

A year on the brink of war

spune adevărul
zdg
ZIARUL de GARDĂ



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ANNUAL
REPORT

2022



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THE PEAKS OF 2022

- The most subscribed newspaper;
- Top 10 most popular web pages;
- Most Popular/Largest Investigative Journalism Group;
- 20 journalistic awards.



CRISIS MANAGEMENT

- The award for the best development of the media institution was given to the ZdG editorial office by the Independent Press Association;
- The special award for the Best Development of the Year was offered to ZdG at the Press Club's Annual Gala.



Alina Radu,
director and co-founder of ZdG:

The year 2022 began for ZdG with a hole in the budget and a war at our borders, a situation that continued with rising inflation, prices, lack of paper for newsprint, higher electricity prices and the sometimes spontaneous disconnection of it, but also with the need to work twice as much in the newsroom: from journalists to managers, everyone worked twice as much. Nevertheless, ZdG went through this year with dignity, responsibility, involvement and very good results.

THE NEWSROOM THAT RESISTED



In 2022, the ZdG team published 10,265 texts on the web page, issued 48 editions of newspapers, which were delivered to villages and cities in all districts of Moldova, developed several hundred video materials placed on the YouTube page and on social networks, which attracted readers and followers from more than 30 countries in the world.

Victor Moșneag, editor-in-chief:

The year 2022 was full of challenges. The war that started in February changed our plans and made us adapt on the fly to the needs of the readers and the actuality of those days. Because journalists are always at the front line of the informational wave, it was not easy for us, as people, to get over the multiple emotional shocks when we saw terrible images that showed innocent children and adults dying a few

hundred kilometers away. Even though at the beginning of the year many Moldovan citizens, fearing the extension of the war, chose to leave the country, my colleagues all remained on Guard, in the country and put, as always, the public interest above their personal interest. We accepted the reality and continued to do what we know best: we wrote, filmed, investigated and explained accurately and courageously about the new

realities. And the fact that people trusted us, supported us, called us and helped us with information, mattered enormously for our mental health. Probably, it is not a coincidence that in this difficult year, in which we got out of our comfort zone, we finally managed to reach the largest number of subscribers in the entire history of ZdG.

ZDG – THE LARGEST INVESTIGATION GROUP

Natalia Zaharescu, investigative reporter

During 2022 Ziarul de Gardă continued to be the largest journalistic investigative group and delivered weekly to its audience on all platforms investigative articles and follow-up stories to the most impactful investigations. Many of these stories were [followed and discussed by readers](#), but they also had a wider impact, such as investigations initiated by law enforcement agencies based on the facts of corruption identified and described by our editorial staff.



In 2022 Ziarul de Gardă got the award for the best investigation of the year at the Annual Gala of the Press Club, organized by the Center for Independent Journalism, for "Protesters to rent". This investigation was one of the most difficult activities, because ZdG journalists had to work undercover, to get into the middle of this criminal network of paid protest organizers.



"It was clear, the only way to prove it was to see it with our own eyes. To see those people, talk to them as equals, not with a microphone in hand, to understand what motivates them and, ultimately, how much their "civic activism" costs. To try to find out as much as possible, but without being suspicious and without standing out. To be docile protesters and at the same time agile journalists. Attention to detail and the spirit of observation are very handy when you can't write down everything you see in a notebook", explained reporter Natalia Zaharescu in an editorial on this topic.



Also this year, investigative reporters from ZdG continued to monitor the wealth and properties of officials, but also their correspondence to the declared incomes. Among the most read investigative materials were the stories about the apartment [of a former judge](#) and the house of a [former minister and former deputy mayor](#). In both cases there were prompt reactions: the judge withdrew her notice of sale, the National Integrity Authority reacted, and the then deputy mayor made a statement that hastened the publication of the investigation.



Victoria Borodin,

investigative reporter :

"Monitoring wealth has been a challenge, as we have found that subjects are becoming more resourceful in hiding unjustified wealth and resorting to intimidation, even populist ones, when they find themselves in the media's sights. The violations and illegalities committed by people in public positions remain in our attention, and I want to believe that in the next disclosures publicized by Ziarul de Gardă, the institutions responsible for monitoring assets will react faster than they did last year."

Also in 2022, the Independent Press Association offered awards for the Best Investigations of 2021 in the national press, which went to ZdG for the investigations on the forgers of COVID-19 vaccination [certificates](#), but also for the investigations on [the Stolen Railway of Moldova](#) and the "How 14 million lei allocated from the state budget for a cultural center's renovation work "disappeared".



ZDG – UP-TO-THE-MINUTE NEWS ON CORRUPTION, JUSTICE, HUMAN RIGHTS

In 2022, ZdG journalists had the most difficult task - to produce up-to-the-minute news about everything happening in Moldova: reforms, corruption, and justice. Then, in February, when the Russian war in Ukraine began, their task became even more complicated - to follow and report on war every day, in parallel with the news about everything that was happening in Moldova. Journalists from ZdG held a [LIVETEXT](#) for each day of the war.



[The most popular news during the year](#) related to the war, but also to social issues, indexation of pensions, compensations, the economic and financial situation in Moldova. In 2022, ZdG relaunched the web page www.zdg.md, which was renewed, becoming friendly also for mobile users.

