will be used to honestly inform about the war abroad.

With great respect,

Starlight Media
CEO

Oleksandr Bohutskyi

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