

30 YEARS OF GAZETA WYBORCZA

AGORA Report 2019

First issue of Gazeta Wyborcza covering the first free parliamentary elections of 1989, appeared on 8 May 1989. The first Gazeta Wyborcza had eight pages and the circulation of 150 thousand.

To celebrate the 30th anniversary of Gazeta Wyborcza, a special reprint was released with Lech Wałęsa's symbolic appeal to the nation and a list of candidates for Sejm and Senate recommended by Citizens' Committee by the Leader of Solidarity Independent Self-Governing Trade Union.

GAZETA WYBORCZA RETURNS TO THE CREDO 'THERE'S NO FREEDOM WITHOUT SOLIDARITY'

Gazeta Wyborcza readopted the historical credo 'There is no freedom without solidarity', as a way to express editorial support for social groups discriminated in Poland. In support of the change, the editorial staff prepared articles, videos and promotional activities, including a poster with the new credo of the daily, and encourages readers to be active in the public sphere.

'There is no freedom without solidarity' appeared for the first time as the credo of Gazeta Wyborcza in the newspaper's masthead in 1989. At that time, it expressed a desire to build a new state based on democracy and community. The return to the credo that took place on 27 July 2019 symbolizes solidarity with social and professional groups excluded in Polish society - people with disabilities, teachers, the LBGT + community, doctors, nurses and judges..

The team of Gazeta Wyborcza issued a joint statement: We embrace 'There is no freedom without solidarity' as an obligation. The world as we knew it - stable, safe, predictable - will fall apart, if we close ourselves in selfishness, if we are busy with our own immediate interest, if we only buy and consume. Then we will open the gates for populists and political charlatans (...). So we return to the beginning: 'There is no freedom without solidarity'.

International media supported Wyborcza and informed the public about the change of credo to 'There is no freedom without solidarity'

World's major media wrote extensively about Wyborcza and the new credo.

- Washington Post printed the full appeal of the editorial team of Wyborcza 27 July, 'Our response to the aggression and attacks on the participants of Pride Parade in Białystok on 20 July fuelling hatred for different social groups and minorities.' The English version was titled 'The Polish government is stigmatizing minorities. It's time to take

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a stand'

- Spanish El País titled their material Wyborcza stands up in defence of LGBT against aggression in Poland" and reminds about the need for solidarity in the struggle against discrimination and violence.
- Hungarian Heti Világgazdaság stresses that similar appeals came from Wyborcza in 1990. Journalists call for solidarity with those they believe have been excluded by the Polish authorities over the last four years. The examples are teachers, people with disabilities, sexual minorities, judges, prosecutors. They say, 'These groups are publicly stripped of dignity and means to exist'. The second, after Népszava important title in Hungary covering Wyborcza's change of credo.
- la Repubblica requested an interview from Adam Michnik, Editor-in-Chief of Wyborcza, who explained return to the 90s credo by calling on 'Threat to freedom in Europe relying on demagogues and populists'.
- Our appeal and change of credo was also covered by Slovakian Dennik and Swedish Dagens Nyheter.

Article on Wyborcza.pl -

<http://wyborcza.pl/7,75398,25066942,swiatowe-media-wspieraja-wyborcza-i-pisza-o-zmianie-przez.html>

MORE IN DIVERSITY SECTION OF THE REPORT

From its start, the team of Gazeta Wyborcza has joined Poland's most important national and local social, educational and cultural campaigns. We also initiate campaigns and projects. Recently Gazeta supported protesting teachers by publishing a special issue of the newspaper, a teacher-strike newsletter and donating revenue from the sale of digital subscriptions - 200 thousand zł - to the striking teachers' cause. The team of Gazeta also took part in Black Protests, was engaged in Rodzić po ludzku (Childbirth with Dignity) campaign and collected money for the Great Orchestra of Christmas Charity (WOŚP).

SPECIAL ISSUE OF GAZETA WYBORCZA ON 30TH ANNIVERSARY



On 8 May 2019 Gazeta included the first issue of Gazeta Wyborcza from 1989. The anniversary was also celebrated by the present-day logo incorporating '30 years' in the red rectangle.

The anniversary issue of Gazeta Wyborcza featured a text by Editor in Chief, Adam Michnik, about the daily, an article by Justyna Susecka describing one day in the life of the editorial team. Gazeta also offered the readers an opportunity to write what they expect from the daily for the next 30 years.

1989" - SPECIAL MAGAZINE OF GAZETA WYBORCZA

To celebrate the 30th anniversary of Gazeta Wyborcza and the first free election in Poland, the editorial team developed a special magazine 1989 with memories of Poland from 30 years back. Journalists wrote about day-to-day life in Poland of late '80s – what we ate, wore, watched on television, what we queued for, made fun of, what was the role and place of women in the society of the time. On the 30th anniversary of the first issue of Gazeta Wyborcza, its employees talked about its beginnings. Poet and publicist Antoni Pawlak recalled editorial team meetings in a sandpit and Teresa Kruszona, editor and corrector with the title from its beginnings, remembered how the language of Wyborcza changed over the years. .