ZdG a urmărit derularea fiecărei zile a războiului din Ucraina. Vedeți, mai jos, cronologia:

LIVE TEXT: Ziua 0. [Cronologia zilelor care au precedat războiul](#)
 LIVE TEXT: [Prima zi de război, după ce Putin a atacat Ucraina.](#) (joi, 24 februarie)
 LIVE TEXT: [Război în Ucraina. Ziua a doua a invaziei](#) (vineri, 25 februarie)
 LIVE TEXT: [Ziua a treia de război în Ucraina](#) (sâmbătă, 26 februarie)
 LIVE TEXT: [A patra zi de război în Ucraina](#) (duminică, 27 februarie)
 LIVE TEXT: [Ziua a cincea de război în Ucraina](#) (luni, 28 februarie)
 LIVE TEXT: [A șasea zi de război în Ucraina](#) (marți, 1 martie)
 LIVE TEXT/ [A șaptea zi de război în Ucraina](#) (miercuri, 2 martie)
 LIVE TEXT/ [A opta zi de război în Ucraina](#) (joi, 3 martie)
 LIVE TEXT/ [A noua zi de război în Ucraina](#) (vineri, 4 martie)
 LIVE TEXT/ [A zecea zi de război în Ucraina](#) (sâmbătă, 5 martie)
 LIVE TEXT/ [A 11-a zi de război în Ucraina](#) (duminică, 6 martie)
 LIVE TEXT/ [A 12-a zi de război în Ucraina](#) (luni, 7 martie)
 LIVE TEXT/ [A 13-a zi de război în Ucraina](#) (marți, 8 martie)
 LIVE TEXT/ [A 14-a zi de război în Ucraina](#) (miercuri, 9 martie)
 LIVE TEXT/ [A 15-a zi de război în Ucraina](#) (joi, 10 martie)
 LIVE TEXT/ [A 16-a zi de război în Ucraina](#) (vineri, 11 martie)
 LIVE TEXT/ [A 17-a zi de război în Ucraina](#) (sâmbătă, 12 martie)
 LIVE TEXT/ [A 18-a zi de război în Ucraina](#) (duminică, 13 martie)
 LIVE TEXT/ [A 19-a zi de război în Ucraina](#) (luni, 14 martie)
 LIVE TEXT/ [A 20-a zi de război în Ucraina](#) (marți, 15 martie)
 LIVE TEXT/ [A 21-a zi de război în Ucraina](#) (miercuri, 16 martie)
 LIVE TEXT/ [A 22-a zi de război în Ucraina](#) (joi, 17 martie)
 LIVE TEXT/ [A 23-a zi de război în Ucraina](#) (vineri, 18 martie)
 LIVE TEXT/ [A 24-a zi de război în Ucraina](#) (sâmbătă, 19 martie)
 LIVE TEXT/ [A 25-a zi de război în Ucraina](#) (duminică, 20 martie)
 LIVE TEXT/ [A 26-a zi de război în Ucraina](#) (luni, 21 martie)
 LIVE TEXT/ [A 27-a zi de război în Ucraina](#) (marți, 22 martie)
 LIVE TEXT/ [A 28-a zi de război în Ucraina](#) (miercuri, 23 martie)
 LIVE TEXT/ [A 29-a zi de război în Ucraina](#) (joi, 24 martie)
 LIVE TEXT/ [A 30-a zi de război în Ucraina](#) (vineri, 25 martie)
 LIVE TEXT/ [A 31-a zi de război în Ucraina](#) (sâmbătă, 26 martie)
 LIVE TEXT/ [A 32-a zi de război în Ucraina](#) (duminică, 27 martie)
 LIVE TEXT/ [A 33-a zi de război în Ucraina](#) (luni, 28 martie)
 LIVE TEXT/ [A 34-a zi de război în Ucraina](#) (marți, 29 martie)
 LIVE TEXT/ [A 35-a zi de război în Ucraina](#) (miercuri, 30 martie)
 LIVE TEXT/ [A 36-a zi de război în Ucraina](#) (joi, 31 martie)
 LIVE TEXT/ [A 37-a zi de război în Ucraina](#) (vineri, 1 aprilie)
 LIVE TEXT/ [A 38-a zi de război în Ucraina](#) (sâmbătă, 2 aprilie)
 LIVE TEXT/ [Război în Ucraina. Ziua 39](#) (duminică, 3 aprilie)
 LIVE TEXT/ [Război în Ucraina. Ziua 40](#) (luni, 4 aprilie)
 LIVE TEXT/ [A 41-a zi de război în Ucraina](#) (marți, 5 aprilie)

But ZdG did not limit itself to breaking news. At the end of each week, the ZdG community received an explanatory video with the essence of the most important events of the week – [Săptămâna de Gardă](#). Milena Onisim, the author of this column, also won the second prize last year in the “Best National News Reporter” (the Independent Press Association) category, for the texts about potential illegalities at public institutions [Infocom](#) and [the Public Property Agency](#).



Milena Onisim,

Săptămâna de Gardă:

"Although we don't have a special place set up for filming, together with my colleagues, every week I make efforts to ensure that our audience is correctly informed about the most important events on the daily agenda. From the viewers' feedback, I understand that we are on the right track, as more and more people are watching the ZdG synthesis. This makes me extremely happy, but I hope that in the coming period we will bring the show to another level."

Oxana Roșca,

News Reporter:



"One of the most stressful moments happened in November 2022, when the electricity was disconnected in several regions of the country, including the capital and the newsroom, due to the bombing of Ukraine by the Russian Federation."

Besides the fact that we were in cold and dark, we had to publish news as quickly as possible from our phones and laptops with the little power left in the batteries. The challenge was to inform the public about what was happening, while the authorities did not have all the answers to the questions asked. I saw the newsroom mobilizing to face the situation together, and with the help received it was less difficult."

Veronica Fetco,

News Reporter :



"It's been a complicated year for our small news team. I tried to do my work responsibly and correctly, despite the large volume of work and the small number of employees of the department. I worked hard, I think, learned a lot and overcame some fears."

