

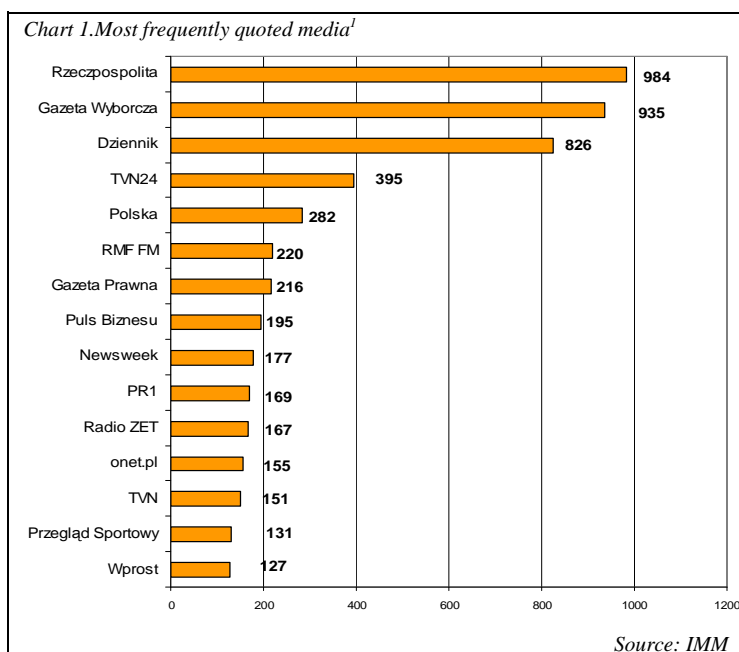
Press release

Warsaw, 16 February 2009

Is „Przegląd Sportowy” shaping opinion?

The most opinion shaping daily in December was “Rzeczpospolita”, radio station – RMF FM and television station – TVN24, shows the latest study of “Top opinion-shaping media in Poland” by the Institute of Media Monitoring. The top fifteen list includes two television stations, two weeklies of opinion, one Internet portal, and – what has never happened before – sports daily “Przegląd Sportowy”.

As in November, so in December the medium found to be shaping the public opinion the most was “Rzeczpospolita”. It was cited by other media 984 times. Second ranked was “Gazeta Wyborcza”, scoring 935 citations. In the third position was “Dziennik”, to the news of which other media referred 826 times. What helped “Gazeta Wyborcza” keep its previous month’s position was Polish politics coverage, rankings and surveys, as well as reports on the law and legislation matters. “Dziennik” caught the interest of other media by its publications on the Polish and foreign politics and revealing the background of Poland’s preparations for Euro 2012. It was this very daily that released the most often quoted article in December – „Euro 2012 tylko u nas?” (“Euro 2012 in Poland exclusively?”)



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 Wroclawska*, *Polska Głos Wielkopolski*, *Polska Kurier Lubelski*.

Just behind the podium, like in November, was TVN24; its was cited 395 times. It won the fourth position owing to references to the Polish politics, affairs abroad and the bridge pensions issue. Only two television stations, both of the TVN group (TVN ranked 13th, 151 citations) were among the top fifteen. In December RMF FM maintained its radio segment leader. It owes this good result mainly to widely quoted information on the Polish politics, the infected Irish meat affair as well as the law and legislation matters. Consequently, Polskie Radio Program 1 (169 citations, 10th position) and Radio ZET (167 citations, 11th position) were left behind.

In the fifth place was "Polska" daily; it was quoted 282 times. The list also includes two opinion weeklies. "Newsweek" (177 quotations) was ranked 9th, while "Wprost" (127 quotations) – 15th. When compared to the November findings, the weeklies almost exchanged their positions. It is worth mentioning that December was another month, in which "Polityka" was not classified.

The list also saw two business and economy dailies. In December "Gazeta Prawna" (216 citations) enlarged its advantage over "Puls Biznesu" (196 citations). They were in the 7th and 8th positions respectively.

The only portal classified – Onet.pl ended up in the 12th position. Other media referred to its news 155 times. Nevertheless, it should be noted that the advantage of Onet.pl over other portals is shrinking. Its runner-up Wp.pl was quoted 86 times.

The last month of the past year was another month with no tabloid title classified. TVP Info disappeared from the list as well. It was replaced by "Przegląd Sportowy" (14th position, 131 citations). The sports daily published a controversial interview with head coach of the Polish national football team Leo Beenhakker, which turned out to be the second most often quoted publication of the month.

Table 1. Most frequently quoted publications in December

No.	Author	Medium	Publication title	Number of citations
1.	Daniel Rupiński	Dziennik	„Euro 2012 tylko u nas?”	66
2.	Piotr Żelazny	Przegląd Sportowy	"Piechniczek dla mnie nie istnieje"	54
3	Wojciech Czuchnowski, Mariusz Gierszewski	Gazeta Wyborcza Radio Zet	„Jak Jarosław Kaczyński dostał listę agentów ABW"	50
4.	Jacek Karnowski	PR1	wywiad z Jarosławem Kaczyńskim	48
5.	Anna Wojciechowska, Michał Karnowski, Piotr Zaremba	Dziennik	wywiad z Donaldem Tuskiem	46
6.	Wojciech Szacki	Gazeta Wyborcza	„Szczyty nie dla prezydenta”	45
7.	Cezary Gmyz	Rzeczpospolita	„Ziobro usłyszy zarzuty”	44
8.	Anna Marszałek	Dziennik	„Będę musiał sprzedać mieszkanie”	34
9.	brak	Rzeczpospolita	"Ranking marek"	29
10.	Jarosław Stróżyk	Rzeczpospolita	"Młodzi Polacy chcą kary za stan wojenny"	26

The most attractive pieces of information in December were those on work on the new Bridge Pension Act and talks about the President's reaction to the legislation. The media also covered the deepening global recession, which reached Poland too. Also interested to the media was the issue of Zbigniew Ziobro, a leading politician of Law And Justice (PiS), who was faced with accusations related to the fuel mob and an unfavourable verdict in the legal case of a well-known doctor. In December the media attention was focused on Poland's preparations for Euro 2012 and the fast-escalating conflict at Telewizja Polska (public television station) as well. Other issues covered by the media were: controversy around the special services, repercussions of the shooting in Georgia and ethical doubts regarding in vitro insemination. The problem of infected meat from Ireland, the incident on Cyprus involving drunk parliamentarians and new discoveries in the land parcel affair were widely covered too.

For the purpose of the present report the Institute of Media Monitoring analysed 7123 media pieces (press clippings, radio and television broadcasts) within the period of 1-31 December. Reporters quoted news of other *Instytut Monitorowania Mediów monitoruje blisko 900 tytułów prasowych, 84 stacje telewizyjne i radiowe oraz polskie zasoby Internetu. Instytut Monitorowania Mediów jest członkiem FIBEP – elitarnej organizacji zrzeszającej 91 firm monitorujących media z 41 krajów. Od 2002 r. IMM wspiera działalność Forum Odpowiedzialnego Biznesu.*

media 7372 times (4754 times in the press, 1560 – on the television and 1058 – 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.

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