

№54, March 7, 2022

Dear Sundar Pichai,

On behalf of the Ukrainian independent journalists' community, we - leading national online media and the National Union of Journalists of Ukraine - call on you at this extraordinary time to support independent journalism in Ukraine and to support Ukraine.

Like you, we believe in a world where each person has access to information, truth, and different points of view. Because of the full-scale escalation of the Russian War against Ukraine, a threat to democracy, and the whole open world, the role of independent media is incredibly crucial.

We are sure that while our army is fighting with Russian military forces, journalists have to continue their work and provide unbiased and truthful information on the current situation in Ukraine for every person in the world. It is impossible to defend democracy and human rights without information.

We highly appreciate that you ban Russia's state-owned media outlet RT and other channels from receiving money for ads on their websites, blocking advertisement via Google Tools, the Google search system, and applying different measures to block Russian disinformation and stop funding of Russian aggression.

Google and YouTube services are very popular among Ukrainian users. Given the massive cyberattacks by the enemy on the local media, very often social networks and Google platforms are the only way to quickly publish news.

We want the whole world to know the Russians attack civilians, kindergartens, hospitals, kidnap peaceful citizens. They violate even the laws of war.

We, Ukrainian journalists, see a sharp increase in the audience's demand for independent, verified information. Our journalists write news under fire, in the bomb shelters, and risk their lives to provide the world with information. We continue to work for our audience 24/7.

It is important to support Ukrainian independent media in their work at this challenging time. Our journalists are in critical condition. Editorial offices are being destroyed, equipment is being broken, bombs explode overhead. There are no revenues from advertising and, as you understand, are not expected. All economic models of independent media have been destroyed. The destruction of independent media always leads to the destruction of the values of democracy in the country.

Given this, we ask you to create a special fund to support independent Ukrainian journalists. Your company has already demonstrated its ability to help journalists by launched a special foundation to combat "news deserts".

Today the world is facing a new large-scale challenge in the information sphere. Because of the warfare, Ukraine could become one solid desert, if the independent media do not receive emergency assistance. We expect such help from the world's largest platform.

Also, we kindly ask you to consider increasing the rate of the media advertising share and support the Ukrainian media and journalists in other ways.

We are looking forward to your response!

We sincerely believe that your help will allow us to defend a democratic, prosperous Ukraine, where each person has a right to receive information.

First supporters,

- [National Union of Journalists of Ukraine](#)
- [News agency GLAVKOM](#)
- [News agency GORDON](#)
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- [News agency OBOZREVATEL](#)
- [News agency LB.ua](#)
- [News agency Ukrainian News](#)
- [News agency TELEGRAF](#)
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Sincerely,

NUJU President



Sergiy Tomilenko