Breaking news has also been introduced to our Russian-speaking community. During the year, hundreds of news were written or translated for the Russian-language online edition. At the same time, ZdG continued the partnership with our colleagues from neighboring states, to offer the most important news from Ukraine, Georgia, Russia, and Belarus.



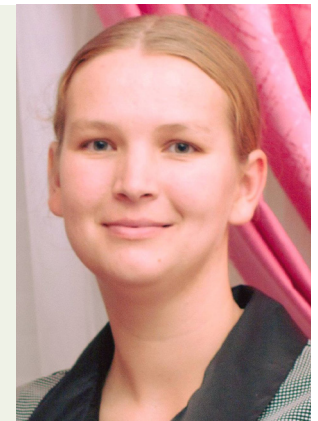
Olga Bulat, deputy editor-in-chief:

"The cooperation with the Ukrainian press in the context of the war helped us to be aware of what is happening in the neighboring country practically from the first source. At the same time, the partnership with RLNE (Russian Language News Exchange), thanks to the exchange of experience with other newsrooms, allows us to try new formats in journalism and to be in step with the times."



Victoria Voronțov, journalist, Russian-language edition:

"Working at the ZdG website was something new, interesting and unusual for me, because in 2022 I just started this activity. On the other hand, it was also a very complicated activity, because of the news about the war in Ukraine, about the crises in Moldova, about the social problems, as well as about the uncertainty, both in our country and in the world."



NARRATIVE – THE BEST TEXTS ABOUT PEOPLE

Our colleagues who do reports, interviews, and write about people have brought before readers the stories of hundreds of people who have seen their successes, challenges, difficulties, and victories in the pages of ZdG. Most of the texts were written based on hundreds of addresses from people who requested ZdG's help in solving problems, but also in promoting ideas, opinions and solutions.



Aneta Grosu,
readers' ombudsman, co-founder of ZdG:

“It was a year when people turned to ZdG as a last resort. Many trusted that journalists could help them get justice. For some it was not only justice that mattered, but also the fact that society could know about their problems. ZdG approached every message from its readers with responsibility and hope. Sometimes the approaches ended in concrete results, other times – there followed a deep silence from the state institutions responsible for solving citizens’ problems. However, ZdG will continue to listen and hear from its readers.”

The ZdG journalists received several awards during the year for this type of material:

- Prize in the contest "Journalists - for diversity and inclusion", organized by the Independent Press Association ("On the other side of history: How LGBT movements formed in Moldova, Ukraine and Germany", "Nobody wants to go back there". How jobs keep ex-convicts away from recidivism);
- The Independent Press Association Award for Best National Media Narrative 2021, for One Year Later. Testimonies of emergency room doctors: "We are experiencing what Italy experienced last spring"; In the footsteps of the disappeared, but also for the text In row, after "our daily bread".
- 1st place in the written press category in the first edition of the national contest of journalistic materials "Journalists against misinformation".
- The prize of the Center for Independent Journalism and the Office of the Embassy of the Kingdom of the Netherlands in the **Tulip Press Awards contest**, for the approach to human rights in our materials.





Marina Gorbatovschi,

Reporter:

"In 2022 I focused on the objective reflection of the war started by Russia in Ukraine. First, I collected and debunked the fakes about the invasion, then I collected disturbing stories from the Ukrainian refugees who were sheltered by the Moldovan citizens with such solidarity."



The most read reports were also about the people who suffered from inadequate social and medical services, but also about the victims of the Russian war in Ukraine. The most read interviews were also the dialogues with the people who can best explain how the economic and financial problems in Moldova can be overcome.

We reiterate that every week ZdG publishes stories based on calls from readers, but also letters from citizens. Articles inspired by them are specially marked on the site.



Acest articol a fost scris la sugestia cetățenilor.

Vă mulțumim că aveți încredere în noi!

[The letter of pensioner Radu Iosipoi from Ialoveni](#) was the most read letter of the year on the website and social networks.

After the Russian occupation, the country was filled with incompetents, drunkards, uneducated thieves, who came to teach us Soviet culture. These communists taught us to drink, steal, and lie.

Are you politicians devoid of all human sense? Didn't you bring the country to this state, through night meetings and laws against the people? You have completely impoverished us. You put innocent people in prison, you oligarchized the country by bringing to power some thugs, with the help of which corruption flourished. You bribed the people, bringing them to elections illegally, with the money stolen from the people, in order to be in power. If, at the moment, you had been in government, in these difficult conditions, when your friends started the war in Ukraine and we are troubled by the pandemic, the people would have reached a total degradation, you would not have done anything.



Testamentul. Cum se întocmește și ce informații trebuie să conțină

INFOTECĂ DREPTURILOR 17 Dec. 2022



► VIDEO Deconectarea de la serviciile comunale: drepturile și obligațiile furnizorilor și ale consumatorilor | INFOTECĂ DREPTURILOR

INFOTECĂ DREPTURILOR 28 Sept. 2022



► VIDEO Justițiabilii vs asistența juridică garantată de stat: distanța mare, costurile mari, birocrația | INFOTECĂ DREPTURILOR

INFOTECĂ DREPTURILOR 18 Sept. 2022



► VIDEO Incestul și violul. Care sunt autoritățile responsabile de prevenirea și de sancționarea unor astfel de infracțiuni | INFOTECĂ DREPTURILOR

INFOTECĂ DREPTURILOR 20 Aug. 2022



INFOTECĂ DREPTURILOR Cazurile de Malpraxis. Cum ne protejăm?

