



The popularization of sailing in Poland in 1922-2012

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Abstract:	<p>The article presents the journalistic genres and forms of promoting sailing. In the interwar years, many enterprises were created that intended in the popularization of sailing, that, as an elite sport, required a lot of advertising to be more recognized outside the sailing community. The chronological range of the article consists of the years between 1922 and 2012 when the activity intending in popularization of sailing began through magazine publishing (the first edition of „Polish Sailor” in January 1922), book publications, organizing film festivals, marine music festivals as well as through awarding various sailing accomplishments. The final caesura is 2012 when the Olympics in London took place. The article was written on the grounds of the deductive-induction method. In order to do this, the inquiry of source materials concerning the subject was conducted. The research carried out was based on subject literature analysis, using available source materials and national publications. Besides, magazines, reports, bulletins, folders, and websites were used. The technique of document research was incorporated. After the inquiry, it can be stated that there are no published book materials concerning the subject discussed.</p>			
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The significant role in raising the interest in yachting among the society played creation and publication of sailing magazines.

The first magazine in Poland dedicated to marine and river sailing, with emphasis on the needs and tasks of Polish sailing, was the „Polish Sailor”. The first edition was published in January 1922. Initially, it had many forms, it was a weekly addition to the „Gdańsk Courier”, next it was subscribed along with the „Sea” magazine. In September 1930 the „Polish Sailor” became a weekly newspaper of 16 pages, containing the „Sea journeys and water sports” supplement. The last edition of the „Polish Courier” was published in June 1931, and from the next edition it was reduced only to a subheading of the „Marine Courier”. In the same year, the „News of Gdynia Port”, a new, successful publication appeared. The new magazine very soon turned out to be successful and displaced the competition. In 1932, after 10 years of existence, the „Polish Sailor” suspended its activity[1]. In 1933 – 1939 the „Squall” magazine was published, initially quarterly, and later every month. A large group of magazines concerning sailing consisted of scouting periodicals, with the „Sailor” published in 1934-1939 being the most important of them. The most significant marine magazine during the interwar period was the „Sea” by the Marine and Colonial League. This publication appeared monthly in 1924-1939[2]. It reappeared after the Second World War, continuing to a large extent its pre-war activity, but in the new political situation, without its colonial elements. The magazine was published by the „Common Knowledge” in Warsaw. It covered the topics concerning sailing, its history, shipbuilding, shipbuilding industry, marine economy, boat building, yachting,

marine culture, and similar subjects. The last edition of this magazine was published in December 2000[3].

In spite of the magazines mentioned above, many publications included articles and information about sailing, for instance, the „Scout” or the „On the track”[4].

In the interwar period the „Regatta” and the „On the Polish Waters” were published, however, they did not last. It was because the publishing management was outside the sailing community in both cases. In 1959, the first strictly professional magazine concerning sailing was created – the „Sails – the Bulletin of Polish Yachting Association”[5].



Photo 1. The first edition of „Sails - the Bulletin of Polish Yachting Association” magazine, 1959. Source: Polish Yachting Association

In 1972 the name of the monthly was changed to the „Sails and motorboat yachting”, and since 1985 evolved into the “Sails – tourism, water sports”. From November 1990 to March 1991 the magazine was no longer published. Next, the name was modified to the “Sails – yachting, windsurfing” (published by the Clipper Ltd). The magazine was published under this title until December 1991. In the current form, the “Sails” have been published since 2001. The first editor-in-chief was Włodzimierz Głowacki, the Master Mariner of yachting, a journalist, a writer, one of the greatest popularizers of yachting in Poland. The main topics covered by the magazine have been the issues concerning marine and inland water yachting, servicing boats, sport as well as current yachting events[6].

A special edition of the “World of Sails” published on the initiative of the Polish Yachting Association is worth mentioning, as it was addressed to sailors and all interested in the marine field in the wide understanding. The aim of this volume was primarily to show yachting as an integral and active part of the national culture. The annual was published between 1972 and 1989[7].

During February 1999 the ‘Cruise - Yacht and motorboat sailors’ magazine’ started to be published. The monthly covered many aspects of yachting, from cruises’ description, publishing invitations to sailing events, the results of regatta taking place both on marine and inland waters, the technical descriptions of new sailing units as well as showing interesting facts and technical novelties. The ‘Cruise - Yacht and motorboat sailors’ magazine’ was published continuously until 2012.

Responding to the demands for yachting publications, “Your Media” publisher produced in 2005 the first edition of the “Yachting” monthly. The magazine covered topics connected to widely-understood sailing (regattas, boat building, navigation, etc.). The content of the magazine was divided into columns concerning the sea, the inland waters, techniques, and wardroom[8]. The monthly was published continuously until 2012.

