



Creating the information policy of local government authorities against the background of a changing media market. A case study of Polish cities

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ABSTRACT

The aim of the article is to present the activities in the area of information policy of the largest Polish municipal self-government units, which may have been triggered by ownership changes in the local media market (Orlen's acquisition of Polska Press Group titles) and the concerns of city representatives about the public media's portrayal of local government operations. **Research method:** The research includes a query of documents published in the Public Information Bulletin, media announcements, observation of official city online services, and social media profiles. The study focuses on the largest Polish municipalities (over 300,000 inhabitants – nine centers) whose mayors did not run on the United Right lists in the 2018 local elections. The analysis covers the period from the publication of information about Orlen's acquisition of Polska Press Group (turn of 2020/2021) to the end of 2022. **Results and conclusions:** Six out of the nine largest Polish municipal self-government units took actions to increase the number of channels for distributing their own content. They created press titles and intensified online communication (portals and social media profiles). **Originality and cognitive value:** The study fills a cognitive gap as, until now, there has been no analysis of the activities of municipal governments that could indicate a correlation between the creation of their own content distribution channels in traditional and digital media and ownership changes in the local media market, as well as the opinions of some local government authorities regarding the public media narrative.

KEYWORDS

local government media, cities, Orlen, information policy, Polska Press