

Press release

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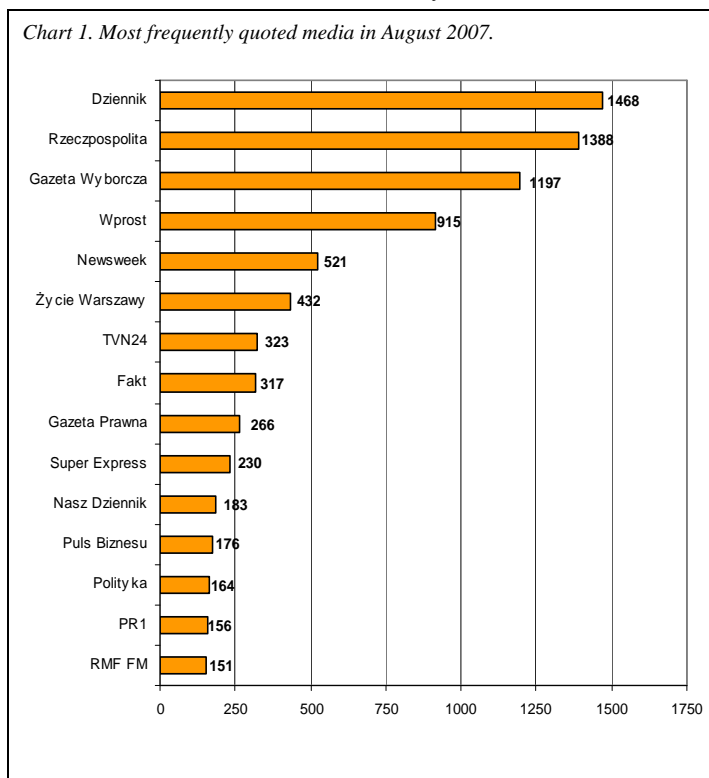
Weeklies go up!

Newsweek goes up in the rankings, Polityka comes back to the classification, PR1 and RMF FM enjoy the best results among radio stations, as the top three even strengthen their positions – this is a brief description of the competition for the major opinion-making medium in August according to the latest report of the Institute of Media Monitoring.

For the purpose of the present report the Institute of Media Monitoring analysed 8089 media pieces throughout the period of 1 August - 31 August. Journalists quoted other media's news 9871 times (4186 times in the press, 3606 on television and 2079 times on the radio).

Following July's reshuffle in the major opinion-shaping media classification, August brought several surprises as well – particularly in the weekly and electronic media segment.

For the second month in a row the leader is Dziennik (1468 quotations). The daily's position was secured by publications on the Polish politics, invigilation of politicians and media as well as the coverage of the so-called syringe scandal. The second and third positions remained unchanged. Rzeczpospolita was ranked second, scoring 1388 quotations, whereas the result of the third Gazeta Wyborcza was 1197.



Wprost is ranked fourth, the weekly's news being quoted 915 times. This is 181 quotations fewer than in July, which saw the magazine's record. Up in the classification is going Newsweek, the magazine being ranked fifth (score: 521). The position was won owing to publications on the investigation into Barbara Blida's death case,

invigilation of politicians and media, as well as the Polish politics. „I’m afraid” by Newsweek’s journalists - Grzegorz Induski and Andrzej Stankiewicz - was the most frequently quoted publication of August.

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

No.	Author	Medium	Publication title	Quotation number
1.	Grzegorz Induski, Andrzej Stankiewicz	Newsweek	„Boję się”	181
2.	Marcin Dzierżanowski	Wprost	„Spowiedź Rydzyka” „Sługa burzy”	137
3.	Dorota Kania, Marcin Dzierżanowski	Wprost	„Układ z Kaczmarkiem”	132
4.	Leszek Kraskowski	Dziennik	„Skażone strzykawki – cisza przez pół roku”	87
5.	Andrzej Stankiewicz, Piotr Śmiłowicz	Newsweek	„Słuch po PiS zaginie”	82
6.	Michał Krzymowski, Piotr Krysiak	Wprost	„Kiedy zlepperują Leppera”	80
7.	Michał Majewski, Paweł Reszka	Dziennik	„Marcinkiewicz na podsłuchu”	78
8.	Eliza Olczyk, Bernadeta Waszkielewicz	Rzeczpospolita	„Janusz Kaczmarek genialnie nas oszukiwał”	74
9.	Magda Kazikiewicz, Agata Kondzińska	Życie Warszawy	„Taśmy na premiera w sejfie Andrzeja Leppera”	65
10.	Tomasz Butkiewicz, Robert Zieliński	Dziennik	„Kaczmarek oskarża”	61

The classification saw the comeback of Polityka; it finished thirteenth with 164 quotations. Nasz Dziennik dropped from fifth to eleventh position.

The television stations segment still has TVN24 on top; it was quoted 323 times. Like in the previous month August’s rankings saw two radio stations. PR1 retained its position of the most opinion-shaping station – 156 quotation. Last in the top ten is RMF FM, scoring only 5 quotations fewer than PR1.

Like in the previous ten months most frequently quoted daily of business and economy profile was Gazeta Prawna (266 references, 9th position). August’s rankings saw no Internet portal.

In the analysed period the major themes that the media referred to were: revelation of people involved in the leak concerning the Central Anti-Corruption Bureau’s action in the Agriculture Ministry, which resulted in the recall of Janusz Kaczmarek and his later detention; controversy around invigilation of politicians and media; further lack of clarity in the investigation into B. Blida’s suicide; „the tapes of Rydzyk”; the so-called syringe scandal; further establishments in Samoobrona’s sex scandal; the tapes of Lepper, which were to discredit one of the political parties; new problems with the organisation of Euro 2012; the case of Rospuda and the accidents of Polish tourist coaches in France.

Majority of the quoted pieces are press articles (84 %). The media most often referred to dailies (75 %) and weeklies (23 %). 92 % of the total news quoted were released by nationwide media, while the remaining 8 % - regional ones. Most references derived from the Mazowieckie voivodeship, whose leader is Życie Warszawy (432 quotations).

Each month has the Institute of Media Monitoring analyses 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 June report is available on IMM's website: <http://www.institut.com.pl/raporty>. If you wish to receive a full or a customized version, please contact us at: k.ewert@institut.com.pl.

The Institute of Media Monitoring provides monitoring of around 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).