

Press release

Warsaw, November 29th 2007

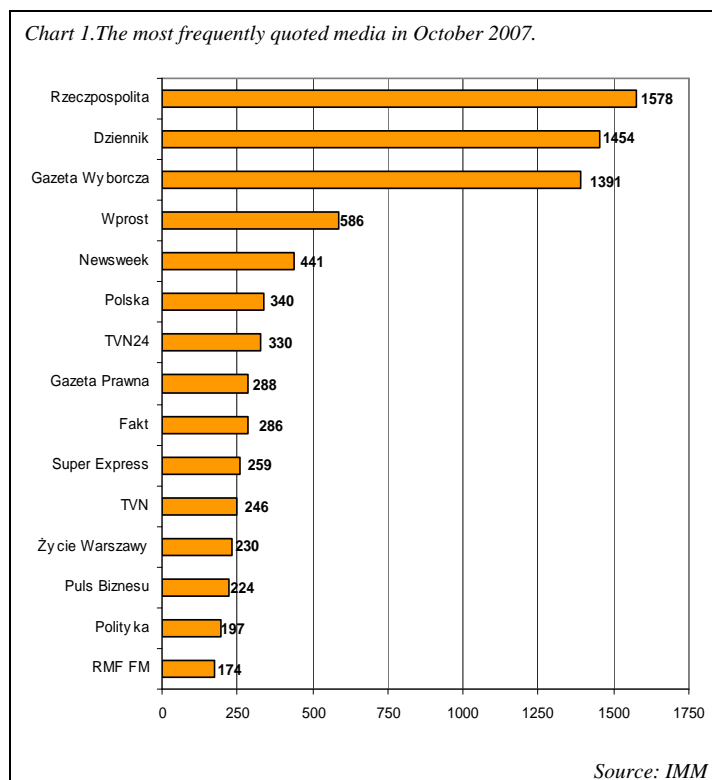
„Polska” tries to catch up with the pack

October brought a stiff competition for Polish top dailies – a new newspaper „Polska” immediately jumped into the sixth place of the Institute of Media Monitoring’s report “Poland’s most opinion-forming media”. Only weeklies keep it away from the leadership...

The Institute of Media Monitoring (IMM) analyzed 8162 media releases from October 1 to 31. Journalists referred to information publicized by other media 10 388 times (4487 in press, 3833 on television and 2068 on the radio).

Daily „Rzeczpospolita” remains the leader achieving even better result than in September. It was referred to as many as 1578 times, chiefly with reference to rankings and surveys, Polish politics, economy, market and finance. Daily „Dziennik” advanced from the third to the second place scoring 1454 quotes. Daily „Gazeta Wyborcza” slipped back to the third place (1391 quotations).

October had daily „Polska”¹ stage its premiere in the IMM’s ranking – it jumped in the sixth position (340 quotations). Only two opinion-forming weeklies keep it away from the leading edge.



¹ Daily „Polska” appears in print from October 15th 2007

Weekly „Wprost” comes in directly after the pack – it was quoted 586 times. It is also worth paying attention to the improving position of a weekly “Newsweek” (441). The ranking also includes a weekly “Polityka” which articles were mentioned by other media 197 times.

Piotr Gabryel, Pawel Lisiecki and Bernadeta Waszkiewicz’s interview with the President of the Republic of Poland Lech Kaczynski publicized by daily „Rzeczpospolita” was the most frequently quoted article in October („Weta chcę używać rzadko”, 108 of quotations).

Table 1. Authors of the most frequently quoted publications in October

<i>lp.</i>	<i>Author</i>	<i>Media</i>	<i>Title of the article</i>	<i>Record of quotations</i>
1.	Piotr Gabryel, Paweł Lisiecki, Bernadeta Waszkiewicz	Rzeczpospolita	„Weta chcę używać rzadko”	108
2.	Dorota Kania	Wprost	„Nowy raport WSI u prezydenta, Komorowski wezwany przed komisję”	98
3.	o. Piotr Andruszkiewicz	TV Trwam	„Rozmowy niedokończone”	90
4.	Artur Grabek, Kamila Wronowska	Dziennik	„Marcinkiewicz porzucił PiS”	74
5.	Michał Kobosko, Andrzej Stankiewicz, Piotr Śmiłowicz	Newsweek	„Jestem gotów na wszystko”	71
6.	Michał Krzymowski	Wprost	„Do krwi ostatniej”	63
7.	Wojciech Czuchnowski, Ewa Siedlecka, Leszek Kostrzewski, Piotr Mączyński	Gazeta Wyborcza	„Polacy w sieci CBA”	58
8.	Piotr Krysiak	Wprost	„CBA: Lipiec wziął ponad 100 tys. łapówki”	52
9.	Małgorzata Solecka	Newsweek	„Prywatyzujemy, ale nie za 1 zł”	50
10.	Wojciech Cieśla	Polska	„Rzecznik CBA piratem”	41

Leader of TV stations, TVN24, goes down from the fifth to the seventh place (330 quotations). TVN commercial television is also ranked – it was quoted 246 times.

„Gazeta Prawna” has been the most opinion-forming business and economic daily from the beginning of the year (288 mentions, 8th place). Daily „Fakt” outdid „Super Express” in terms of quotations. None of Internet portals was ranked in October.

RMF FM radio proved to be Poland’s most opinion-forming radio station in October which is a continuation of a trend from September (174 mentions) and it closes the list of top fifteen most opinion-forming media.

Headlines in the analyzed period were the following: the Military Information Services (WSI) upheaval, investigation into the so-called Barbara Blida case, behind-the-scenes of backhanding scandal in Hel, alleged sickness of former President of the Republic of Poland Aleksander Kwasniewski, preparations for Euro 2012, the so-called Krause case, eviction of Betanki nuns, investigation into the so-called sex scandal in Self-Defense party (Samoobrona) and the so-called Rydyk tapes scandal.

95 percent of quotations were furnished by national media and remaining 5 percent – local ones. Great majority of quotations originated from Mazowsze Province („Życie Warszawy”, 230), Lodz Province („Dziennik Łódzki”, 21), Malopolska region („Dziennik Polski”, 15) and Lublin Province („Dziennik Wschodni”, 13).

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 October 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.

Institute of Media Monitoring monitors over 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.