In October 2019 the first pilot issue of the “Wind” – a magazine for sailors was published. It was the only monthly concerning water sports available free of charge in Poland. The publisher’s intention was for the magazine to be available in good sailing shops, popular taverns, the best marinas, and harbors, as well as at tourist events and yachting rallies. The magazine could be found also at chanty concerts and festivals, all

national fairs related to water, sailing, and tourism. The magazine contained information about current yachting news, showed yachts, pieces of advice and guidebooks for yachting tourists, but also it explored the secrets of yachting sport and business[9].

A huge role in popularizing yachting played also book publishing (journalistic writing), in the forms of yachting guides, training workbooks, songbooks, novels, cruises' coverage, lexicons or encyclopedias. Franciszek Haber took the burden of creating the bibliography of yachting literary activity. In his work, the "On-board library" [10], the author included yachting-themed book publications from the beginning of the 20th century until the current date. In the bibliography, he also included a few brochures published for clubs' internal use which content was precious enough for the author who could not ignore them. Except for the general list, Franciszek Haber included also separate subsets: book publications, workbooks as well as guidebooks of the Baltic Sea, the Mediterranean Sea, and the inland waters. In the bibliography, there were also chapters concerning nonfiction writing, biographies, fiction, as well as encyclopedias, lexicons, dictionaries, albums, monographs, songbooks, and poetry. Particular attention was paid by the author to Mariusz Zaruski, to whom the 3rd chapter is dedicated.

In the "Onboard Library" there are 348 workbook titles, 68 titles of guidebooks, 92 miscellaneous positions, 365 nonfiction, bibliography, and fiction titles altogether, 19 titles concerning poetry and 15 songbooks[10].

A significant role in the popularization of yachting played also marine cultural events, namely yachting song festivals. Singing the chants was an inseparable element of the marine tradition. The name derives most probably from an English word 'chant' which means monotonous singing[11]. Chants were sung on large yachts for establishing the pace of work. Depending on the work, chants had their own, specific tempo, rhythmical divisions, and emphasis. Different chants were sung while tripping the anchor, different while setting up the sails with short jolts of ropes, different during monotonous work with pumps or during embarkation[12].

It needs to be stated that the interest in chants in Poland is an extraordinary phenomenon on the world scale. Beginning in the 1970s and 1980s every year in Poland there were a few (and later a few dozen) big and famous events organized. In the 1970s, yachting students tried to popularize them in many ways, also during well-known and developed festivals of tourist songs. From time to time during "Bazuny" in Gdańsk, "Yapy" in Łódź and other tourist events sailing songs appeared. For the first time, a truly yachting song festival was organized in Górkі Zachodnie in 1977 under the name "1st Academic Market of Sailing Songs" [13]. One of the most famous sailing song festivals (taking place continuously since 2012) that premiered in Krakow in 1981 is the Sailing Song Festival „Shanties”. Starting as a small event, the festival became one of the most famous ones in the country and the world just in a few years. After “Shanties” success, smaller and bigger events were organized in other parts of Poland. Festival “Reef” was created in 1982 in Radom, and in Katowice, the Festival „Raft” took place in the years 1983-2002 (in 2004-2006 the event was known under the name of „Eco-Raft” and in 2008-2012 again as the “Raft”) [14]. The festival “Kubryk”, originating in 1985 in Łódź was believed to be the most traditional chanting event[15]. Equally vital in popularizing chanting was the festival “Windmill” originating in 1994 in Świnoujście. Since 1995, the “Bezan” festival has been taking place in Tarnów, and also since 1995 – the „Marine Song Festival” in Gdynia[16]. The presented festivals are the oldest events organized in Poland, traditionally since 2012. According to the data, in 2012 there were 54 major sailing music festivals organized[17].

Chanties served also as events accompanying regattas, both on the small and the big scale. Shows such as the „Baltic Sail”, „The Tall Ships' Races” or the „Days of the Sea” in Szczecin are the events that undoubtedly popularized sailing among people not involved in sailing on an everyday basis. One of the purposes of these events was to encourage spectators, tourists and inhabitants to actively participate in the celebrations, eye witnessing sailing as one of the active ways of spending free time outdoors. A postulate of regattas and rallies was popularizing widely understood waters sports, as well as

demonstrating old Polish marine traditions, developing interests connected with water sports and yachting culture in a broader sense. Events not only presented Polish yachting but also, like the „Baltic Sea” rally, promoted the marine legacy of the European region of the Baltic Sea as well as supporting the traditional Baltic yachting – so-called “from port to port”. The events gathered usually a few thousand spectators, with approximately 1500 people participating in races on the yachts on the waters of port channel and the Gdańsk Bay.



