

Press release

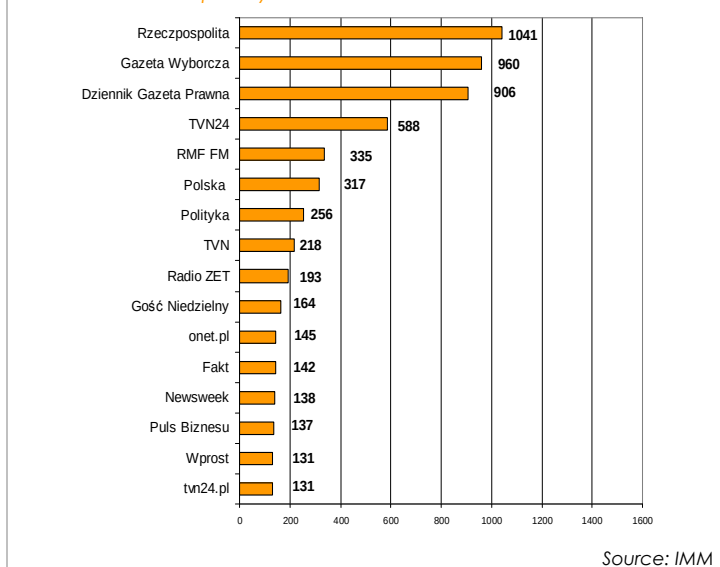
Warsaw, 30 October 2009

***Rzeczpospolita* does not give in**

September's edition of "Top opinion-forming media in Poland", a study by the Institute of Media Monitoring, shows that the most frequently cited press title in the past month was *Rzeczpospolita*. The most opinion-forming radio station was – *RMF FM*, while the leader of the television segment was *TVN24*. The top fifteen include four dailies, three opinion weeklies, two radio stations, two television stations, two Internet portals, one business daily, one tabloid and, quite unexpectedly, a catholic weekly.

"Is the murder of Poles in Katyn a genocide?" – this is the question asked in the opinion poll conducted by *Rzeczpospolita* (1041 quotations), a daily that was most often referred to in the analysed period. The title's comeback to the top position was mainly a result of its widely commented surveys. Among other popular issues discussed by the newspaper are: the economic condition of Poland and the domestic political developments. Second ranked is *Gazeta Wyborcza* (960), which delivered comments on Russian President Vladimir Putin's visit to Poland and dealt with essential affairs in the Polish and global politics. In the third position is *Dziennik Gazeta Prawna* (established following the fusion of *Dziennik* and *Gazeta Prawna*), scoring 906 citations. Other media outlets referred to its publications on the Polish political scene, history debates on the occasion of the World War 2 outbreak anniversary and Poland's economic condition.

Chart 1. Most frequently cited mass media¹



Just behind the podium is *TVN24* station (588 quotations) which is no surprise. Broadcasts that other media referred to most often were dedicated to the Polish politics, the tragedy of miners of "Wujek" coal mine, activity of the police and crime issues. ITI Group was also represented in the rankings by *TVN* station (218) and portal *tvn24.pl* (131).

- On 14 September 2009 *Dziennik Polska Europa Świat* and *Gazeta Prawna* merged. The result of *Dziennik Gazeta Prawna* is made up of scores of the two.

- 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*.

RMF FM (335) is high on the list as well. The station was fifth in September, being quoted on the Polish politics, activity of the police, crime issues and the Polish foreign policy. Second best radio station *Radio Zet* won 193 citations owing to which it stood ninth in the general classification.

The top fifteen include as many as three opinion weeklies: *Polityka* (256), *Newsweek* (138) and *Wprost* (131). The high position of *Polityka* is an effect of an article about Chinese business man watched by Europol, who had participated in a police banquet. The publishing of the story won the title seventh place in the rankings. *Newsweek* and *Wprost*, the remaining two opinion weeklies listed, were respectively thirteenth and fifteenth.

An unexpected finding is that among the most popular dailies and magazines in September was *Gość Niedzielny* weekly (164). Media often referred to a number of its publications on Alicja Tysiąc, who brought an action against the state of Poland to the Human Rights Tribunal, because she had been refused abortion. As she took offence at the comparisons used in the publications, Tysiąc demanded apologies and financial compensation from the magazine.

Eleventh position in the general classification and the first place among the Internet portals was won by *onet.pl* (145). It is also worth highlighting very good result of other representatives of the segment: *tvn24.pl* and *wp.pl* (118).

Tabloid *Fakt* again appeared on the list. The daily scored 19 citations more than in the previous month. Like before, *Fakt* was most often quoted on the social life sphere.

Of the most frequently cited business type media, the only one included in the top fifteen was *Puls Biznesu* (137). With the score of 102, *Parkiet* was ranked second in its segment, but beyond the leading fifteen.

What received most media coverage in September is the “Wujek” coal mine catastrophe. Information on the methane explosion, death of 20 miners and alleged negligence that might have caused the tragedy met with strong reaction both of the media and the public opinion. Another hot issue was the already mentioned case of Alicja Tysiąc and the publications *Gość Niedzielny* delivered after the verdict of the Human Rights Tribunal. Like in the previous month, September too saw numerous media pieces on celebrations of the of World War 2 outbreak anniversary, as well as the visits of Vladimir Putin and Angela Merkel to the city of Gdańsk. In the reported month the press, radio and television stations focused much attention on irregularities related to the Social Insurance Institution (ZUS), the detention of Sylwester R, former head of ZUS division in Szczecin in particular. Another hugely controversial affair was the question of whether Weronika Marczuk-Pazura was another victim of the famous special services’ agent “Tomek”. The media deliberated on the matter many times, as they reported on her being detained by the Central Anti-Corruption Bureau (CBA) under suspicion of bribery. The PZU-Eureko compromise, which was reached after ten years of conflicts, received much media coverage as well. Other issues most often discussed by the media were as follows: preparations for the coming presidential elections, differences in stands on the painful history issues, road and motorway construction plans, ever-current preparations for Euro 2012 and privatisation of the Polish shipyards. All the public were interested in the affairs involving celebrities: detention of famous film director Roman Polański in Switzerland and an incident in a hip hop concert in Zielona Góra, where a well-known rapper talked the audience into beating one of the participants. Apart from that, controversy was aroused by the police banquet with the participation of a Chinese business man watched by Europol and the question of Poland’s entry to the euro area.

For the purpose of the present report the Institute of Media Monitoring analysed 8287 media pieces (press clippings, radio and television broadcasts) within the period of 1-30 September. Reporters quoted news of other media 8434 times (5864 times in the press, 1422 – on the television and 1148 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.