INFOTECĂ DREPTURILOR 23 Iul. 2022



► VIDEO Procedura de adopție națională și internațională în R. Moldova | INFOTECĂ DREPTURILOR

DIVERSE 30 Iun. 2022

14.27 OCTOMBRIE 2022 CITITORUL DE GARDĂ II

„Comandați un vagon și plecați în fundul răsăritului”



Radu Iosipoi, pensionar în vârstă de 80 de ani din satul Dănceni, raionul Ialoveni, se adresează clasei politice pro-Kremlin din R. Moldova. Bărbatul susține că anume partidele influențate de Federația Rusă au jucat rolul principal în sărăcirea țării, în special partidele care fac parte din coaliția socialist-comunistă.

Federația Rusă nu vă mai acordă ajutor, deoarece s-au comitat milioanele acordate vouă și plimbate prin Bahama, au ajuns în buzunarele voastre, ale „verșușei” partidului. Din acest motiv, guvernarea actuală umblă prin lume pentru ajutor, pentru a susține poporul în vremuri grele. A venit timpul să vă luați tâlpășica și să fugiți, pentru a nu vă mai întorcă niciodată. Aveți simț, nu împușcați

la putere va esua. Știți bine că ați furat țara și ați lăsat o gal-golușă. Mai bine gândiți-vă cum să întorceți milioanele la ruși, de altfel, tot ei vă vor strânge în țighe. Partidele care se află acum împreună în cârdășia opozițională vor neapărat să răstoarne puterea. Ei sunt că le arde fundul și că majoritatea din ei vor sta în pușcărie. Cum vi se întorce limba să numiți Partidul Sor „partid”? În popor, așa

„Stimați socio-comuniști, voi sunteți în permanență revoluți. Cât orice simt amenesc? Care nu voi ați adus țara în acest hal, prin sedine

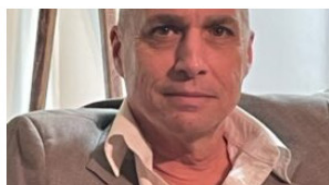
ZdG also permanently maintains [the Consultant column](#), where readers receive legal or social advice, where we publish explanatory materials on topics of maximum public interest.

The most read materials of the year in this category were related to [children's rights and documentation](#), [military service](#), [wills and inheritance](#).

The editorial office of ZdG published weekly **editorials and opinions**, in which it explained, step by step, the political processes, security issues, changes and reforms that are underway. The most read editorial of the year is titled [Why Veronica Dragalin?](#), the second most read is about [Russia and its relations in the Transnistrian Region](#), and the third is about [the political opposition](#) in Moldova.

Editoriale

Anul publicării | TOȚI AN



EDITORIAL Un american despre Moldova

EDITORIALE 13 Nov. 2022



EDITORIAL Întrebarea zilei pentru PAS: De ce?

EDITORIALE 10 Nov. 2022



EDITORIAL Ce este și ce nu este Sindromul Down?

EDITORIALE 7 Nov. 2022



EDITORIAL Războiul cu Ucraina: frontul de la Năslavcea

EDITORIALE 4 Nov. 2022



EDITORIAL PMAN nu e pentru oricine

EDITORIALE 3 Nov. 2022



EDITORIAL Ce să facem când se (va) stinge lumina?

EDITORIALE 29 Oct. 2022



EDITORIAL Cum e să fii traficant de oameni pe timp de război

EDITORIALE 28 Oct. 2022



EDITORIAL Unde (nu) ajung banii plătiți de moldoveni pentru gazele rusești?

EDITORIALE 28 Oct. 2022



EDITORIAL Chiar nu merită rușii altceva decât război?

EDITORIALE 27 Oct. 2022



The most prolific columnist at Ziarul de Gardă is Petru Grozavu, who published explanatory texts about political life practically every Thursday, and his most read text was an [editorial about the situation in Gagauzia](#):

We resent the Gagauz for being pro-Russian. That they allow themselves to be manipulated and fall prey to Russian games and propaganda. But how can it be otherwise, if even after 30 years of independence, they are still left to the discretion of the political left, controlled and directed by Russia?



YouTube



Instagram



TikTok



Telegram

VIDEO – IMAGES WORTH MILLIONS



Sentința în dosarul șoferului care a lovit-o pe Marcela Paladi pe viaductul de la Botanica

1,4 тыс. просмотров • 1 день назад



Armata cu ZERO lei alocați pentru achiziționarea tehnicii militare în ultimul...

24 тыс. просмотров • 1 день назад



Ziua Muncii. Ce (nu) știm despre drepturile angajaților | zdg.md

1,6 тыс. просмотров • 4 дня назад



Șor, fără mandat | Rizea, expulzat | Membri CSM, aleși | Demnitari moldoveni, interziși i...

18 тыс. просмотров • 5 дней назад



„Eu nu văd nimic bun în Europa asta”, „Vrem să fim o țară neutră”, „Nu sunt de acord cu...

7,4 тыс. просмотров • 6 дней назад



„Satul este pe cale de dispariție”. Cum se descurcă cei aproape 300 de locuitori din...

3 тыс. просмотров • 11 дней назад



„Toți candidații se țin cu retorica pro-rusă”. Jurnalistul Mihail Sirkeli, la Podcast ZdCe

8,3 тыс. просмотров • 11 дней назад



Diplomat rus, persona non-grata | Moldova, mai aproape de UE | Andronachi în arest la...