Photo 2. The rally of sailing ships „Baltic Sail” in 2012.
Source: <http://balticsail.pl/galeria/>.

Like tall ships’ rallies, a prominent role in popularizing sailing had events allowing to see beautiful, vintage ships, both in ports and during races. The old-timers’ rallies and regattas have been taking place in Poland more and more often. Beautiful and old units impressed inhabitants and tourists coming to take part in these unusual events. The goal of the rallies was to allow spectators to tour the ships, learn how they are built, sail on them, which enabled them to feel the taste of the “great sailing”. For many people, these events were also an inspiration and impulse to start their adventure with yachting. Due to these events, the yachting community had a chance to present themselves to the locals and tourists, on the other hand, they could have an outstanding marine experience.

One of the forms of making yachting public was awarding extraordinary accomplishments in yachting in a broader sense.

In the 1970s 3 distinctions aimed at supporting yachting initiatives and professional race organization. The distinctions were: the “Conrad Award” by the Regional Yachting Association in Gdańsk (GOZŻ), the “Cruise of the Year” award of the “Voice of the Coast” editorial office in Gdańsk and the “Silver Sextant” award by the Minister of Yachting. The “Conrad Award” was created as the first one in 1963. It aims at honoring the greatest yachting accomplishments of ocean-going voyages organized each season by the sailors of GOZŻ. As an expression of social demand for special recognition of more serious ocean cruises as well as a common interest in this initiative from not only the sailors themselves, but also a wider circle of marine people and yachting sympathizers, the honorary “Race of the Year” award was created in 1970. The purpose of this award was the recognition of a club, a captain and a crew of each of three yachts that in a particular season had the most exceptional sea cruises. Along with the creation of the honorary award the “Cruise of the Year”, the Minister of Yachting funded the “Silver Sextant” award for a sailor of the year, with an assumption that it is a captain who in the first stage received the “Cruise of the Year” award[18].

The oldest and most prestigious yachting distinction in the country has been “Leonid Teliga Award”, having been granted since 1971 by the “Sails” monthly. Unlike the awards mentioned above, not only cruises were rewarded, but also literary works concerning yachting history, poetry and journalistic writing, as well as sports accomplishments and activity propagating yachting in Poland[19]. The award has been granted since 2012.



Photo 3. Obverse and reverse of the „Leonid Teliga Award”
Source: „Żagle”, 2012, no. 3, p.4

In 1997 The Baltic Association of Sailors, „Zejman” Foundation of the Sea, the Central Marine Museum, the Regional Yachting Association of Pomorze, the Polish Yachting Association, the Coast Association and the Mess of Polish Privateers in Gdańsk recommenced the “Conrad” – Marine Individualities award at the international level. “Conrad” award became a prestigious reward alongside “The Cruise of the Year”, the “Silver Sextant” and the “Leonid Teliga Award”.

The “Conrad” award expressed the recognition for outstanding marine accomplishments and prominent personalities involved in yachting. Alongside sailors, scientists, shipbuilders, popularizers of marine culture, managers and entrepreneurs enhancing the development of Polish marine economy were awarded. The convention of the “Conrad” award was slightly different than the “Cruise of the Year” Award, as it was not particular accomplishments or exploits that were awarded, but individuals and passions of the sailors. Assessed were also figures of people, their commitment and originality of their accomplishments. The first “Conrad” award event took place in 1997, on the occasion of the millennium of Gdańsk city. In 1999-2012, 93 statuettes were awarded. Among the laureates were the King of Norway Harald V (Conrad 2003), traveler Thor Heyerdahl (Conrad 2002), sailor Eric Tabarly (Conrad 2001) [20]. The “Conrad” Award was granted until 2012.

In order to honor the traveling and exploring accomplishments, every year since March 2000 the „Colossus” Award was granted. It was the first award in Poland granted for accomplishments in the following categories: alpinism, yachting, cave exploration and the accomplishment of the year. At the same time, the “Super Colossus” award was bestowed for the entirety of accomplishments or the extraordinary team accomplishments. The “Colossus” award was the response for a lack of successful methods promoting Polish traveling and exploring accomplishments. The form of “Colossus” award gala was unusual. Before the 6-person Chapter House decided on the winner, there were 3 days filled with meetings with travelers. Not only did eminent alpinists, sailors and wanderers have lectures about their expeditions, but also were hosts of their exhibitory stands during the event. The “Colossus” award was granted until 2012[21].

