

# Press release

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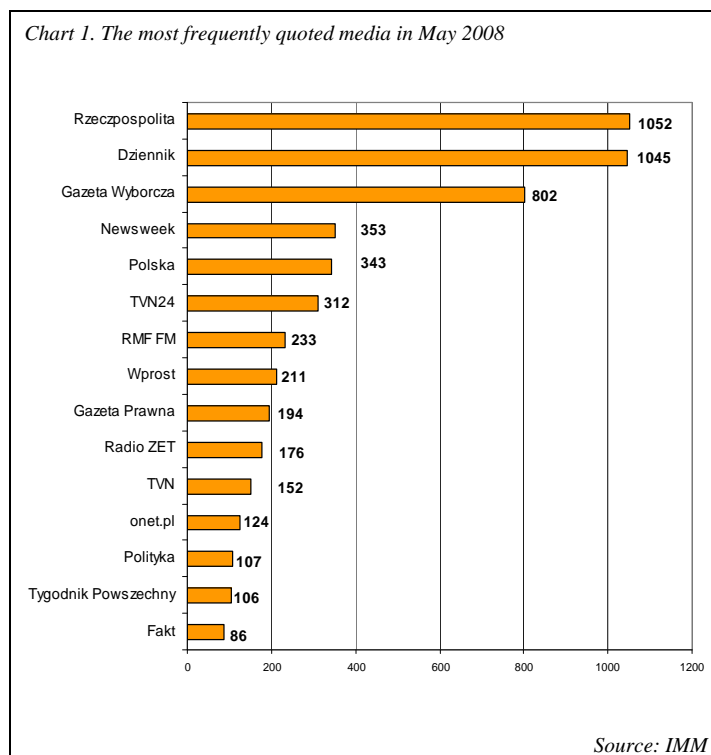
## Everybody quotes confessions of prime ministers and Palikot

**The most famous May publications are interviews with prime ministers Marcinkiewicz and Tusk and a member of the Polish Parliament Janusz Palikot, follows from May edition of „Poland’s most opinion-forming media” report compiled by Institute of Media Monitoring.**

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May brought reshufflings on the podium: Rzeczpospolita advanced to the first place (1052 references) leaving Dziennik (1045 quotations) directly behind it. Gazeta Wyborcza kept its April position and came in as third with 802 quotations, the most often in the context of Beata Sawicka.

Rzeczpospolita leads with seven quotations more than Dziennik. It owes the leadership to frequently quoted rankings and surveys, economic, publications on economy, market and finance as well as legislation and law. Dziennik, on the other hand, was referred to the most often in the context of the alleged surveillance of Kazimierz Marcinkiewicz. The article entitled “Marcinkiewicz oskarza” by Michal Majewski and Pawel Reszko was the most popular source of quotations in May.



Newsweek advanced to the fourth position (353) due to publishing an interview with prime minister Donald Tusk in which he confessed to smoking marihuana in his youth. Meantime weekly Wprost tumbled town to the

eighth position (211 quotations) although it usually takes the fourth place. A daily Polska<sup>1</sup> (343) is fourth and an interview with Janusz Palikot that the daily published („Rydzik powinien siedzieć w areszcie” by Anita Werner and Paweł Siennicki) was second most popular source of quotations in May.

TVN24 (312) is in the lead among TV stations. TVN was ranked eleventh with 152 quotations. RMF FM was again the most popular of all radio stations - 233 quotations took the station to the seventh place in the ranking leaving Radio ZET behind. The latter scored 176 references.

Onet.pl is the only Internet portal in the breakdown. It takes twelve position again with 124 quotations. Business and economic dailies are represented by Gazeta Prawna, which was used as a source of information 194 times (9th place – up by two places). Puls Biznesu was not included in the ranking at all. Last but one position was given to Tygodnik Powszechny, 106 quotations, mainly in the context of the past of J. Sachowicz, a member of fact-finding commission. Fakt closes May breakdown with 86 quotations.

