

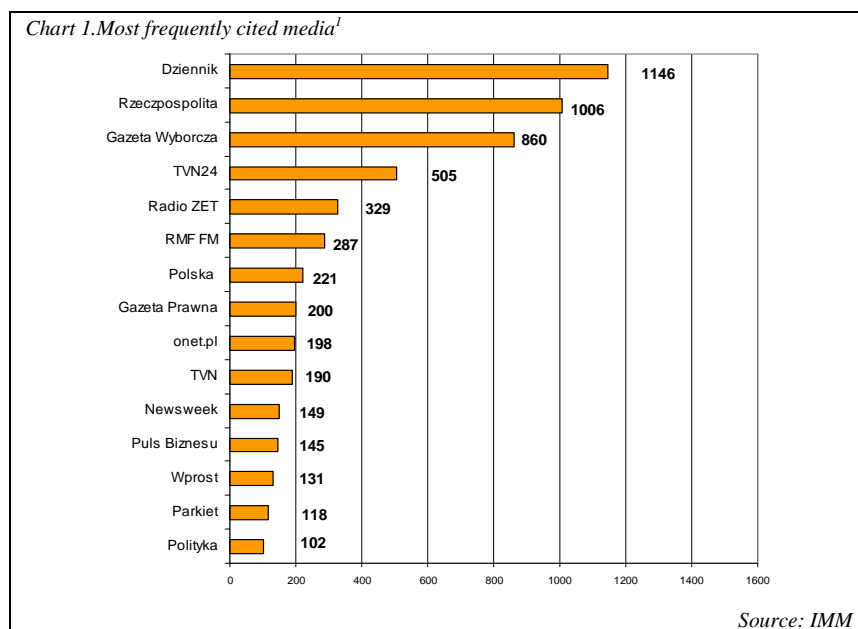
Press release

Warsaw, June 26th, 2009

Dziennik first again

According to the latest edition of „Top opinion-shaping media in Poland” elaborated by the Institute of Media Monitoring, the most frequently cited newspaper in May was *Dziennik*, the major opinion shaping radio station was *Radio ZET*, and the leading television station *TVN24*. In the ranking including the top fifteen titles there are also two television stations, two radio stations, one internet website, three business dailies, and three opinion weeklies.

After ranking as second in April, the leader of this ranking is *Dziennik*, quoted by other media 1146 times. The daily owes such an excellent result to controversy over Janusz Palikot, a Civic Platform (PO) parliamentarian, as well as very popular quotations of articles concerning Polish political scene, and descriptions of Libertas political party related to the former president Lech Walesa. *Rzeczpospolita*, previously named the most opinion-shaping medium in Poland, won a second place this time (1006). It gained such a high result thanks to rankings and polls, economics and finance coverage, and publications on the Polish politics. The third title from the ranking – *Gazeta Wyborcza* (860) – was mainly quoted on economics, market and finance coverage; additionally, Barbara Blida’s case and Polish politics were commented there.



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*.

Similarly to the last month, just behind the podium there was *TVN24* with 505 citations. Such a great result comes from its broadcasts on celebrating the anniversary of June, 4, discussing Polish politics, and a topic of Polish shipyards. Another TV station in the ranking – *TVN* – with a result of 190 citations ranked as 10th.

The winning position in the May edition of the report among a group of radio stations, and the 5th position in a general classification was got by *Radio ZET* (329). Such a high place on the list happened thanks to comments on revealing unclear business of Piotr Kownacki, as well as numerous quotations on Polish politics and national shipyards. Left behind, *RMF FM* was cited 287 times, mainly on topics concerning Polish political scene, the functioning of police and crime, and jurisdiction and lawsuits.

Among the economy dailies, there were *Gazeta Prawna* (200), *Puls Biznesu* (145), and *Parkiet* (118). The difference between a leader of this category and *Puls Biznesu* decreased by 10 citations in comparison to April's ranking. Economical titles ranked, respectively, as 8th, 12th, 14th.

Moreover, May was a month when *Newsweek* (149), *Wprost* (131), and *Polityka* (102) appeared in the top fifteen. The quoted opinion weeklies classified to the ranking below the 10th place, gaining the 11th, 13th, and 15th positions.

The list's only Internet source cited by reporters 198 times was *onet.pl*. It is worth mentioning that in a ranking of sole Internet portals a very decent position was taken by *tvn24.pl* (101), which ranked as 2nd in its category.

In May, media concentrated mostly on the upcoming Europarliamentary elections, which results were widely commented by both journalists and representatives of Polish political scene. Public opinion was interested in controversy over Janusz Palikot and a vogue future of the Chancellery of the President's Chief Piotr Kownacki. Media tried to evaluate the cooperation of the former President Lech Wałęsa with a right-wing political party *Libertas*; they also commented on preparations to celebrate the 20th anniversary of elections in 1989, as well as a future of Polish shipyards. Other issues that were widely discussed covered the detention of famous film producer Lew Rywin, a mysterious disappearance of a military coder and new establishments in Barbara Blida's suicidal death case. Considerations on the April's issues of worldwide swine flu pandemonium, and preparations for Euro 2012 football championships were continued. May was also a time of public debate about a popular blogger *Kataryna* and financial problems of *Katarzyna Niezgoda* – a TV host *Tomasz Kammel*'s wife.

For the purpose of the present report, the Institute of Media Monitoring analysed 8017 media pieces (press clippings, radio and television broadcasts) within the period of 1-30 May. Reporters quoted news of other media 8042 times (5268 times in the press, 1664 – on the television and 1110 – 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.