To emphasize the importance and the role of organizers of the best events, cruises and regattas on in-land waters, in 2006 the “Blue Spinnaker” Award – the Award of the Year by the Polish Yachting Association was created. Districts and clubs were competing for the award, and the presentation of the best cruises, regattas and yachting events on the whole-Poland arena increased the interest in inland yachting[22].

To honor captain Leszek Wiktorowicz, an outstanding marine figure, builder and the captain of the „Gift of Youth” for many years, an educator of generations of Polish sailors in Gdynia, who passed in 2011 the „Kapitan Leszek Wiktorowicz” Award was created. The initiators for this award were the city of Gdynia, the Cape Horners Association and the „Press Club”. The award was granted every year for an accomplishment from the

previous year, and its recipient could be a natural person, a group of natural persons, a legal entity or an organizational unit. The award was created to honor extraordinary yachting accomplishments, achievements in marine teaching of the youth or marine awareness development. For the first time, the award was granted in 2012, and its winner was Janusz Zbierajewski. The captain was honored for his bravery and professionalism during the implementation of the „See the sea” project[23].



Photo 4. Obverse and reverse of the „Kapitan Leszek Wiktorowicz Award”. Source: <http://leszekwiktorowicz.pl/>, accessed on 24th April 2015.

The popularity of a particular sports discipline depends to a large extent on the way it is presented. A large role in popularizing yachting had TV shows that allowed for accessing a multitude of people. One of, unfortunately, few shows of this type was a periodic TV show the “Flying Dutchman” produced by Gdańsk Television since 1967. The show was created on the initiative of Bohdan Sienkiewicz and intended the popularization of marine and yachting issues in a broad sense. The show included competitions with prizes including participation in cruises and training camps. In 1992 the program was no longer broadcasted[24].

The „Sea” TV show, broadcasted by TVP1 in 1984-1994 was very popular. It was created by the television in Szczecin, with Mark Koszuri as the announcer. The show was dedicated to the issues concerning the Baltic Sea in a broad sense. The show had distinctive opening credits, that used a fragment of an Australian film „The Pirate Movie” of 1982, altogether with “Victory” by the Pirates as a song theme[25].

In 1988 TVP1 started to broadcast a yachting show „With and into the wind”. Its producer and co-creator was Leon Popielarz. The show was put on hold in 1991, followed by its broadcast in TVP2 in 1994-1997 and TVP3 in 1997-2001[26].

Except for the beforehand mentioned strictly yachting shows, since 2001 not even one show concerning this subject to such an extent was created. Most of the shows mentioning yachting contained regatta commentary, short snapshots from the events shown during sports programs. There is a strict correlation between the popularity of a sport and its presence on the television. The presence on the TV screen makes gaining sponsors easier, whose money enables longer and better broadcast, creating a vicious circle. For many years, regattas seem to be inaccessible for television as they took place far from the land or in adverse weather conditions. In the times of wide use of aviation and helicopters, especially due to using the GPS (Global Positioning System).[27], yachting has been made available to such an extent that each part of the regatta can be broadcasted in its entirety.

For 5 years (1982-1990) the Regional Yachting Association in Łódź together with the Television Centre in Łódź and the Community Centre in Łódź organized the Yachting Films Festival in Katowice. Organizers, aside from recording the existing films of yachting theme, set various goals, most importantly:

- popularizing yachting films among the large community of sailors and supporters,
- encouraging yachting activists to use films more intensively in their training and club activity
- inspiring film creators to use sailing themes more often

- considering the creation of a yachting film library in one place.

5th Festival of Yachting Films “Yachtfilm’90” took place on 27th-28th October 1990. That was the last festival that, in spite of difficulties, was organized. The atmosphere surrounding the organization of the festival is partially expressed by the following fragment of the introduction to the festival guide: *“the economic situation in the country does not promote the organization of festivals. For that reason, the decision concerning the organization of the Yachting Films Festival was hanging in balance for a long time. The following argument was a deciding factor: the laziness should not be excused by objective circumstances. Owing to the event having found wealthy friends (vide the sponsor and benefactors of special awards), the financial difficulties were overcome... [27].*



Photo 5. The Guide of the 5th Yachting Films Festival in Katowice. In 1990-1996 the festival was suspended.

