

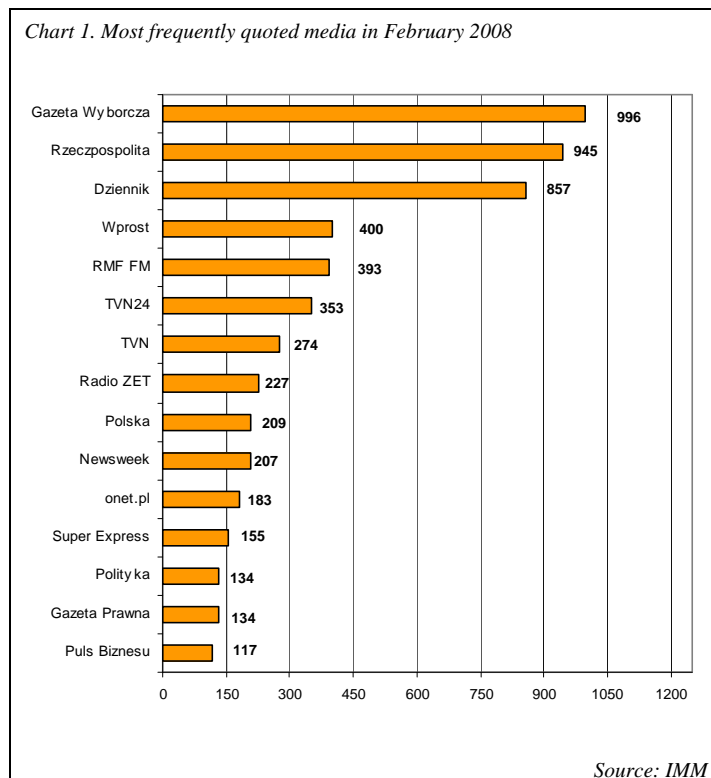
Press release

Warsaw, 10 April 2008

Wyborcza on top, RMF FM sets a record

Gazeta Wyborcza has dethroned Dziennik, while the station RMF FM has gone ahead of TVN24 – results of the February report of "Most opinion-shaping media in Poland" by the Institute of Media Monitoring are surprising. The top 10 rankings also include three opinion-forming weeklies, the dominant issues being irregularities in the special services operation and the jamming of nurses' mobile phones.

After over a year Gazeta Wyborcza has regained the top position in the classification. The daily was quoted 996 times. The newspaper owes its success to publications on irregularities within the special services, Polish political scene, economy, finances and the market. The leader – Dziennik – dropped to the third position (857 quotations), however it is this very daily that brought the most frequently cited article in February. The article by Anna Marszałek "How Macierewicz has shattered intelligence organisation" was referred to by other media 945 times. The podium's second position goes to Rzeczpospolita, which scored 945.



The February edition of the report brings surprising changes. With the score of 400 references weekly Wprost came back to the fourth position. TVN24 fell from the fourth to sixth position (353 quotations). The station was outdone by RMF FM (fifth position, 393), which outclassed other radio stations. RMF FM owes its position to

news on the former Prime Minister signing a decision in the case of jamming of nurses' mobile phones during the protest by the Prime Minister's Chancellery. Radio ZET – the radio segment's No. 2 was quoted 227 times.

Scoring 209 references daily Polska was ranked 9th. When it comes to opinion-forming weeklies, apart from Wprost, there were also included Newsweek (207 quotations, 10th position) and Polityka (134, 13th position). The breakdown's only portal - Onet.pl did better than in January, nonetheless it fell to the 11th position (183 references). Like in January, Super Express was ranked 12th, being quoted 155 times. March was the second month in a row to have Fakt out of the top fifteen. The complete the rankings are business dailies. Publications of Gazeta Prawna were quoted 134 times (exactly as weekly Polityka was), while those of Puls Biznesu - 117 times (15th position).

Table 1. Most frequently cited publications in February

No.	Author	Medium	Publication title	Number of quotations
1.	Anna Marszałek	Dziennik	„Jak Macierewicz rozbił kontrwywiad”	163
2.	Dorota Kania, Marcin Dzierżoniowski, Stanisław Janecki	Wprost	„Żyjemy w świecie Kafki i Mrożka”	89
3.	Przemysław Wojciechowski, Witold Gadowski	TVN	„Rosyjska mafia, polski rząd i gaz”	82
4.	Tomasz Butkiewicz, Robert Zieliński	Dziennik	„Zagłuszyli nie tylko siostry”	79
4.	Agnieszka Kublik	Gazeta Wyborcza	„Wynosili tajne kwity”	79
5.	Renata Grochal	Gazeta Wyborcza	„PiS umorzył dłużni PC”	78
6.	Brak autora - stenogram	Rzeczpospolita	„Stenogram z tajnego posiedzenia sejmu”	77
7.	Brak autora – informacja w „Faktach”	RMF FM	Informacja o podpisie J. Kaczyńskiego w sprawie zagłuszania pielęgniarek	76
8.	Agnieszka Kublik, Monika Olejnik	Gazeta Wyborcza	„Tusk: trzeba zmienić konstytucję”	74
9.	Wojciech Czuchnowski	Gazeta Wyborcza	„Oficer BOR-u w 11 dni”	45
10.	Brak autora - ranking	Wprost	„Sikorki najlepszym, Kopacz najgorszym ministrem”	42

After two months of the market, economy and finance issues being the most popular with the media, the Polish politics has come back into the centre of interest. Among the questions which received the most media coverage in February were: irregularities in the special services operation, findings in the case of jamming of nurses' mobile phones during the protest by the Prime Minister's Chancellery, advancement in the investigation on shoot-out involving Polish soldiers, the prospect of installing anti-missile shield in Poland, details of the gas affair, accident of the military CASA aircraft, controversy around the Military Information Services (WSI) and the inquiry into Barbara Blida suicide case.

Like in the previous month the largest number of regional press quotations were derived from the voivodeship of Mazowieckie (Życie Warszawy – 66), Śląskie (Polska Dziennik Zachodni – 21) and Małopolskie, which had two dailies on top: Polska Gazeta Krakowska and Dziennik Polski, both scoring 15 references.

Within the period of 1 – 29 February the Institute of Media Monitoring analysed 8742 media pieces for the purpose of the present report. Journalists referred to other media's news 10805 times, out of which 7467 pieces (press publications, radio and television broadcasts) were not of the press review type. The analysis covers only those media pieces which are not of such a type.

Each month has the Institute of Media Monitoring analyse all press articles as well as television and radio broadcasts, whose authors quote news released by other media. The examination covers over 800 press titles, television stations and selected programmes of radio stations. The standard version of the February report is available at the Institute of Media Monitoring's website <http://www.instytut.com.pl/raporty>. If you wish to receive a customized version, please contact: k.ewert@instytut.com.pl.

The Institute of Media Monitoring monitors over 800 press titles, 82 radio and television stations, as well as Polish resources of the Internet. It is a member of FIBEP – an elite association of 91 media monitoring firms from 41 countries. Since 2002 the Institute of Media Monitoring has supported the Responsible Business Forum (Forum Odpowiedzialnego Biznesu).