

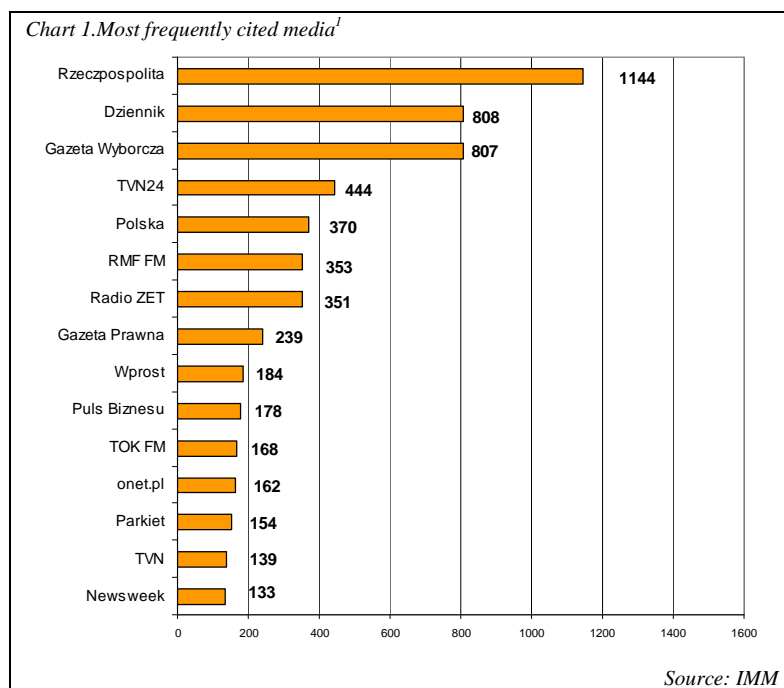
Press release

Warsaw, May 29th, 2009

Rzeczpospolita on top again

April saw *Rzeczpospolita* back on top of the list of most frequently cited newspapers. The leading radio station was *RMF FM*, while the major opinion shaping television station – *TVN24*, show the latest edition of „Top opinion-shaping media in Poland” by the Institute of Media Monitoring. The top fifteen also include two television stations, three radio stations, three business dailies and two opinion weeklies.

After one month *Rzeczpospolita* regained its first position, as it was quoted by other media 1144 times. The daily owes such an excellent result to very popular rankings and polls, economics and finance coverage, which was often quoted by other media, as well as publications on the Polish political scene. The previous leader *Dziennik* (808 citations) ranked second this time, scoring just one quotation more than the third *Gazeta Wyborcza* (807). Of *Dziennik's* publications the most frequently cited were ones discussing Polish politics and legal issues. *Gazeta Wyborcza* won the third position thanks to articles on the activity of the Institute of National Remembrance (IPN), fresh analyses of the political life and various titbits.



Just behind the podium was *TVN24* (444 citations), which proved very popular for its broadcasts on the Polish politics, the activity of IPN and controversy over Janusz Palikot, a Civic Platform (PO) parliamentarian. Among

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*.

the top fifteen was also another TV station of ITI concern; *TVN* (139 citations) dropped to 14th position, as the number of references to its programmes was almost twice as small, as in the month before.

Fifth in the rankings was *Polska* (370 citations), which owes this good result to publications on lustration, activity of IPN and reasons of conflict between Ludwik Dorn and Jarosław Kaczyński.

April was a month of exceptional activeness of radio stations in result of which the list includes three stations: *RMF FM* (353 citations, 6th position), *Radio Zet* (351 citations, 7th position) and *TOK FM* (168 citations, 11th position). *RMF FM* was quoted mainly on broadcasts on the Polish politics, fire in Kamień Pomorski and IPN's activity. *Radio Zet*, which was only narrowly left behind, discussed similar type of problems. What won *TOK* a place on the list and third position in the radio segment is an interview with Jan Żaryn. Following the comments he made on air about Lech Wałęsa, the historian had to resign from his post at IPN.

Like in the past couple of months three business and economy dailies were classified as well. *Gazeta Prawna* (239 citations) enlarged its advantage over *Puls Biznesu* (178 citations). They were ranked respectively 8th and 10th. *Parkiet* stood 13th, scoring 154 quotations.

When it comes to opinion weeklies, *Wprost* (184 citations, 9th position) got ahead of *Newsweek*, which comes last in the top fifteen, having been quoted 133 times. *Polityka* scored 115 citations last month which was too poor a result for the weekly to be classified.

Onet.pl is the list's only Internet portal. It was referred to 162 times which won it 12th position. It is also worth underlining a good result of Wp.pl (92 citations), which was second best portal in the past month.

A topic which received most media coverage in April was activity of the Institute of National Remembrance. Like in the months before, reporters focused on controversy over PO's Janusz Palikot too. The public opinion was also interested in a tragic fire in the town of Kamień Pomorski, which had claimed many victims, the problem of politicians' collaboration with the security services (SB), methods of financing political parties and Poland's preparations for Euro 2012 football championships. Other issues which were widely commented are: allegations on a secret CIA base in Poland, the fifth anniversary of Poland's entry to the European Union, Lech Kaczyński's visit to Lithuania and worldwide swine flu pandemonium. Apart from that, April brought further comments on the economic crisis, the question of candidacies for the post of NATO's chief and the European parliamentary elections.

For the purpose of the present report the Institute of Media Monitoring analysed 8235 media pieces (press clippings, radio and television broadcasts) within the period of 1-30 April. Reporters quoted news of other media 8280 times (5503 times in the press, 1724 – on the television and 1053 – 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.