After 6 years of break, the festival was reactivated by organizing in November 1996 the 7th Yachting Films Festival the “Golden Boat” [28] in Łódź. After the 7th edition, the festival had a 4-year break, and after that, the last, 8th edition of the Festival took place in Łódź during the „Boatshow” fair on 24th November 2001. The main reason for the event’s next edition cancellation was a lack of film propositions[29].

An initiative in the field of yachting films was the International Yachting Films Festival „Mielno” in 1997. The festival organized by the Regional Yachting Association in Koszalin took place on 18th-19th July in Mielno. The second edition took place a year later, on 11th-14th June, also in Mielno[30].

In November 2011 in Warsaw, the Yachting Films festival „JachtFilm” was organized. The originator and co-organizer of the festival was Andrzej Minkiewicz, owning to whom precious film propositions were gathered. During a two-day event, 12 films were screened showing remarkable occurrences in yachting history[31].



Photo 6. Advertising poster of the Yachting Film Festival „Jachtfilm” 2012. Source: www.jachtfilm.pl, accessed on 4.05.2015.

The Yachting Film Festival „Jachtfilm” took also place in 2012. The hosts of the event were captain Janusz Zbierajewski and editor Andrzej Radomiński. During 2 days in November in the “Vistula” cinema, 14 films were shown. Each film unit was watched by approximately 300 viewers[32].

In the period in question (1989–2012) the Internet developed. The first analog internet connection in Poland started on 26th September 1990. The internet became accessible for all users in 1994, however, until the late 1990s the Poles were reluctant towards using it[33]. The Internet, especially as a means of communication, a fast way of sharing and easy means of accessing information, became available for the general public not sooner than 2002 when the rapid development of the full-time wireless Internet in Poland occurred. The Internet became a popular tool in the communication of the society. Currently, the Internet as a utility is the fastest and biggest source of information, taking over more and more responsibilities from traditional means of information (radio, press, television), broadening their functions through interactivity that is not available in any other media. The interactivity is the most distinguishing feature of the Internet, thanks to which its functions, its popularity, and effectiveness are increasing[34].

The Internet became also a means for sharing yachting information. The official websites were created by the Polish Yachting Association, as well as all Regional Yachting Associations. Both Polish and Regional Yachting Associations’ websites published information concerning the current yachting events (regattas, camps, cruises, training, licenses, charters, publications, statutes, legal acts, etc.) as well as information concerning the activity of clubs, sections and registered in them associations. After the analysis of the Polish Yachting Association’s websites, it should be stated that not all of them contained up-to-date and reliable information.

To inform a wider group of people, yachting websites were created. The topics covered there concerned also yacht charter, description and advertisement of yachting waters in Poland and abroad, weather forecast, advertisements of all kinds, as well as the possibilities of yachting accessories purchase. All in all, the websites have been a thorough base for yachting knowledge. It is hard to estimate the exact number of functioning yachting websites since 2012 (no information about the starting date of the first yachting website as well as about the number of the website through the years). The most popular of them were: fajnerejsy.pl, jachtserwis.pl, marynistyka.pl, portalmorski.pl, the Polish Water Tourist Trails Website, Yachting Website “the Tavern of Skippers”, sailBook.pl, sailportal.pl, wodniacy.pl, zeglarstwo.pl, yachtguru.pl.

In addition, the websites accompanying yachting events were created, for example JachtFilm.pl. The website was created due to a desire to bring the archived yachting films to the daylight, as well as popularizing new ventures in this field[35].

Also, yachting forums were created, used for exchanging information and views between people sharing a common interest, enabling ‘live’ discussion of interesting topics. The forums operating in 2012 were, for example, the Yachting Forum, mazury.info.pl, mojezagle.pl, sailforum.pl, zagle.org.

Conclusions

Since 1922 the number of magazines concerning marine subjects has been consistently increasing. It resulted in an increased interest in yachting among amateurs. A huge role in popularizing yachting served book publications (journalism), both as yachting guides, training books, sailing books, novels, expedition accounts, lexicons and as encyclopedias. Besides, popularization of yachting was influenced by marine cultural events, for example, yachting song festivals, as well as television shows, that enabled them to reach greater numbers of viewers. Also, marine film festivals were organized. Like tall ship races, a large role in popularizing yachting had smaller events, allowing groups of people not involved in sailing on everyday basis to see beautiful, vintage yachts, both in ports as well as during races. One of the forms of popularizing yachting was organizing

referendums aiming at rewarding outstanding achievements in the field of yachting in a broad sense. In recent years, a medium for yachting information became the Internet. The official websites were released by the Polish Yachting Association as well as Regional Yachting Associations. On these websites, information concerning current events was released, as well as yachting clubs, sections and associations' activity.

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