

Press release

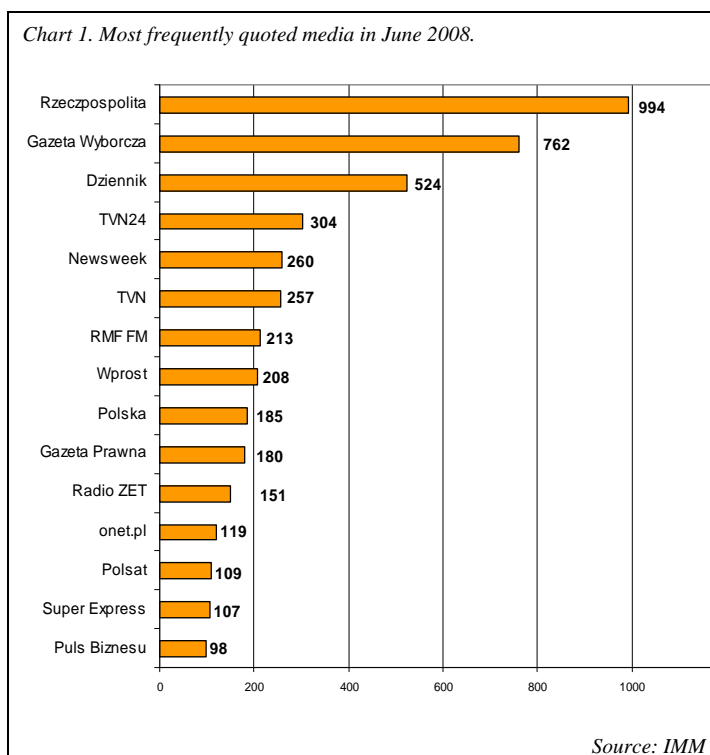
Warsaw, 4 August 2008 r.

Wałęsa – the hottest issue of June

Affairs which attracted the most media attention are: the case of Lech Wałęsa and the story of unwanted pregnancy of teenage Agata. Three television stations among the top 15, Gazeta Wyborcza going up in the rankings and Puls Biznesu coming back – those are findings of June’s study „The most opinion-shaping media in Poland” by the Institute of Media Monitoring.

Like in the previous month the leader in June was Rzeczpospolita (quoted 994 times). In the second position was Gazeta Wyborcza, which went up from third. The daily was referred to by other media 762 times. Behind the two was ranked Dziennik with 524 quotations.

What brought Rzeczpospolita the leading position are widely-commented publications on Lech Wałęsa. Two articles released by the daily: „Tajemnice teczki TW Bolka” („Mysterious files of agent Bolek”) and „Giną zagraniczni agenci wojskowych służb” („Foreign agents of military services are disappearing”) were among the most frequently quoted press pieces in June. Gazeta Wyborcza in turn, owes its second position to the story of pregnancy of 14-year-old Agata. „Agata z matką chcą aborcji. Szpital odmawia” („Agata and her mother want abortion, the hospital says ‘No’”) was the most frequently quoted publication of June. Dziennik was referred to most often in the context of economics, market, finance, Polish politics and opinion polls.



It is worth paying attention to the fact that the June classification has as many as three television stations: TVN24, TVN and Polsat. The first of the three mentioned was ranked fourth – 304 quotations. Just behind is Newsweek, which is still much ahead of Wprost. Newsweek article on a secret fund of Law And Justice (PiS) by Bertold Kittel and Maciej Duda was one of the most frequently quoted publications in June. Sixth in the rankings was TVN station (score: 257). Opinion weekly Wprost was again ranked eighth, its quotation score being 208. The magazine's „Poland's 100 rich list” was very popular with the media. Daily Polska¹ (185) dropped down to ninth position.

Among radio stations the leader is RMF FM (7th position, 213 quotations). The classification also has Radio ZET, to the news of which other media referred to less often (11th position, 151 quotations).

The study's only portal Onet.pl is ranked 12th (119 quotations), the position it was in last month too. Polsat is 13th, being cited 109 times. When it comes to business-economy profile dailies, the highest ranked is Gazeta Prawna. 180 quotations brought it tenth place. The rankings saw a comeback of Puls Biznesu; scoring 98 the daily ended last. The tabloid segment is represented by Super Express (14th place. 107 quotations). Fakt was not in the top 15 this time.

Table 1. Most frequently quoted publications in June

No.	Author	Medium	Publication title	Number of quotations
1.	Małgorzata Szlachetka, Agnieszka Pochrzęst	Gazeta Wyborcza	„Agata z matką chcą aborcji. Szpital odmawia”	94
2.	Maciej Duda, Bertold Kittel	Newsweek	„100 milionów zł na tajny fundusz PiS”	56
3.	brak	Wprost	„Lista 100 najbogatszych Polaków”	55
4.	Piotr Gontarczyk, Sławomir Cenckiewicz	Rzeczpospolita	„Tajemnice teczki TW Bolka”	38
5.	Edyta Żemła, Łukasz Zalesiński	Rzeczpospolita	„Giną zagraniczni agenci wojskowych służb”	31

The hottest issues in June were: the controversial book of the Institute of National Remembrance's (IPN) historians on Lech Wałęsa's collaboration with the Security Service (SB), the story of 14-year-old Agata who sought abortion, a secret electoral fund of PiS made up of means allocated for Euro 2012 organisation, resignation of the government's spokesperson Agnieszka Liszka, the President's and the PM's acceptance for exhumation of general Sikorski, Euro 2008 tournament, Leszek Maleszka and his past collaboration with SB, likely unmasking due to publishing of a report on the Military Information Services (WSI), disappearance of a couple of intelligence service agents abroad, negotiations on excise duty cut, corruption in health service, resignation of Krzysztof Grzegorek and tensions between the government and the President regarding negotiations with the U.S. on placing an anti-missile shield in Poland.

As far as the regional press is concerned, the most often quoted were media outlets from the voivodeships of Mazowieckie (Życie Warszawy – 32), Małopolskie (Dziennik Polski, 16) and Lubelskie (Dziennik Wschodni and Polska Kurier Lubelski – each 9 quotations). For the purpose of the present report the Institute of Media Monitoring analysed 6005 media pieces (press publications, radio and television broadcasts). Reporters quoted news of other media 6152 times. 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, 30 television stations and selected shows of 53 radio stations examined. The standard version of the June report is available at <http://www.institut.com.pl/raporty>. If you wish to receive a customised version, please contact us at k.wert@institut.com.pl.

The Institute of Media Monitoring monitors over 860 press titles, 83 television and radio stations as well as Polish resources of the Internet. IMM is a member of FIBEP – an elite association of 91 media monitoring companies from 41 countries. Since 2002 the Institute of Media Monitoring has supported the Responsible Business Forum.

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 Wrocławska”, „Polska Głos Wielkopolski”, „Polska Kurier Lubelski”.