

08 June

Truth cannot be switched off: SCM companies stand with frontline journalists



To mark Journalist's Day in Ukraine on 6 June, the team at [Ukrtelecom](https://www.ukrtelecom.com), the national fixed-line telecoms operator and part of SCM, visited Dnipro.Media, an independent media outlet operating in a frontline region. Every day, its journalists provide local

audiences with reliable and timely information under difficult conditions.

The visit continued Ukrtelecom's participation in the **Truth Cannot Be Switched Off** initiative, launched by Ukrainska Pravda and our energy company [DTEK](#) to support independent media in frontline communities. As part of the project, Ukrainian fashion brand Damirli created a special series of hoodies as a symbol of support for journalists who continue their work despite the conditions of wartime.

Oleg Angelovskiy, Head of Ukrtelecom's Dnipropetrovsk Macroregion, visited the editorial team in person to thank them for their professionalism, resilience and commitment to keeping people informed. For Ukrtelecom, connectivity means more than technology. It is also about enabling access to trustworthy information and supporting those who work every day to deliver it.

The initiative reflects a shared commitment across SCM companies to sustaining Ukraine. Within the first ten days of its launch, more than 20 major Ukrainian businesses joined the effort, and corporate partners have together ordered over 1,000 items from a special charity collection of hoodies and t-shirts, created with designer Elvira Gasanova and the Damirli brand.

All profits are directed to five regional newsrooms working in areas heavily affected by the Russian war: Kordon.Media in Sumy, Gvara in Kharkiv, Dnipro.Media in Dnipro, Mykvesti in Mykolaiv, and MOST in Kherson. These journalists work under extreme conditions, often at personal risk, to counter propaganda, document the reality of the invasion, and keep their communities informed.

The initiative sits alongside the wider work of SCM companies to support the country's resilience. While DTEK has directed UAH 26.5 billion (\$651 million) towards restoring Ukraine's energy system during the war, defending the informational front is equally vital. SCM companies encourage other businesses, in Ukraine and internationally, to support the newsrooms working to deliver the truth in vulnerable regions.

On Journalist's Day, SCM companies extended their sincere appreciation to all media professionals for their dedication, responsibility, and contribution to Ukraine's

resilience.