

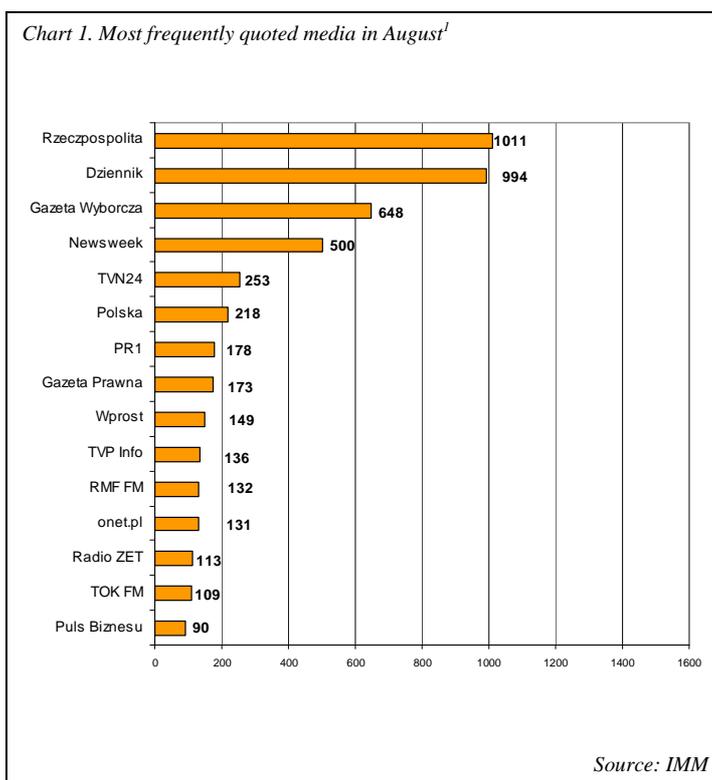
# Press release

Warsaw, 6 October 2008

## ***Rzeczpospolita* wins!**

***Rzeczpospolita* has regained its leading position in „The most opinion-shaping media in Poland” by the Institute of Media Monitoring. Second ranked was *Dziennik*, third – *Gazeta Wyborcza*. Just behind the podium was *Newsweek* and *TVN24* station.**

The winner of August’s edition of the top opinion shaping media rankings was *Rzeczpospolita*, which was cited by other media 1011 times. Behind the leader was *Dziennik* (July’s winner), with a score of 994 citations. Third ranked was *Gazeta Wyborcza*, publications of which were referred to 648 times. What won *Rzeczpospolita* the top position were numerous references to its surveys and opinion polls, as well as widely-quoted articles on the Polish politics, economy, market and financial issues. *Dziennik* was most often quoted in the context of the negotiations on the anti-missile shield as well as Polish and foreign politics.



<sup>1</sup> 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”.

In the reported month it is worth paying attention to a brilliant result of *Newsweek*; the weekly was ranked 4th with the score of 500 citations. It owes the position mostly to the interview with Witold Waszczykowski on the negotiations concerning the anti-missile shield. In the fifth position was *TVN24*, best television station, which was ranked so high owing to references to Polish politics, situation in the war-stricken Caucasian region as well as crime issues and actions of the police. The top fifteen had only one more television station. This *TVP Info*, its score being 136 quotations (10th position).

The leader of the radio stations segment was *PR1* (178). Like in July there were three more radio stations included in the study: *RMF FM* (132), *Radio ZET* (113) and *TOK FM* (109).

The rankings' only portal – *Onet.pl* finished 12th, being quoted 131 times. As far as business and economy dailies are concerned, the leader is again *Gazeta Prawna* – 173 quotations, 8th place. It was quoted nearly twice as often as *Puls Biznesu* (90 citations, 15th position). Tabloid dailies were not included in the top fifteen again.

Table 1. Most frequently quoted publications in August

No.	Author	Medium	Publication title	Number of quotations
1.	Grzegorz Indulski, Andrzej Stankiewicz	Newsweek	„Negocjator”	243
2.	Michał Karnowski, Piotr Zaremba	Dziennik	Wywiad z Andrzejem Urbańskim	74
3.	Anna Wojciechowska, Michał Karnowski	Dziennik	„Nie ulegam podszeptom”	58
4.	Wojciech Cieśla	Dziennik	„Człowiek z księżycą”	54
5.	Anna Wojciechowska, Mikołaj Wójcik	Dziennik	„Gdzie Rice podpisze tarcze”	53
6.	Jacek Karnowski	PR1	Wywiad z Lechem Kaczyńskim	38
7.	Anna Gielewska, Jarosław Kałucki	Rzeczpospolita	„Ludzie Schetyny trzęsą koszem”	36
8.	Karol Manys, Bernadeta Waszkielewicz	Rzeczpospolita	„Tarcza jest potrzebna”	34
9.	Monika Olejnik	Radio ZET	Wywiad ze Sławomirem Nowakiem	33
10.	Wojciech Czuchnowski	Gazeta Wyborcza	„Lista represjonowanych IPN bez Wałęsy”	32

In the month of August the dominant issues were: negotiations on placing anti-missile shield elements in Poland, controversy around actions of Witold Waszczykowski, Deputy Foreign Minister, backstage of Marek Borowski's recall, impeachment of the President suggested by Andrzej Urbański, situation in the war-stricken Caucasian region, further deliberations on the past of President Lech Wałęsa, controversy around the Military Information Services, investigation into Polish soldiers' involvement in a shootout in Afghanistan, instances of nepotism at the Polish People's Party (PSL) and successes of Polish sportspeople in Beijing 2008 Olympic Games.

For the purpose of the present report the Institute of Media Monitoring analysed 6162 media pieces (press publications, radio and television broadcasts) in the period of 1 – 31 August. Reporters quoted news of other media 6398 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 and selected television and radio stations examined.*

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 The Institute of Media Monitoring monitors over 860 press titles, 84 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.