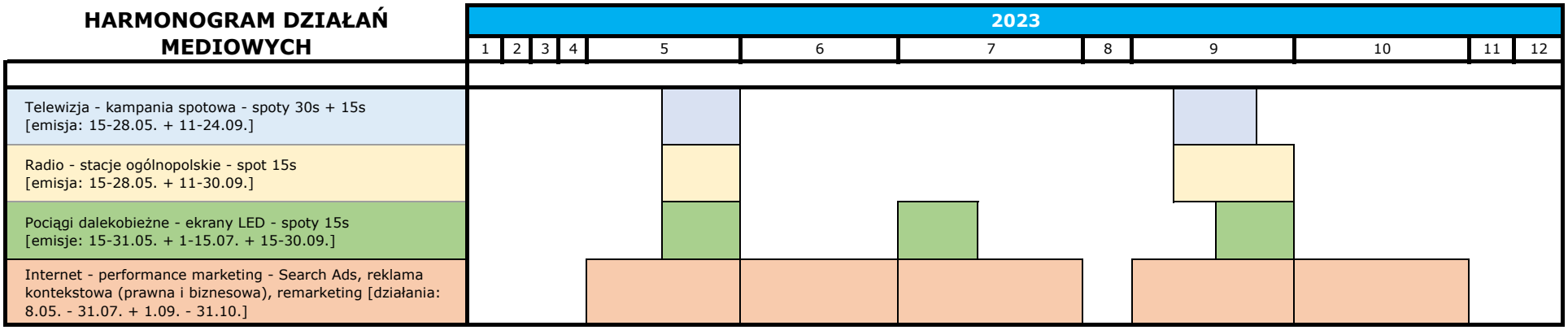HARMONOGRAM DZIAŁAŃ MEDIOWYCH