

# Press release

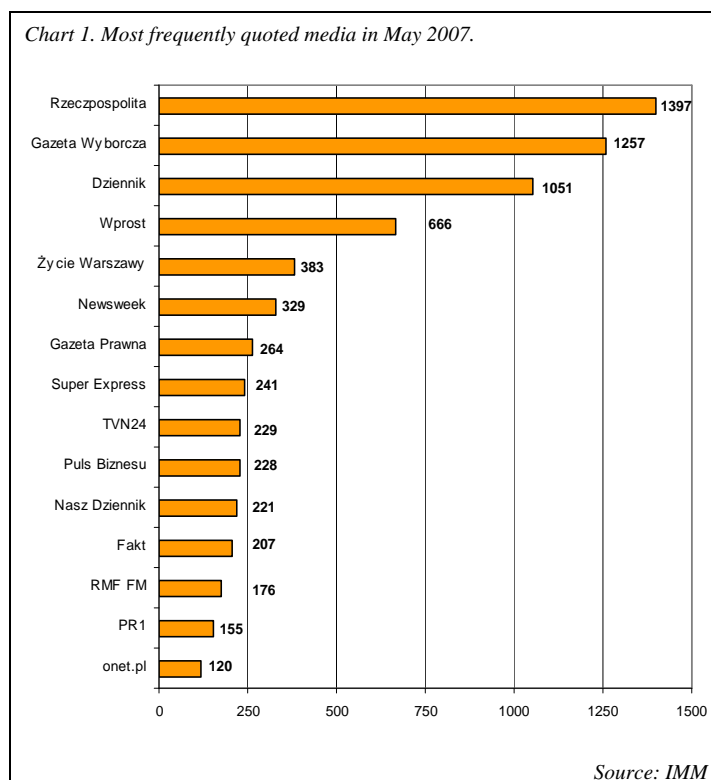
Warsaw, 29 June 2007

## 'Rzeczpospolita' on top...

... of May's rankings of „Poland's most opinion-making media”, compiled by IMM. Second ranked was 'Gazeta Wyborcza', third – 'Dziennik'. The leader of opinion weeklies is 'Wprost'. 'Nasz Dziennik' daily is going up. RMF FM and TVN24 are still ahead of rivals in the category of radio and television stations, while Onet.pl remains the leading Internet portal.

For the purpose of the present report the Institute of Media Monitoring analysed 7135 media pieces throughout the period of 1 May - 31 May. Journalists quoted other media's news 8786 times (3743 times in the press, 3307 on television and 1736 times on the radio).

The winner of the newest rankings of IMM is 'Rzeczpospolita', which was quoted 1397 times. Second ranked was 'Gazeta Wyborcza', having 1257 quotations. After two months of being on top 'Dziennik' dropped to third position, scoring 1051.



'Rzeczpospolita' was quoted chiefly in the context of rankings and opinion polls, new facts related to Marek Papąła assassination, as well as economy, marketing and finance issues. 'Wprost' was again only narrowly behind the podium, the magazine being on top of opinion weeklies category. Among radio and television stations the leaders are still respectively RMF FM and TVN24. It is well noting a large number of PR1 quotations (155), most of which were comments of the PM Jarosław Kaczyński on doctors' and teachers' strikes. The station was

also often referred to in the context of Poland's policies and the Lustration Act. Onet.pl (120 quotations) traditionally outdid rivals in the Internet portals category, tvn24.pl (87) being ranked second. The portal owes its position to references to the question of financing Amicus Europae fund by an Ukrainian mogul.

The rankings have 'Nasz Dziennik' going up. The newspaper came back to the top fifteen in April. The title's large number of quotations (221) in May is due to widely-commented publications on accepting bribes by Marek Ungier and the question of mysterious Swiss bank accounts of politicians linked to Democratic Left Alliance (SLD).

The most frequently quoted publication in May was 'I don't have a bank account', an interview with Jarosław Kaczyński by 'Wprost' journalists Dorota Kania, Stanisław Jarecki and Marcin Dzierżanowski.

Table 1. Authors of May's most frequently quoted publications

No.	Author	Medium	Publication title	Quotation number
1.	Dorota Kania, Stanisław Jarecki, Marcin Dzierżanowski	Wprost	„I don't have a bank account”	99
2.	Maciej Duda	Rzeczpospolita	„Agent incriminating Papała's assassin”	76
3.	Marek Kręskawiec	Newsweek	„Guru struck by the system”	70
4.	Wojciech Wybranowski	Nasz Dziennik	„I gave Ungier half of million of dollars”	69
5.	Aleksander Kaczorowski, Wojciech Mazarski	Newsweek	„Writer's files”	65
6.	Marcin Kącki	Gazeta Wyborcza	„Money for work done”	64
7.	Katarzyna Nowicka, Marcin Dzierżanowski	Wprost	„Homotubbies”	63
8.	Piotr Krysiak	Wprost	„Prosecutor's office to run polygraph tests of Blida suicide witnesses”	57
9.	Katarzyna Hejke	Gazeta Polska	„The story kicking-off”	53
10.	Jakub Stachowiak, Daniel Walczak	Dziennik	„Janet's Polish hell”	42

Like in the previous seven months most frequently quoted daily of business and economy profile was 'Gazeta Prawna' (264 references), the second 'Puls Biznesu' scoring 36 quotations fewer. 'Super Express' again outdid 'Fakt'.

In the analysed period the major themes that the media referred to were: controversy around the Lustration Act, and the consequent verdict of the Constitutional Tribunal, details of Barbara Blida suicide, revelation of new facts concerning the assassination of Marek Papała, secret bank accounts of SLD-linked politicians, Marek Ungier's bribe acceptance, the series of doctors' and teachers' strikes, the Teletubbies scandal, sources of financing of Amicus Europae fund, accusations of cooperation with the Security Service (SB) made against prof. Władysław Maćjor, Ryszard Kapuściński and Lew Rywin, Poland's policies in the context of Przemysław Gosiewski's role in the present coalition as well as the story of the Nigerian Janet Johnson.

As far as regional media are concerned, it is 'Życie Warszawy' whose publications were quoted most often. The daily was ranked fifth, scoring 383. Nationwide media constituted 91% of quotations, while regional ones - the remaining 9%.

*Each month has the Institute of Media Monitoring analyse all the press publications, radio and television broadcasts whose authors quote other media's news. There are some 800 press titles, television stations and selected radio broadcasts examined. Standard version of May report is available on IMM's website: <http://www.institut.com.pl/raporty>. If you wish to receive a full or a customised version, please contact us at: [k.ewert@institut.com.pl](mailto:k.ewert@institut.com.pl).*

The Institute of Media Monitoring provides monitoring of about 800 press titles, television and radio stations, as well as the Polish Internet resources. IMM is a member of FIBEP – an elite association of over 80 companies monitoring media of several tens of countries. Since 2002 the Institute of Media Monitoring has supported activity of Forum Odpowiedzialnego Biznesu (Responsible Business Forum).