Table 1. The most frequently cited publications in May

N <sup>o</sup>	Author	Media	Title of the article	Number of quotations
1.	Michał Majewski, Paweł Reszka	Dziennik	„Marcinkiewicz oskarża”	262
2.	Anita Werner, Paweł Siennicki	Polska	„Rydzik powinien siedzieć w areszcie”	157
3.	Andrzej Stankiewicz, Paweł Śmiłowicz	Newsweek	„Historie nieznanne”	122
4.	brak	Rzeczpospolita	Ranking szkół wyższych	95
5.	Wojciech Czuchnowski, Marcin Kącki, Agnieszka Kublik, Mariusz Gieryszewski	Gazeta Wyborcza	„CBA, Sawicka i FBI”	79
6.	Michał Olszewski, Maciej Gawlikowski	Tygodnik Powszechny	„Droga krzyżowa Jacka Żaby”	78
7.	Joanna Tańska	Newsweek	„Ludowcy szukają konfitur”	62
8.	Anna Gielewska, Eliza Olczyk	Rzeczpospolita	„Koniec miodowych miesięcy rządu”	59
9.	Anna Nalewajk, Artur Grabek	Dziennik	„Gry wokół orędzia”	52
10.	Anna Gielewska, Sylvia Szparkowska	Rzeczpospolita	„Szpitale na sprzedaż”	47

Subjects that prevailed among quotations in May referred to controversial announcement by K. Marcinkiewicz about the alleged surveillance attempts ordered by J. Kaczynski, detention of former member of Civic Platform (PO) involved in corruption scandal, statement by the incumbent prime minister D. Tusk about his youth and modes of spending leisure time, more controversies about Polish secondary school leaving exam “matura”, further controversies over liquidation of Military Information Service (WSI), PO’s plan to privatize health care system in Poland, further arrangements over the involvement of Polish soldiers in shooting in Afghanistan, upheaval with “matura” exams, resuming court trials related to a so-called sex-scandal in Samoobrona, more findings of investigation into kidnapping and murder of K. Olewnik and negotiations over building elements of U.S. missile defense system in Poland.

Just like in the past months, majority of quotations from regional and local press came from Mazowiecki Province (Życie Warszawy, 33), Malopolska Province (Dziennik Polski, 15) and ex aequo: Lower Silesia (Polska Gazeta Wroclawska, 10), Lublin (Dziennik Wschodni, 10) and Silesia (Polska Dziennik Zachodni, 10). Institute of Media Monitoring analyzed 6775 media pieces (from the press, TV and radio) in the period May 1-31 for the needs of the present report. The journalists referred to information furnished in newspapers and other media 6966 times. The analysis covers only media pieces which are not press reviews.

*Each month, Institute of Media Monitoring analyses all newspapers, as well as TV and radio broadcasts, which authors refer to news spread by other media. The research covers over 800 newspapers, TV stations and selected programs of nine radio stations. Basic version of January report is available at the website of the Instytut of Media Monitoring <http://www.instytut.com.pl/raporty>. In order to receive full or profiled version of the report, do not hesitate to contact [k.ewert@instytut.com.pl](mailto:k.ewert@instytut.com.pl).*

<sup>1</sup> The figure for daily „Polska” is a sum total of quotations from regional mutations of the daily „Polska”: „Polska Dziennik Bałtycki”, „Polska Dziennik Łódzki”, „Polska Dziennik Zachodni”, „Polska Gazeta Krakowska”, „Polska Gazeta Wroclawska”, „Polska Głos Wielkopolski”, „Polska Kurier Lubelski”.

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Institute of Media Monitoring monitors nearly 850 newspapers, 82 TV and radio stations and Polish Internet resources. Instytut Monitorowania Mediów is a member of FIBEP – the elite organization associating 91 media monitoring companies from several dozen of countries. Since 2002, Institute of Media Monitoring has supported ventures of Responsible Business Forum.