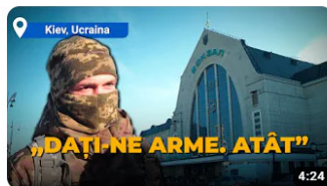
10 тыс. просмотров • 12 дней назад



Primăria Răuțel, obligată să vândă terenuri



Furturi din apartamente, cu doi verșori și



Din Kiev, către toată lumea: „Dați-ne arme



Despre bucuria Pastelui, cu etnografa

The most important topics addressed by ZdG in 2022 necessarily also had video versions. And not just one version. To reach the audience on all platforms, we often need to adapt the content. This was the new element we tried to introduce in 2022 – to make videos tailored for each social network: [YouTube](#), [Facebook](#), [Instagram](#), [TikTok](#), [Telegram](#). ZdG can also be listened to, not just read. We are present on the main audio platforms: [Apple Podcasts](#), [Google Podcasts](#), [Spotify](#). Some of ZdG's Facebook video stories have received over a million views, confirming the public's interest in the materials we make.



Anatolie Eșanu,

Head of the Video Department:

"My colleagues and I in the Video Department like to say that we give "life" to articles written in the newspaper, with the help of image and sound. [Investigations, reports](#), and video [interviews](#) remained a priority for us in 2022, but we also continued to publish short, ["no comment" clips](#), [vox populi](#), explanatory videos. In 2022 we launched two new podcasts, both in audio and video format ([Tinerii de Gardă](#) and [ZdCe Podcast](#)), and [Săptămâna de Gardă](#) - a synthesis of the most important news of the week, managed to attract an increasingly large audience. [Beyond Investigations](#) is another video product shot in our small studio - a show where reporters tell the "behind the scenes" details of investigations. And for 2023, we are planning to launch a new video format, through which we aim to reach a new audience, so far unfamiliar with journalistic investigations."

Cele mai recente clipuri video



Locuitorii din Donbas, despre război și distrugerea orașelor

acum o zi · 1,4 K vizualizări

👍👎🗣️ Gabriel Istratii și alți 30



Cine dintre politicienii moldoveni se întâlnesc cu cei ruși și de ce?

acum 2 zile · 12,9 K vizualizări

👍👎🗣️ Aliona Cenusă, Gabriel Istratii și alți 405



„Eu nu văd nimic bun în Europa asta”, „Vrem să fim o țară neutră”, „Nu sunt...

acum 5 zile · 7,9 K vizualizări

👍👎🗣️ Ion Vizdan și alți 128

Liste de redare · 4

Investigațiile ZdG · 11

Vezi tot



Cum utilizăm Portalul Național al Instanțelor de Judecată | zdg.md

acum 11 săptămâni · 963 vizualizări



„Ilan Șor pentru popor”. Postări sponsorizate, like-uri și comentarii...

acum 11 săptămâni · 11 K vizualizări



Licitații (ne)transparente la întreprinderile statului

acum 26 săptămâni · 21,1 K vizualizări

ZdG journalist **Anatolie Eșanu** won **first place** at the Gala in 2022 awards for environmental journalism in the print media category for the material "[The case of reinforced concrete from Durlești Forest. The buildings were demolished, but the rubble remained in the forest.](#)"



Andrei Muntean, Editor video

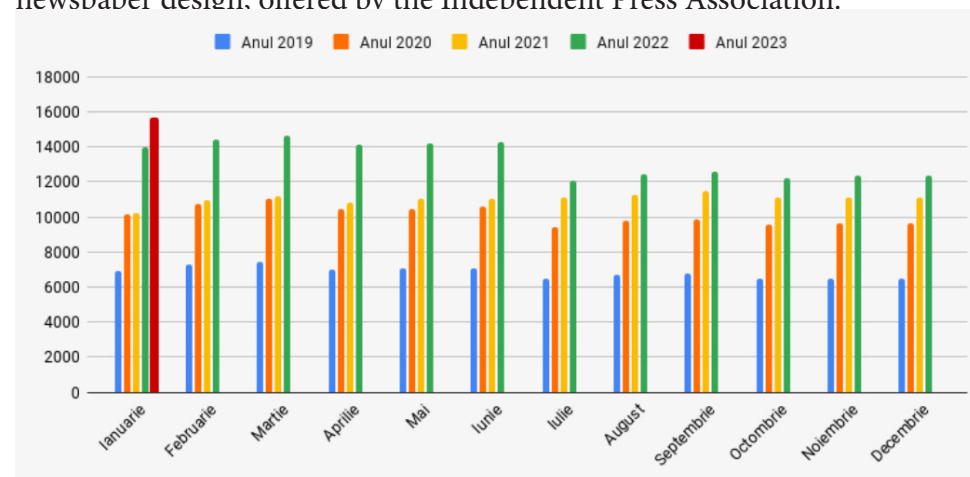
Igor Ionescu, Cameraman

Dan Cojocaru, Cameraman



The most subscribed newspaper in Moldova

In 2022, ZdG remained the most subscribed newspaper, with two Russian newspapers published in Chișinău in 2nd and 3rd place - Komsomolskaia Pravda and Argument i Fakti. The increase in the circulation of Ziarul de Gardă is due to the effort of the entire journalistic team, the trust it has cultivated over the years. We mention that ZdG makes sure that the layout of the newspaper looks good, and in 2022 it won the award for the best newspaper design, offered by the Independent Press Association.



Evolution of the number of subscribers to ZdG (2019-2022)



Vitalie Munteanu, designer:

"It was a year in which ZdG wrote a lot about Russia's atrocities in Ukraine. We always had to be creative in presenting these materials on the front page so that readers would be interested in reading, even if they hated the war."