DONALD TUSK NAMED MAN OF THE YEAR OF GAZETA WYBORCZA

Gazeta Wyborcza chose Personality of the Year for the 20th time. In 2019 the title was granted to Donald Tusk, President of European Council and former Prime Minister of

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Poland. Commendation speech was given Timothy Snyder. The ceremony, held on 10 May 2019, as part of the 30th anniversary of Gazeta Wyborcza, prizes for Gazeta Wyborcza Readers' Man of the Year were also announce and a special distinction for the editor in chief Adam Michnik. The winners of Readers' Awards were: President of Gdańsk Paweł Adamowicz - in recognition for his dedication to Gdańsk, and Jerzy Owsiak, President of Great Orchestra of Christmas Charity Foundation, for bringing Poles together. Live coverage of the gala was available on Wyborcza.pl, and the moment of Donald Tusk receiving the title - also on TVN24. Reports were also published on the profiles of Gazeta Wyborcza in the social media, including Instagram. Complete recording of the ceremony - [link](#), and highlights, are available on Wyborcza.pl - [link](#).

Gazeta Wyborcza Personality of the Year has been awarded annually since 1999, as part of the celebrations of the daily's anniversary. Previous bearers of the title are: Vaclav Havel (1999), George Soros (2000), Siergey Kovalyov (2001), Joschka Fischer (2002), Günter Verheugen (2003), Bronisław Geremek (2004), Javier Solana (2005), Zbigniew Brzeziński (2006), Abp Józef Życiński (2007), Andrzej Wajda (2008), Tadeusz Mazowiecki (2009, Man of the two decades), Władysław Bartoszewski (2010), Richard von Weizsäcker (2011), Tadeusz Konwicki (2012), Yoani Sánchez (2013), Mikhail Khodorovsky (2014), Bronisław Komorowski (2015), Timothy Snyder (2016), Frans Timmermans (2017) and Anne Applebaum (2018). A special award for Man of Quarter-century was handed to Lech Wałęsa.



WEHIKUŁ CZASU GAZETY WYBORCZEJ (GAZETA WYBORCZA TIME MACHINE) - SPECIAL EXHIBITION FOR 30TH ANNIVERSARY

At a special dedicated exhibition Gazeta Wyborcza, presented items and symbols associated with the beginnings of Agora, early history of the daily and historical events. The collection included everyday items from 1989 and the beginnings of 90. With the computers, typewriters, phones and other exhibits, the team of Wyborcza recreated a workstation of 1989/1990 as well as other important locations such as a darkroom with an original enlarger, trays and photos hanging from a string, typists ' room and editor in chief's office. The exhibition also contained historical photos and documents from Gazeta's archives as well as memorabilia and photos brought by the employees and friends of Gazeta Wyborcza.

NEW LAYOUT FOR THE 30TH ANNIVERSARY OF GAZETA WYBORCZA AND FREE POLAND

From Tuesday, 4 June 2019, printed Gazeta Wyborcza gained a more modern, clear and reader-friendly style. The new layout that debuted on the 30th anniversary of the daily, was created by Jacek Utko, a renowned designer and consultant working for media around the world. Additionally, the daily offers its readers new sections in the main issue, such as Highlight of the Day, and on Fridays - local weeklies combining existing magazines with the cultural guide Co Jest Grane 24"

Gazeta Wyborcza acquired a new layout, introduced in the year of the 30th birthday of the daily and after several years from the previous change. The newspaper acquired a modern, neat and consistent design, its issues are clear and more readable. This was achieved by a slightly enlarged, simpler font, larger spaces on individual pages and better-exposed photographs, e.g. on the second page of the issue. The authors of comments, columns and opinions are presented with drawn portraits.

WYBORCZA OVER GENERATIONS (CO

POKOLENIE TO WYBORCZA!)

Gazeta Wyborcza has been accompanying successive generations and changes taking place in Poland for 30 years.

- Years go by and, despite our different ages, genders and origins, we share words, images and emotions. This is why our new image campaign shows how we support our readers and respond to their needs, in spite of their differences. This has been the distinguishing mark of 'Gazeta Wyborcza' for 30 years - a medium of many generations, a witness and sometimes the initiator of not only social day-to-day changes to our lives in Poland. We are proud to say 'Wyborcza over generations', says Jerzy Wójcik, publisher of Gazeta Wyborcza.

The campaign 'Co pokolenie, to Wyborcza' (Wyborcza over generations) presents young and older people with diverse interests and passions. Subsequent scenes are combined with the use of the characteristic red rectangle from the Gazeta Wyborcza logo.

This is how the editorial team at Gazeta Wyborcza and Wyborcza.pl remind us of the diversity of issues that it handles daily and the variety of subjects covered. More information can be found at the campaign website.

The advertisements refer to the 30th anniversary of Gazeta Wyborcza celebrated in 2019. They show how this daily has been accompanying successive generations for years.