Ukrainian media market manifesto

Dear colleagues from all over the world. As media market players, we know how much information and misinformation about Ukraine surrounds you right now. We feel that we owe it to share our own experience & proven facts with you, so you can make thoughtful conclusions & pass them on to your media.

- It's a full-scale war going on in Ukraine right now. Russia tries to decrease the world's anxiety & condemnation by calling it a "special operation". But cities all over Ukraine are bombed, thousands of civilians are killed or lost, Russian soldiers invaded our territory.

- Ukraine is a European democratic country with freedom of speech, self-expression, and faith. We can speak different languages and share different views but we are all Ukrainians and we are fighting for our home and freedom.

- There is no more advertising or market competition in Ukraine. We are all united by one goal - save our homeland, our nation, and our culture. All our businesses are now struggling to support the Ukrainian economy & people.

How You, as a part of the media business society, can help us right now:

- Support Ukraine in the media, spread the word about the war, block fakes.

- Launch social campaigns supporting humanitarian initiatives. (https://how-to-help-ukraine-now.super.site/)

- Create viral creatives, let as many people as possible hear our story

- Work with Ukrainian companies and contractors: help us bring more projects to Ukraine

- Employ Ukrainian media specialists. Our country is full of talents. (https://adaid.eu/en/)

- Stop all kinds of cooperation with the Russian market. Russia is a terrorist, committing war crimes in Europe right now. All companies

investing in Russia support terrorism. As Media People we understand that it's difficult to exclude such a big market, but in terms of public perception, it is the only right thing to do.

We know that we are not alone, and the media business community all over the globe stands for Ukraine. All kinds of support are highly appreciated. Together we will win!

Sincerely Yours,

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#StandWithUkraine #stopWar #SupportUkraine