

Press release

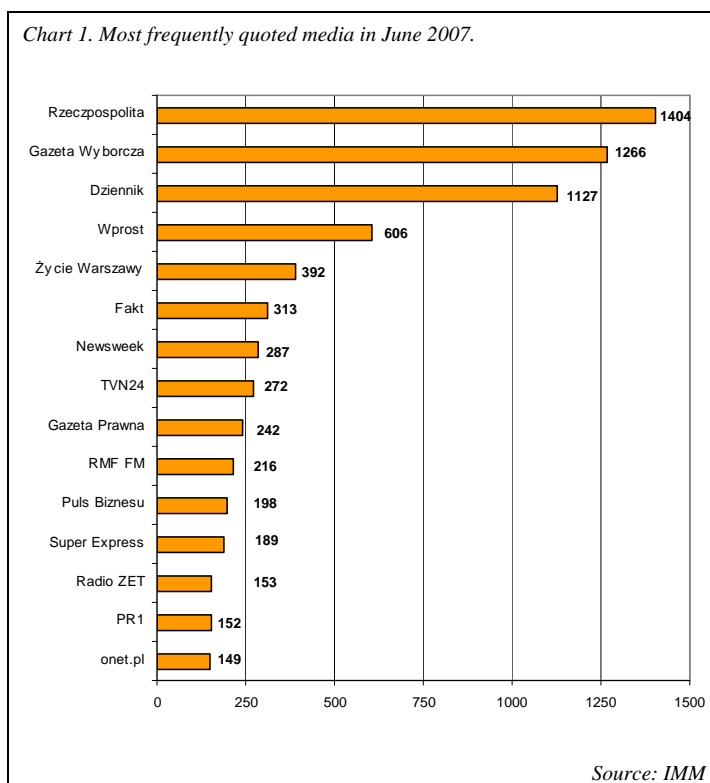
Warsaw, 26 July 2007

No changes on the podium

June's rankings of 'Poland's most opinion-making media', compiled by IMM, brings no changes on the top. 'Rzeczpospolita' is still the leader, 'Gazeta Wyborcza' and 'Dziennik' just behind. What is a surprise though is a high 6th position of 'Fakt'. The rankings have as many as three radio stations: RMF FM, Radio ZET and PR1. To close the list comes Onet.pl portal.

For the purpose of the present report the Institute of Media Monitoring analysed 7117 media pieces throughout the period of 1 June - 30 June. Journalists quoted other media's news 8827 times (4373 times in the press, 2969 on the television and 1485 times on the radio).

The top five positions saw no changes, compared to the previous month. The leader was again 'Rzeczpospolita', which was quoted 1404 times. Second ranked was 'Gazeta Wyborcza', having 1266 quotations, while third one – 'Dziennik', scoring 1127.



'Rzeczpospolita' was quoted chiefly in the context of rankings and opinion polls, the Polish politics, regulations and law. Weekly 'Wprost' was again only narrowly behind the podium. What is a surprise is the 6th position of 'Fakt', the daily outdoing 'Newsweek', and replacing 'Super Express' as the leader among tabloids. Yet, the

high number of quotations of 'Fakt' is due to a false publication on Kazimierz Dolny-based Bethany nuns being allegedly incited to suicide.

It is worth noting that the rankings have as many as three radio stations: RMF FM, Radia ZET and PR1. Radio ZET owes its comeback to Marek Starybrat's widely-quoted statement addressed to Roman Giertych. An absolute leader among television stations is TVN24 (272 quotations, mainly in the context of the Polish politics). Second ranked TVN was quoted four times more rarely (68).

June had the media most often refer to 'Gazeta Wyborcza' article 'Family's vanishing cash' on financial irregularities within the League of Polish Families (LPR) The authors of the publication were: Piotr Głuchowski, Marcin Kącki, Marcin Kowalski and Wojciech Szacki.

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

No.	Author	Medium	Publication title	Quotation number
1.	Piotr Głuchowski, Marcin Kącki, Marcin Kowalski, Wojciech Szacki	Gazeta Wyborcza	'Family's vanishing cash'	131
2.	Piotr Pałka	Rzeczpospolita	'Aleksander Kwaśniewski on Kurtyka's list'	89
3.	Rafał Marczuk	Fakt	'Bethany nuns to commit mass suicide'	74
4.	Dorota Kania, Grzegorz Pawelczyk, Marcin Dzierżanowski	Wprost	'I won't talk to Rydzyk'	70
5.	Mirosław Cielemeński	Wprost	'100 richest Poles – 2007'	62
6.	Marek Starybrat	Radio Zet	'Very good morning'	59
7.	Dorota Pawłowska	Dziennik	'Higher pays, shorter working days'	48
8.	Elżbieta Glapiak	Rzeczpospolita	'Tax on properties'	43
9.	Jarosław Olechowski, Wojciech Lorenz	Rzeczpospolita	'U.S.: contribute to the shield'	42
10.	Joanna Tańska	Newsweek	'Orientation trouble'	41

Like in the previous eight months most frequently quoted daily of business and economy profile was 'Gazeta Prawna' (242 references, 9th position). To close the top 15 was the rankings' only portal Onet.pl.

In the analysed period the major themes that the media referred to were: revelation of the so-called Kurtyka's list (list of Security Service agents compiled by the Institute of National Remembrance); details on the Brussels summit, scandal of LPR's financial irregularities, growing number of strikes in the medical sector, controversy over the opinions of Rev. Rydzyk and Marek Starybrat, reports on the alleged suicides of Bethany nuns, Poland's preparations for construction of anti-missile shield, George Bush's visit to Poland, revelation of Security Service's files by Lech Wałęsa, preparations for Euro 2012 and Andrzej Lepper's connections with the Ukrainian bishop Mikołaj Hinajło.

As far as regional media are concerned, most publications derived from Mazowieckie voivodeship, 'Życie Warszawy' still being its leader. The daily was ranked fifth, scoring 392. Nationwide media constituted 92% of quotations, while regional ones - the remaining 8%.

Each month has the Institute of Media Monitoring analyse 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 customised 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).