

THE ESTABLISHMENT AND ACTIVITY OF THE REPRESENTATIVE OFFICE OF ORKLA MEDIA EMPLOYEES IN POLAND

Summary

The article analyses the functioning of the Representation of Orkla Media Employees and then Mecom in Poland. The research is based on the accounts of people involved in its establishment and operation and on documents (including the website of the Representation). The institution, modelled on its Scandinavian counterparts, was something unique in the Polish media and had a significant impact on the functioning of two companies and a dozen or so titles – and its liquidation was led by ownership changes. The basic conclusion is that the Employee Representation, although met with great scepticism from the Polish management, played a positive role in the functioning of Polish Orkla and Mecom companies; its liquidation resulted from ownership changes, as a result of which both companies were taken over by completely different business entities.

Key words: Regional media, Presspublica, employee representation, trade unions.

JEL codes: J53

Afiliacja: **dr Piotr Kościński**

Akademia Finansów i Biznesu Vistula

Wydział Sztuki, Techniki i Komunikacji

Program Dziennikarstwo i Komunikacja Społeczna

ul. Stokłosy 3

02-787 Warszawa

e-mail: p.koscinski@vistula.edu.pl