

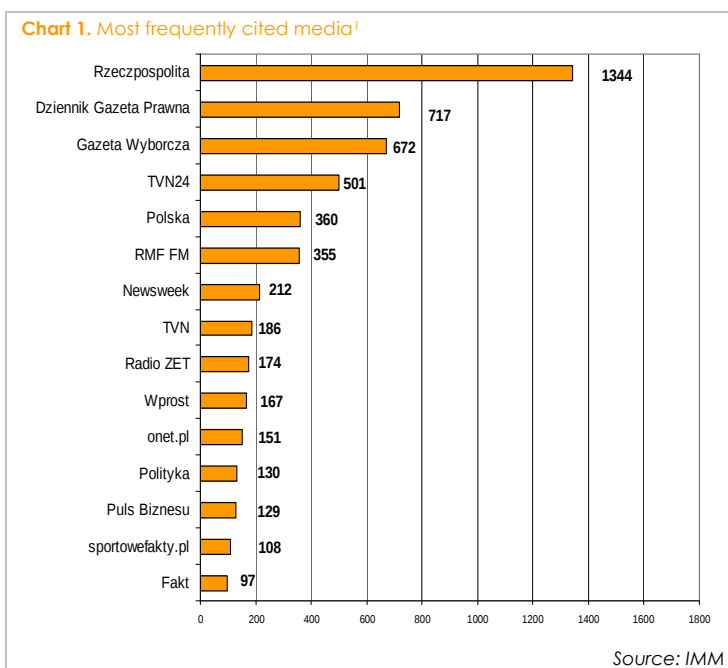
Press release

Warsaw, 23 December 2009

Who shapes opinions of Poles?

„Top opinion-shaping media in Poland”, a study by the Institute of Media Monitoring, shows that *Rzeczpospolita* is the most frequently quoted media outlet in Poland, as the daily again unrivalled manages to maintain the first position. The top fifteen include four dailies, three opinion weeklies, two television stations, two radio stations, two Internet portals, one business weekly and one tabloid.

November is another month with *Rzeczpospolita* ahead of other media outlets. In the analysed period the daily was quoted 1344 times on its interesting opinion polls, which were widely commented by other mass media. Among the problems discussed most often are the current economic condition of Poland and the Polish politics. A change took place lower on the podium. Second ranked is now *Dziennik Gazeta Prawna* (717), which chiefly dealt with economy issues, published surveys and articles on developments on the Polish political scene. In the third position is *Gazeta Wyborcza*. It was referred to 672 times, and focused on the same matters as the other mentioned titles.



Like always, television stations of the ITI concern performed very well in the reported month. *TVN24* (501 citations) again outclassed its rivals. What was most often quoted by other media are pieces on the Polish politics, the swine flu epidemic, operations of the police and crime issues. Eighth in the rankings is *TVN*, which was cited 186 times. The channel owes its good result to references to the Polish politics, culture, arts, entertainment and social life.

¹ Score of *Polska* is the total of references to all the regional variations of the daily: *Polska Dziennik Bałtycki*, *Polska Dziennik Łódzki*, *Polska Dziennik Zachodni*, *Polska Gazeta Krakowska*, *Polska Gazeta Wrocławska*, *Polska Głos Wielkopolski*, *Polska Kurier Lubelski*.

What deserves a special attention is the fifth position of *Polska* (360). What won the daily such a good rank is widely-commented interviews with Zbigniew Chlebowski and Grzegorz Schetyna. Publications on the Polish politics, the gambling affair and the conflict within the Civic Platform (PO) proved to be interesting to other media too.

Polska is only 5 quotations ahead of *RMF FM* (355). The radio station was most often quoted on broadcasts covering the Polish politics, operations of the police, crime issues and the health services. Another representative of the radio segment is *Radio Zet*. With the score of 174 it stands ninth.

The November rankings include three major weeklies of opinion. Special attention should be paid to the score of *Newsweek* (212), which released Zbigniew Chlebowski's statements concerning his position at PO after the gambling affair revelation. *Wprost* (167) concentrated mostly on analysing developments in the Polish politics, and released opinion polls. *Polityka* (130) owes its twelfth position to pieces covering the Polish politics, culture, arts, entertainment, as well as economy and finance matters.

The leader of the Internet portals segment is *onet.pl*, scoring 151. Reporters also cited news delivered by *sportowefakty.pl* (108) and *tvn24.pl* (90).

The only business title among the top fifteen is *Puls Biznesu* (129). Its business runner-up *Parkiet* was quoted 68 times, which was too little for it to be classified.

Like in the previous months the November list has *Fakt*. The tabloid daily was referred to 97 times. The paper is invariably quoted about social life and celebrities.

November was the second month in a row when the mass media devoted most of its attention to the gambling affair. The scandal has caused formation of a special investigative commission and initiation of work on the gambling act that is supposed to prevent politicians' unethical collaboration with business circles in the future. What also received much coverage is the growth of swine flu in Ukraine, which was echoed in Poland and gave rise to debates on the stage of Poland's preparations for an increase in flu incidence. In the analysed period media outlets discussed the upcoming presidential elections and various candidates put forward by political camps. Also covered were gas negotiations with Russia and the problem of Aleksander Gudżowaty, chief of Bartimpex which acts as agent in the gas sales. Reporters discussed hot-issue interviews with Zbigniew Chlebowski, in which he speaks about his position in politics after revelation of the gambling affair, and the future of the Polish shipbuilding industry. The question of General Waldemar Skrzypczak being under surveillance of the military counter-intelligence services aroused much controversy. So did the still commented detention of famous film director Roman Polański. Other matters discussed by the media in November are the problem of hanging crosses at schools, situation of the public television broadcaster, future of the pension system and all the latest reports on Poland's preparations for Euro 2012.

For the purpose of the present report the Institute of Media Monitoring analysed 7845 media pieces (press clippings, radio and television broadcasts) within the period of 1-30 November. Reporters quoted news of other media 7996 times (5486 times in the press, 1535 – on the television and 975 on the radio). The study covers only the pieces which are not of the press review type.

Every month the Institute of Media Monitoring analyses all press publications, as well as television and radio broadcasts, the authors of which refer to reports of other media outlets. Nearly 900 press titles and selected television and radio stations are examined.