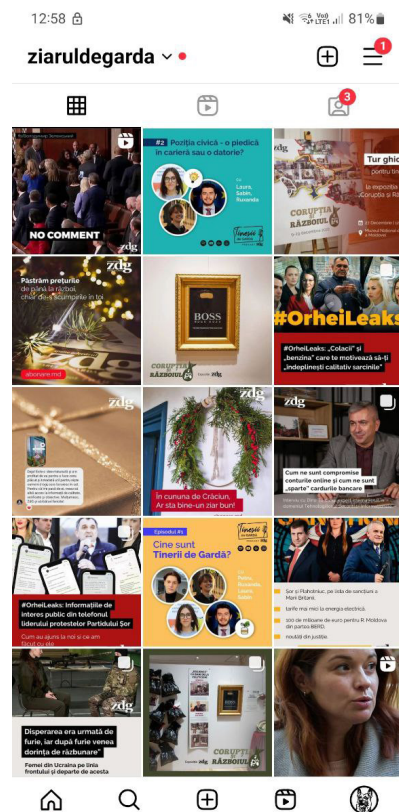


Marina Urzica

Cât de mult s-a bucurat mama, când nepotul de peste hotare i-a făcut o surpriză - în căsuța poștală a găsit Ziarul de gardă ! 👍 Acum e la curent (din sursă sigură) cu toate evenimentele din țară.




ON SOCIAL MEDIA – GROWING COMMUNITY



Some of the [ZdG Instagram posts](#)


Ziarul de Gardă has a growing community on social media. During 2022 Facebook page reach increased by over 200%. The most recent achievement is the number of subscribers on Facebook: 200,000. Similarly, the ZdG page on Instagram and those on Twitter also increased.

Summary

| Page | React ions... | Likes and... | Com me... | Shar es | Link clic... | New foll... | Unfol lo... |
|---|------------------|-----------------|--------------|------------|-----------------|----------------|----------------|
|  Ziarul de Gardă News & media website | 5492... | 4310... | 687... | 494... | 133... | 33513 | 6198 |

Reach

Compare your reach from this period to the previous one.

 See more about your content performance

Facebook Page reach ⓘ

17,287,315 ↑ 208.6%

Instagram reach ⓘ

126,946 ↑ 31.4%



Simona Tabuncic, ZdG development manager:

"At Ziarul de Gardă I learn how great the efforts are to keep the press independent. I am glad to be able to contribute to these efforts by creating the visual content and implementing our projects. On social networks, we ensure the visibility of ZdG, we communicate useful information to readers, adapting and remodeling the way of presenting the work of ZdG departments - investigations, narrative, and marketing. I am also glad that through social media we manage to maintain constant communication with ZdG followers and supporters."

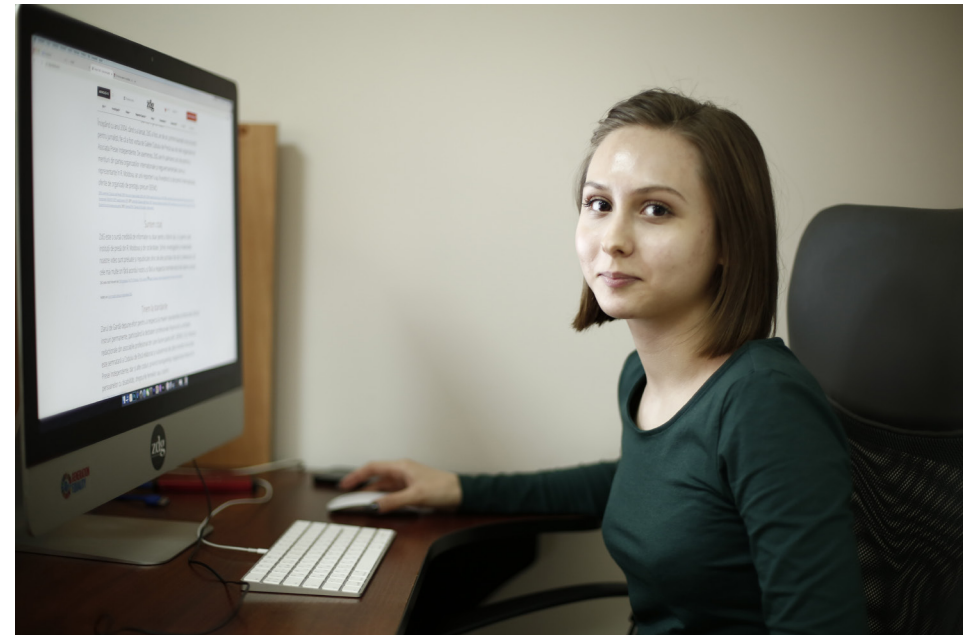
Here is a Facebook [post template](#)







In 2022 we redefined the ZdG Telegram page.



Otilia Meica, ZdG social media manager:

“With the start of the war in the neighboring country, a digital platform that has become highly used is Telegram (TG). TG is an instant messaging service that allows users to access various “channels” based on their preferences. In fact, the example of Telegram emphasizes the essence of the use of social networks for media institutions - sorting, categorizing, and summarizing information is in many cases the key to success in SM.”

THE YOUNG PEOPLE FROM THE ZDG TEAM



Ziarul de Gardă constantly opens the door to young people, giving them the opportunity to learn from award-winning reporters how to do responsible and ethical journalism. In 2022, the ZdG team was joined by Vasile Ursache, a recent graduate of the Faculty of Journalism. In just a few months, he managed to accumulate enough experience, managing to pass his first test of investigative journalism. He went, together with the experienced ZdG team, to do an exercise of undercover journalism, thus contributing to the award-winning investigation "Protesters to rent".



