

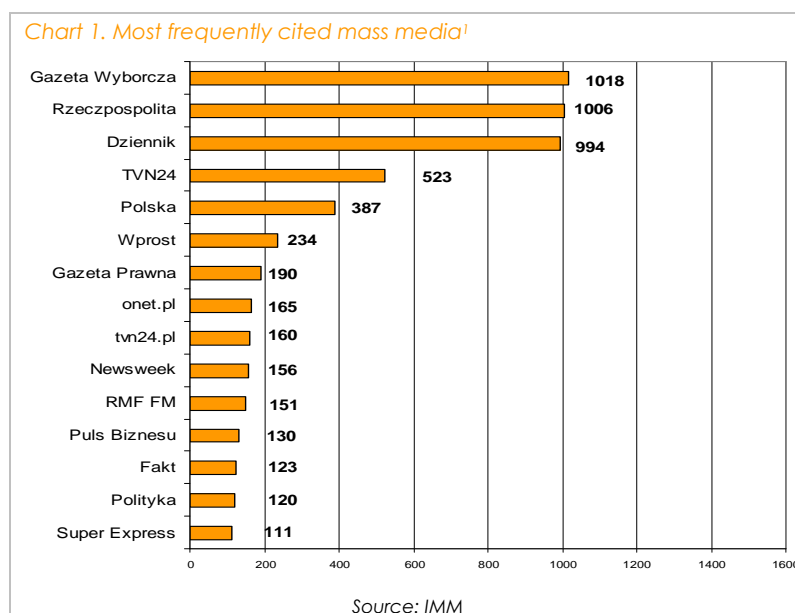
Press release

Warsaw, 14 October 2009

Gazeta Wyborcza back on top!

Gazeta Wyborcza was the most frequently cited newspaper in August, according to “Top opinion-forming media in Poland”, a monthly study by the Institute of Media Monitoring. The radio segment was topped by **RMF FM**, while the most opinion-forming television station was **TVN24**. The top fifteen include four dailies, three opinion weeklies, two business titles, two tabloids, two Internet portals, one radio station and one television station.

First in the rankings was *Gazeta Wyborcza*! The most popular daily in August owes its success to a publication containing Vladimir Putin’s letter addressed to the Polish people on the occasion of the World War 2 outbreak anniversary. It was quoted by other media 1018 times. Apart from that, the daily published interesting articles on the anti-missile shield as well as apt economic, market and financial analyses. A runner-up was *Rzeczpospolita* (1006 quotations), which stood out with interesting rankings and polls, detailed analyses of Poland’s economic condition and history publications. The lowest on the podium was *Dziennik* (994). The daily’s most often quoted publications were: an interview with General Waldemar Skrzypczak, articles on political issues in Poland and economic analyses. It is worth stressing, that the differences in scores of three major dailies were really slight in the examined month.



Traditionally, just behind the podium was ranked *TVN24*, the station being cited 523 times. Of the topics discussed on air, those that were most often referred to by other media are: Polish political scene, activity of the

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*.

police and crime issues. The situation of Polish soldiers in Afghanistan received much media coverage too. *TVN* (63) and *TVN CNBC Biznes* (40) were third and fourth respectively on the list of television stations.

The analysed period saw daily *Polska* (387) in the fifth position. The key contributory factors to the result are: an interview with Natalia Ambrozińska, the widow of Captain Daniel Ambroziński killed in Afghanistan, and information on new traces in the investigation into the assassination of Krzysztof Olewnik.

Weeklies of opinion clearly marked their presence in the top fifteen. All the three major titles: *Wprost* (234), *Newsweek* (156) and *Polityka* (120) found themselves among the most popular media in August. What undoubtedly helped *Wprost* win its good position is an interview with President Lech Kaczyński.

In the economy media segment, the most frequently cited titles were: *Gazeta Prawna* (190) and *Puls Biznesu* (130). They stood seventh and twelfth in the general classification. *Parkiet* was referred to 81 times, and was out of the top fifteen.

Most popular portal *onet.pl* (189) was ranked relatively high in August – eight position. *tvn24.pl* and *tvp.info* (105) made good results too. That best proves that websites of most popular television channels are becoming a more and more popular source of information.

Also *RMF FM* (151) stood high in the rankings in August. This is the only radio station in the top fifteen. It was most often quoted about activity of the police, crime issues, privatisation and the Polish politics. Second most frequently cited radio station was *PRI*, its score being 103.

What deserves special attention is the fact that there are two tabloids in the rankings. *Fakt* was referred to 123 times, *Super Express* – 111. Both dailies were quoted on social life.

In August the media focused mostly on the situation of Polish soldiers in Afghanistan. The interview with the widow of a killed Captain met with a strong reaction of journalists and the public opinion. The publication includes some criticisms of the equipment of the Polish troops. Another topic often discussed by the press, television and radio stations is analysis of Poland's political relations with Russia. The occasion was another anniversary of the World War 2 outbreak. Vladimir Putin's open letter to the Polish people, which was published by one of the dailies, received most attention of all the publications dedicated to this complex issue. "You are to blame for Afghanistan" – said General Waldemar Skrzypczak in one of his interviews, causing thus a storm in the military circles and on the Polish political scene. The question of planned dismissing of the General met with an avalanche of comments and responses of government officials and opposition members. Other matters that received media coverage in August are: the possible privatisation of the Polish shipyards, problems about installing of the anti-missile shield in Poland and planned celebrations of "Solidarity" foundation. Controversy was aroused by a statement of Lech Kaczyński, who declared he might take part in the events together with Lech Wałęsa. August also saw continuation of topics discussed in the previous month, like: abduction and assassination of Krzysztof Olewnik, events commemorating the World War 2 outbreak, preparations for the presidential elections. Quite many comments were made on the Social Insurance Institution's (ZUS) investigation into the granting of sickness benefits, the question of parity for women, Madonna concert in Warsaw and Poland's preparations for Euro 2012.

For the purpose of the present report the Institute of Media Monitoring analysed 8196 media pieces (press clippings, radio and television broadcasts) within the period of 1-31 August. Reporters quoted news of other media 8331 times (5517 times in the press, 1620 – on the television and 1194 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. There are nearly 900 press titles and selected television and radio stations examined.