

Press release

Warsaw, March 6th 2008

Electronic media frequently quoted

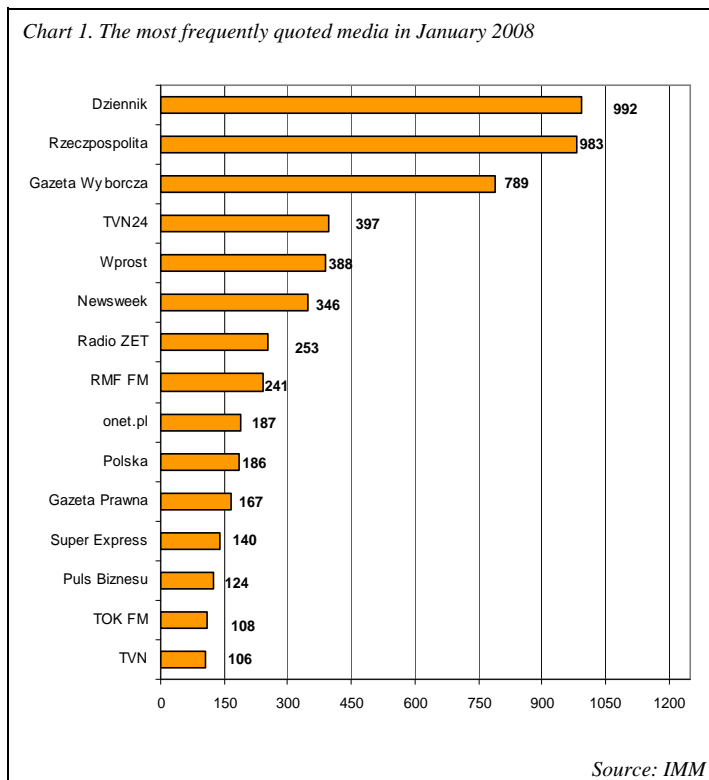
January report of Institute of Media Monitoring on „Poland's most opinion-forming media” listed as many as three radio stations, two TV stations and one Internet portal. TVN24 private TV station of news profile caught up with the peloton, daily *Rzeczpospolita* outdistanced daily *Gazeta Wyborcza*, and *Dziennik* holds the ground as the leader.

From January 1st to 31st Institute of Media Monitoring dissected 8746 items of media information for the needs of the present report. The journalists referred to news furnished by other media 11198 times of which 7393 publications (in the press, on radio and TV) did not have a character of press reviews.

Since this January "Poland's most opinion-forming media" report has been devised on the basis of news which are not press reviews. The report covers publications which refer to articles, statements and opinions publicized, aired or broadcasted by other media providing that they are not commented in the context of media review.

According to the analysis of materials it follows that in January, alike in December, the biggest number of journalists quoted after *Dziennik*, 992 times, in such areas as the President-Prime Minister conflict, Military Information Services (WSI) upheaval, economy, market or finances. January's most often quoted articles also originate from *Dziennik*. Media referred to *Dziennik*'s publications concerning stenographic records from the sitting of the Cabinet Council on the situation in health sector and to the text of Michal Majewski and Pawel Reszka "*WSI nazwała Kowala Pallad*".

Chart 1. The most frequently quoted media in January 2008



Second place on the podium goes to a national daily *Rzeczpospolita*, which scored 983 quotations. *Gazeta Wyborcza* came third being quoted 789 times.

The subsequent places in the ranking indicate interesting changes. *TVN24* private news channel advanced to fourth position (397) and daily *Polska* slipped back to 10th place. *Newsweek* (346) is a cut-throat rival for fifth in the ranking *Wprost* (388). *Radio ZET* dethroned the existing leader of all radio stations *RMF FM* by 12 quotations. The only Internet portal in the breakdown, i.e. *Onet.pl* climbed up from 15th to 9th place scoring 187 quotations. 140 quotations after *Super Express*, which were not press reviews, took the daily up to 12th place in the ranking. *Fakt* was not included in the first 15.

Gazeta Prawna emerged as the most frequently quoted business and economic daily (167 quotations, 11th place). In January media quoted after *Puls Biznesu* 124 times.

TOK FM radio arrived at 14th position in the breakdown as it was quoted 108 times. Ranking is closed by another TV station - *TVN* (106).

Table 1. January's most frequently quoted publications

Ip.	Author	Media	Title of publication	Number of quotations
1.	Brak autora - stenogram	Dziennik	„Za zamkniętymi drzwiami”	145
2.	Michał Majewski, Paweł Reszka	Dziennik	„WSI nazwała Kowala Pallad”	133
3.	Brak autora – ranking	Rzeczpospolita, Perspektywy	„Ranking szkół ponadgimnazjalnych 2008”	97
4.	Michał Kobosko, Piotr Śmitowicz	Newsweek	„Nie będę wodzem”	87
5.	Cezary Gmyz	Rzeczpospolita	„Dr G. miał świadomość błędu”	80
6.	Mariusz Kowalewski	Rzeczpospolita	„Skandal w magistracie”	61
7.	Łukasz Zalesiński, Edyta Żemła	Rzeczpospolita	„Generał kazał milczeć”	55
8.	Joanna Tańska	Newsweek	„Ojciec Rydzyk będzie miał własną partię”	51
9.	Dorota Kania, Marcin Dzierżanowski	Wprost	„Byłem ostatnim premierem”	48
10.	Wojciech Czuchnowski	Gazeta Wyborcza	„Nielegalne fałszywki CBA”	42

A new trend has been identified since December as regards the subjects of the quoted publications. It is next month when the journalists mainly quoted after other media in the field of economy, market and finance with Polish politics being the second subject. In January a detailed subjects of quotations were dominated by conflict between the President of the Republic of Poland and the Prime Minister, an upheaval linked to liquidation of WSI, crash of CASA plane, launch of a new book by Jan T. Gross "Strach", continuation of investigation into the shooting in Afghanistan, investigation into the circumstances of suicidal death of former Member of Parliament from the leftist SLD, Poland's preparations to EURO 2012 and negotiations over anti-rocket shield

The biggest number of quotations in regional and local press came from Mazowsze Province just like in the previous month (*Życie Warszawy*, 65), Silesia (*Dziennik Zachodni*, 17) and Malopolska Province where a draw took place between *Gazeta Krakowska* and *Dziennik Polski* as both scored 17 quotations.

Each month, *Instytut Monitorowania Mediów* analyses all newspapers, as well as TV and radio broadcasts, which authors refer to news spread by other media. The research covers over 800 newspapers, TV stations and selected programs of nine radio stations. Basic version of January report is available at the following website of the *Instytut of Media Monitoring* <http://www.instytut.com.pl/raporty>. In order to receive full or profiled version of the report, do not hesitate to contact k.ewert@instytut.com.pl.

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 Institute of Media Monitoring monitors nearly 800 newspapers, 73 TV and radio stations and Polish Internet resources. *Instytut Monitorowania Mediów* is a member of FIBEP – the elite organization associating over 80 media monitoring companies from several dozen of countries. Since 2002, Institute of Media Monitoring have supported ventures of Responsible Business Forum.