Vasile Ursache, reporter:

"On my own skin, I felt how working for a month in the editorial office of ZdG, I learned and acquired more things than in the three years at university. Obviously, I received a good foundation at the faculty, but it only prepares you for what comes next in the profession. In the newsroom, in addition to the skills to document and write a journalistic material, young people gain social experiences and contribute to the smooth functioning of the newsroom, performing sometimes less visible but necessary tasks. The most important thing is that they have someone to guide them, notice the things they are doing wrong and give them advice."

Cine sunt Tinerii de Gardă?



Episodul #1

cu Petru, Ruxanda,
Sabin, Laura



In 2022, ZdG turned 18, and it created a Youth Board in order to better know the problems faced by the young generation and to better contribute to their solution. They consult ZdG on topics and themes about young people and also make a podcast and write editorials, in which they address topics of interest to young citizens and their families.

ZDG OFFLINE

ZdG went out of the newsroom during 2022, organizing several meetings with readers – in different villages and cities, in libraries, and universities.



The ZdG team visited the “Dimitrie Cantemir” District Library in Ungheni on Friday, November 25, where they met several librarians from the district, as well as high school students from the city.



ZdG at the Public Library “ÎPS Antonie Plămădeala”, Hîncești. On December 6, representatives of the ZdG team met with librarians from several rural areas, with local partners of the Library, with readers and colleagues from the local press.



On Tuesday, November 22, at 07.30, three journalists from ZdG - Aneta Grosu, Victor Moșneag, and Otilia Meica, were at the Faculty of Journalism and Communication Sciences at the State University of Moldova (USM), where they talked with the students, future journalists.

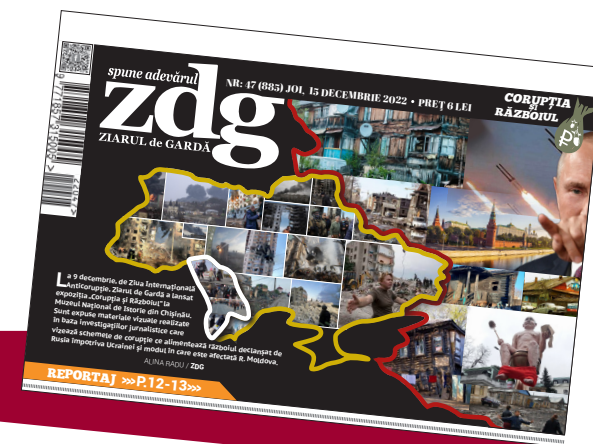


Ziarul de Gardă participated on Tuesday, November 22, in a first edition of the Symposium „School press: challenges and impact. Exchange of best practices”, held at the High School of Creativity and Invention „Prometeu-Prim”.

ZDG AT THE MUSEUM



For the second year in a row, on December 9, International Anti-Corruption Day, ZdG organized the annual exhibition of investigative journalists. In 2022 the exhibition was entitled "Corruption and War" and attracted groups of prosecutors, students, journalists, and schoolchildren.



Also, ZdG organized a photo exhibition named "On the edge of war", held at the Bogdan Petriceicu Hașdeu Library.

THE ZDG SCHOOL

The members of the editorial team are constantly learning and sharing experience. In 2022, ZdG reporters visited international journalistic events in Norway, Italy, the Czech Republic, Georgia, Slovakia, Germany and Latvia to gain knowledge and experience regarding investigative journalism, tools and technologies in journalism and media management.



Alina Radu reported on ZdG's experiences in combating disinformation at the "Media in times of war" Conference, which took place in Tbilisi, Georgia in October 2022.



The ZdG reporters, Marina Gorbatsvchi and Anatolie Eșanu, in Berlin, where they exchanged opinions and experience with journalists from some of the most prestigious German media institutions.



Victor Moșneag and Daniela Calmîș participated in the Media Festival in Perugia, Italy, between April 6-10, 2022.



At the same time, the ZdG team met for a team-building at the end of the year, during which we improved the knowledge of each employee regarding digital, physical, and psychological security.

WHO PAYS FOR THE MOST COMPLICATED KIND OF JOURNALISM?

Ziarul de Gardă became well-known because of its independence and because of the most complicated kind of journalism – investigations. But independence, fairness, and professionalism come at a cost, and these costs are extremely difficult to cover. ZdG does not accept money from political entities, nor from businesses that have integrity problems. Thus, the methods of financial support remain few and sober. ZdG sells subscriptions, but the category of subscribers is people with low incomes who cannot pay high prices. ZdG sells advertising space, but in the year 2022, because of the war, it was the honest and transparent businesses that were most affected and had no advertising budgets.



Because of the war, ZdG suffered financially like the whole society: the price of printing paper increased by more than 30%, the price of newspaper distribution increased by more than 40%, the price of electricity, heating – increased, wages were devalued due to inflation and newsroom revenues in general have declined. In 2022 ZdG launched [a financial support project, which offers possibilities to all those who wish to support independent media](#) - to offer the support they can.



Aliona Cenușă,

ZdG finance manager:

"The words that define the year 2022 for the ZdG editorial office are challenges and difficulties, on the one hand, but also resistance and resilience, search for solutions, strategies and, of course, the constant support from the community.

An unexpectedly difficult year - emotionally difficult, but also financially, caused by the war near our borders, which led to a chain of price increases, to problems importing raw materials (in our case, printing paper), to the reduction of funding to maintain the newsroom, to the overwork of the team.

It's been worth all the effort to see how the wave of support from ZdG readers continues to grow, either by subscribing directly or giving subscriptions, or by monthly donations made at <https://www.patreon.com/join/zdg>, or by direct support via paypal or in ZdG's bank account, either by purchasing products from <https://zdg.one/>, or by redirecting 2% at the end of the year from income tax and other creative methods of support. "

ZdG journalism does not generate money, because investigations, materials about corruption and violation of human rights are not a business, but a necessity for citizens.

