

Press Release

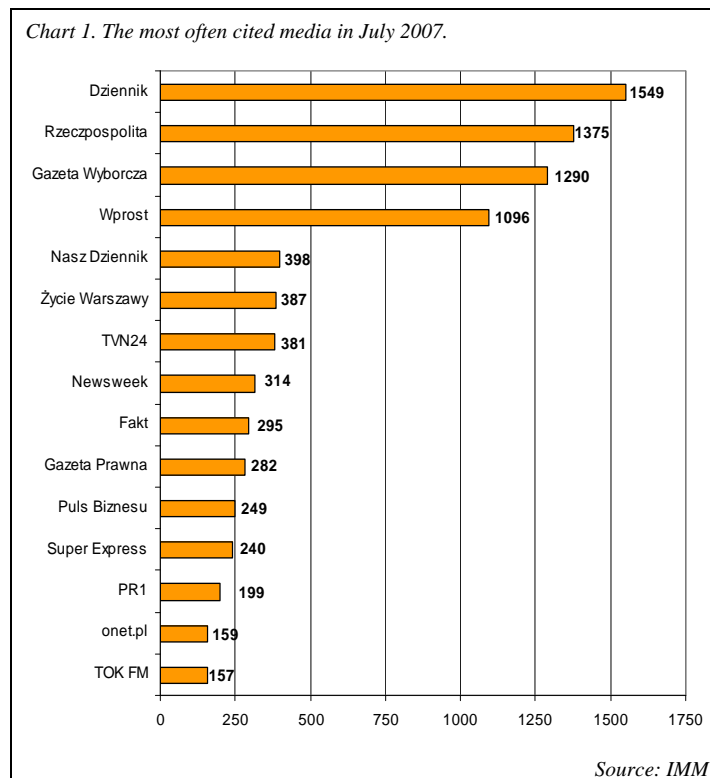
Warsaw, August 29, 2007

Revolutionary changes among the most opinion-making media

Changes on top places among press titles and radio stations, a record high number of citations in media and surprising results of a weekly "Wprost" and a daily "Nasz Dziennik" - this is what July's ranking "The Most Opinion-Making Media in Poland" by IMM brings.

The Institute of Media Monitoring has analysed 8268 media publications between July 1 and 31 for the purpose of this report. Journalists quoted other media's news 10,545 times (4579 from press, 3793 from TV stations and 2173 from radio stations), which is a record high number in the history of IMM's report.

Although holidays are usually "leisure time" for media, this July we recorded not only an overall growth in the number of quotations but also significant changes in the ranking's top fifteen. After two months in the lead, "Rzeczpospolita" lost its leader position (1375) to "Dziennik" that was cited 1549 times. "Dziennik" owes its victory to publications concerning the so-called "land affair", Polish politics and results of rankings and polls. The third place belongs to "Gazeta Wyborcza" with 1290 quotes.



The fourth place is taken by a weekly "Wprost" that attracted 1096 citations in July, which is 490 more than in June. This weekly has crossed a threshold of 1000 quotations for the first time in history.

"Wprost" owes its good result to articles on "Father Rydzyk's tapes": "Rydzyk's Confession" and "Storm Follower". These were the two most often cited publications in July. Marcin Dzierzanowski is an author of both articles.

Table 1. Authors of the most often cited publications in July

No..	Author	Medium	Publication Title	Number of quotes
1.	Marcin Dzierzanowski	Wprost	„Rydzyk's Confession” „Storm Follower”	559
2.	Maria Bartoszko, Tomasz Butkiewicz, Michał Majewski, Paweł Reszka	Dziennik	„Top Secret Lepper Operation”	135
3.	Tomasz Butkiewicz, Michał Majewski, Paweł Reszka	Dziennik	„Double Bottom of the Lepper Operation”	119
4.	Wojciech Wybranowski	Nasz Dziennik	„Either Penance Robe or Elections”	102
5.	Wojciech Czuchnowski	Gazeta Wyborcza	„Who Ordered Blida's arrest?”	87
6.	Zespół działu ekonomicznego	Rzeczpospolita	„Ranking of Local Governments 2007”	82
7.	Monika Olejnik	TVN24	„Dot over I”	61
8.	Igor Janke	TOK FM	„Morning with TOK FM”	60
9.	Agnieszka Kublik, Monika Olejnik	Gazeta Wyborcza	„Elections in Spring”	57
10.	Dorota Kania, Grzegorz Pawelczyk, Marcin Dzierzanowski	Wprost	„We Don't Want Political Circus”	55

The fifth place for "Nasz Dziennik" (398) in July's ranking is quite surprising. "Nasz Dziennik" overtook "Zycie Warszawy" (387). "Nasz Dziennik" was quoted mainly in relation to domestic political issues, including "Father Rydzyk's tapes" and lustration process of Archbishop Stanislaw Wielgus.

With 381 citations TVN24 remains leader among TV stations. Two radio stations appear in top fifteen of the most opinion-making media in July: PR1 (199 citations) and TOK FM (157) that is 15th. After six months on top, RMF FM dropped to the third position among radio stations with 121 quotes.

The most often cited business-economy daily is "Gazeta Prawna" (282 quotations, 10th place) just as in 10 previous months. There is one internet portal Onet.pl in the chart. Media cited its news 159 times.

Top issues that journalists quoted were: "Father Rydzyk's tapes"; the land affair - irregularities in Agriculture Ministry that lead to Andrzej Lepper's dismissal; an investigation into Barbara Blida's death - news concerning a court trial, coal mafia and the former Social Left Alliance MP's arrest; Polish politics in the context of Pawel Zalewski's statement (Deputy Head of the Law and Justice Party (PiS)) that lead to his dismissal; on-going strikes in public healthcare system; the sex scandal in the Self Defence Party - new facts of sexual abuse in the party; controversies around the lustration process of Archbishop Stanislaw Wielgus and an accident in France in which Polish pilgrims lost their lives.

The majority of quoted publications are press articles (83%). Media cited dailies the most often (76%) and weeklies (22%). 93% of quotations come from nationwide media and remaining 7% - from local and regional ones.

Each month the Institute of Media Monitoring analyses all press publications, radio and television broadcasts whose authors quote other media's news. There are some 800 press titles, TV stations and selected radio broadcasts examined. A standard version of July's report is available from IMM's website: <http://instytut.com.pl/raporty>. If you wish to receive a full or a customised version, please contact us at: k.ewert@instytut.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 in a couple dozen countries. Since 2002 the Institute of Media Monitoring has been supporting activity of Forum Odpowiedzialnego Biznesu (the Responsible Business Forum).