

# Press release

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Warsaw, 5 November 2007

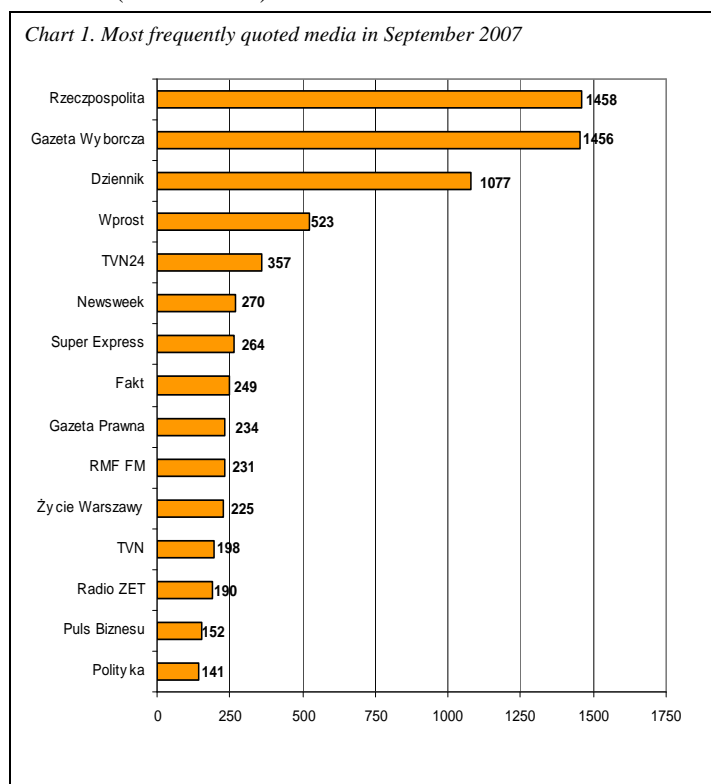
## A hair's breadth between top dailies!

**The Institute of Media Monitoring's latest report of „Most opinion-shaping media in Poland” has a surprising result on top; Rzeczpospolita is only narrowly ahead of Gazeta Wyborcza. High in the rankings was TVN24 station, which outdid Newsweek weekly. The most opinion-shaping radio station is RMF FM, and the most frequently quoted press publications – articles of Gazeta Wyborcza.**

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For the purpose of the report the Institute of Media Monitoring analysed 7430 media pieces within the period of 1 – 30 September. Journalists referred to news of other media 9168 times (4255 times in the press, 3169 on the television and 1744 on the radio).

Rzeczpospolita and Gazeta Wyborcza were really close to a draw. Only two quotations let Rzeczpospolita enjoy the victory, the daily scoring 1458 quotations. Gazeta Wyborcza was referred to 1456 times. Dziennik dropped from the top position down to third (score – 1077).



Like in the previous months, the classification had three opinion weeklies. The highest ranked is Wprost. It is again in the fourth position with the quotation number 523. Newsweek was referred to 270 times, while Polityka – 141 times.

Most frequently quoted publications in September were those of Gazeta Wyborcza: „PiS benefitting from Kaczmarek case” by Michał Kochanowicz, „Krauze calling the president” by Wojciech Czuchnowski and „Beger buying signatures” by Marcin Kaćki and Michał Kopiński.

In the fifth position is the TV stations’ leader – TVN24 (357 quotations), which scored so well owing to references to its news on the Polish politics, Jan Rokita’s resignation from the Civic Platform (PO) and „the case of Krauze”. Życie Warszawy (scoring 225) dropped from sixth to eleventh position. Just behind the daily is TVN station (198 quotations). Although the score of Tygodnik Powszechny (109) did not lift it up to the top fifteen, it was widely referred to thanks to the publication of cardinal Stanisław Dziwisz on the activity of father Rydzyk.

Table 1. Authors of most frequently quoted publications in September.

No.	Author	Medium	Publication title	Number of quotations
1.	Michał Kochanowicz	Gazeta Wyborcza	„PiS rośnie na Kaczmarku”	124
2.	Wojciech Czuchnowski	Gazeta Wyborcza	„Dzwoni Krauze do prezydenta”	107
3.	Marcin Kaćki, Michał Kopiński	Gazeta Wyborcza	„Beger kupuje podpisy”	99
4.	Stanisław Dziwisz	Tygodnik Powszechny	„Nikt nas nie wyręczy”	67
5.	Monika Olejnik	Radio ZET	„Siódmy dzień tygodnia”	57
6.	Iwona Szpala, Bogdan Wróblewski, Jacek Brzuszkiewicz	Gazeta Wyborcza	„PO na policji”	56
7.	Joanna Lichoćka, Paweł Lisiecki	Rzeczpospolita	„Wyciągamy łosia z bagna”	53
8.	Dorota Kania, Rafał Pasztelański	Wprost	„Agent u Rydzyka”	47
9.	Jan Piński, Krzysztof Trębski	Wprost	„Ryszard Osaczony”	44
10.	Bogdan Rymanowski	TVN, TVN24	„Kawa na ławę”	43

September’s most opinion-shaping radio stations were: RMF FM (again on top with 231 quotations) and Radio ZET (190).

Like in the past eleven months, the most frequently quoted daily of business and economy profile was Gazeta Prawna (234 references, 9th position). Super Express is ahead of Fakt. In September there were no Internet portals ranked.

The key issues of the reported period were: „the case of Krauze”, that is well-known businessman’s connections with the president and Krauze’s involvement in revelation of the Central Anti-Corruption Bureau’s (CBA’s) action in the Agriculture Ministry, controversy around information leak at CBA, departure of Jan Rokita, a prominent politician from PO, lustration affairs, „the tapes of Beger”, which unveil details of the Samoobrona MP’s buying votes, controversy around the Military Information Services (WSI), the investigation into the case of PO’s finances, departure of Tomasz Lis, a well-known journalist from Polsat station and confessions of Andrzej Lepper on his adultery.

Nationwide media shared 93 % of the total quotations, local and regional ones – the remaining 7 %. The largest number of quotations were derived from the voivodeship of Mazowieckie (Życie Warszawy, 225), Małopolskie (Gazeta Krakowska, 27), Łódzkie (Dziennik Łódzki, 21) and Lubelskie (Dziennik Wschodni, 18).

Each month has the Institute of Media Monitoring analyse all the press publications as well as television and radio broadcasts whose authors refer to news of other media. The monitoring covers some 800 press titles, television stations and selected programs of radio stations. The standard version of September’s report is available at: <http://www.instytut.com.pl/raporty>. For a customized version, please contact us at: [k.ewert@instytut.com.pl](mailto:k.ewert@instytut.com.pl).

The Institute of Media Monitoring monitors over 800 press titles, 73 television and radio stations as well as Polish resources of the Internet. It is a member of FIBEP – an elite association of over 80 media monitoring firms from all over the world. Since 2002 the Institute of Media Monitoring has supported activity of Responsible Business Forum (Forum Odpowiedzialnego Biznesu) .