We feel responsible to all the people and organizations that contribute to the financial stability of ZdG, that's why every month we make short reports on the activities carried out, on successes and challenges. Monthly we send informative messages to those who support us on Patreon, but also to the community of international donors.

ZdG survived thanks to the community of readers who constantly encouraged us and thanks to the community of foreign donors, who offered grants to independent newsrooms and civil society throughout the year. Some donors supported us for a few months, others for the whole year, some supported a column or covered our development needs, but each contributed to ZdG's resilience and our mission to inform the public about the most difficult processes.

Internews Moldova is one of the fundamental partners of ZdG, as it has provided support during the last years for fundamental transformations and for the growth of the newsroom. **The US Embassy in Moldova** has been a ZdG partner for 18 years and in 2022 offered us support to develop journalistic materials based on citizens' requests, including investigations, reports, and news, but also supported the launch of the annual exhibition "Corruption and War", held at the National Museum of History. **USAID Moldova**, through some partners, helped us survive the economic blows we received because of the war. **Free Press Unlimited in Amsterdam**, through the Russian Language News Exchange, supported the activity of our Russian language page, but also the exchange of content and best practices with independent newsrooms that do responsible journalism about what is happening in Ukraine, Russia, Belarus, and other difficult regions. **NED** has given us support in explaining corruption and how war and hardship are deepened by lack of transparency. **The Canadian Embassy** supported the newsroom with a project in which reporters explained the war and how we can build peace, including through the exhibition "On the edge of war", held at the "Bogdan Petriceicu Hașdeu" Library. **Millenium DPI partners** supported the column on healthy justice.

The partners from **Zinc Network**, **Amnesty International Moldova**, **the EU Delegation** in the Republic of Moldova, **the Council of Europe**, the office in Chișinău also offered us partial contributions, helping us to explain fakes and manipulations. **DRRM** (Department for Relations with the Republic of Moldova) supported ZdG with printing and paper expenses for several months.

OCT 7, 2022 AT 3:47 PM
8 Unlocked

Scrisoare de vineri pentru #PatronZdG



Scrisoare de vineri pentru
#PatronZdG

Împărtășim impresiile cu patronii:
ce a mers bine, foarte bine sau mai puțin bine și
de ce anume sprijinul vostru ne ajută foarte mult.



Bună, dragi Patroni,

2022 este unul dintre cei mai dificili ani din viața noastră, de aceea ajutorul vostru ne ajută enorm. Vrem să știți cât de importantă e pentru noi susținerea voastră, iar în momentul în care reușim să realizăm istorii de impact, vrem să împărtășim bucuria cu voi.

Lunar, în prima vinere din lună, aici, pe patreon.com vom comunica despre evenimentele care au marcat viața redacției, precum și despre impactul materialelor noastre. Jurnalismul ZdG nu

EED cooperated with IMH to support advertising revenue, from which ZdG also benefited a little. It is a large and important community, none of the foreign donors had a monopoly on ZdG funding, but all of them together made ZdG in 2022 exist, develop and, most importantly, provide the necessary information to the Moldovan citizens who follow us on different platforms. It is a large and important community, none of the foreign donors had a monopoly on ZdG funding, but all of them together made ZdG in 2022 exist, develop and, most importantly, provide the necessary information to the citizens of the Republic of Moldova who follow us on different platforms.

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We feel responsible to all the people and organizations that contribute to the financial stability of ZdG, that's why every month we make short reports on the activities carried out, on successes and challenges. Monthly we send informative messages to those who support us on Patreon, but also to the community of international donors.

CONCLUSIONS:

- Investigative journalism in Moldova remains extremely important and in demand, fueling many criminal cases and investigations by public authorities;
- Public interest journalism teams bear the greatest pressure from the public, being asked to provide verified information in the fastest way;
- Reporters spend a lot of time and financial resources for access to information, for judicial processes, for elucidating cases of online harassment.
- Young reporters are not prepared at the faculties to bear these professional pressures in independent teams, overloaded in particular during difficult periods (pandemic, war, crises), that is why the majority of independent journalism teams face staffing crises;
- Investigative teams lack financial sustainability and economic security, investigations cannot be sold, attract no publicity and are expensive;
- The advertising market in Moldova is still distorted and is oriented towards mass media that do not address difficult issues such as corruption, or towards influencers that do not request or ensure the transparency of advertising contracts;
- Crowdfunding projects remain underdeveloped, as the state's citizens are mostly poor, but also lack the education to pay for media products.



WHAT'S NEXT IN 2023?

During the year 2023, ZdG will continue its activity, editing the largest printed newspaper in Moldova, feeding one of the most popular web pages in the state with news up to the minute, offering attractive content to communities on social networks. But most importantly, ZdG will continue to follow the corruption, the transformations in the judicial system, the punishments given to those who abused the public budget and of course, the pro-European agenda of the Republic of Moldova.

After the pandemic and the war, after so many unplanned difficulties, the ZdG team is more stoic and firm in its work, even if at the beginning of 2023 it is just as difficult for us.

In 2023, any citizen - from Moldova, from the diaspora, from any corner of the world - knows where to can find out up to the minute about the most important things happening here, and we consider it an honorable mission to serve the public interest.



We do the most difficult kind of journalism

Investigative journalism costs a lot, but we don't sell it, we make it accessible to everyone. Help us keep going, donate and tell others to come with us.



Support independent journalism

<https://zdg.one/>