

Press Release

Warsaw, April 16th, 2007

Positively about Poles, critically about the Polish government

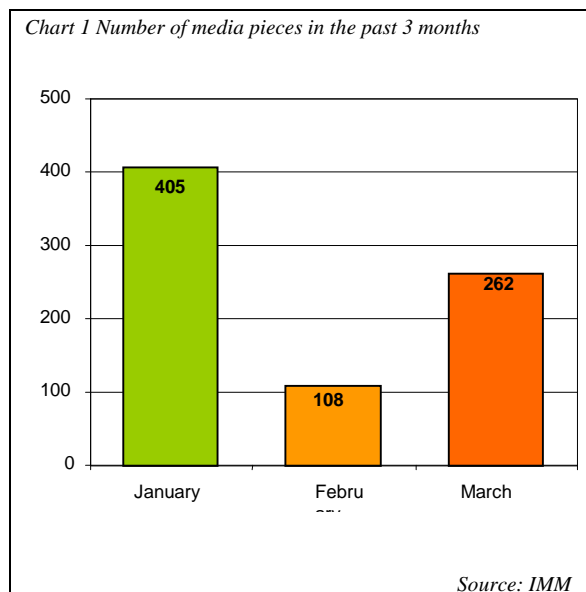
The latest report "Foreign TV stations on Poland" compiled by the Institute of Media Monitoring shows that in March foreign TV stations discussed Poland twice as often as in February. There is a deep rift in the analyzed materials between the positive information about Poles and negative publications about Polish authorities and some aspects of social life.

To compile this report, IMM has analyzed English TV stations: EuroNews, CNN, BBC World, German broadcasters: ARD and ZDF and French: France24 and TV5. In March these stations broadcast 262 pieces referring to Poland or Poles, which doubles the February result. By far the highest number of the materials (215) had a neutral influence on the image of Poland. Unfortunately, the number of pieces shaping the negative image of Poland in the eyes of these stations' viewers outweighed (29) the positive publications (18). CNN broadcast the *Surprise Yourself in Poland* commercial nine times (3% of all broadcasts). It was mainly France24 and EuroNews that mentioned our country in the negative context. In March, majority of the materials discussing Poland appeared in German ZDF (26%) and ARD (23%).

The subject which dominated last month's broadcasts the visit of Chancellor Angela Merkel in Poland. The analysis of media pieces relating to this subject shows a deep rift between interpersonal relations and official international relations. The issue was most widely discussed by German TV stations, but EuroNews and France24 also mentioned it. In total, the subject appears in 45 materials. German TV stations highlighted the half-private character of this visit, which was supposed to strengthen the relationship and build confidence. They pointed out to the positive reaction of the Polish Prime Minister, who having talked to the chancellor got an impression that *we are making a headway*. They also emphasized that the President of Poland is convinced that *they will find common solutions*.

Another hot issue tackled by foreign TV stations was the problem of the construction of anti-missile shield elements in Poland. Of all the monitored stations, BBC World was the only one to broadcast no materials about it. In this context, the broadcasters usually informed about the stance of German authorities, who believe that the anti-missile system project should be created under the auspices of NATO. German and French TV stations stressed that the majority of Polish society is against the project. National television stations of our western neighbors very broadly informed about the Polish-German relations. A large number of the materials connected with this issue was inspired by the Polish-German summit. What was characteristic about these broadcasts was highlighting the difference between political relations (not very good), and interpersonal relations (positive). ARD and ZDF when trying to find the reasons of the cooling in international relations, described some negative phenomena on both sides. However, by far the most controversial was the conduct of Polish politicians.

The issues of abortion and vetting, which have recently given rise to much controversy in Poland, also attracted foreign broadcasters' attention. The subject of plans to challenge the anti-abortion law in Poland was omitted only by CNN and TV5. Whereas BBC World and CNN broadcast no information related to the amendment of the vetting act. In the case of the two subjects, some materials of negative impact on the image of Poland have been observed.



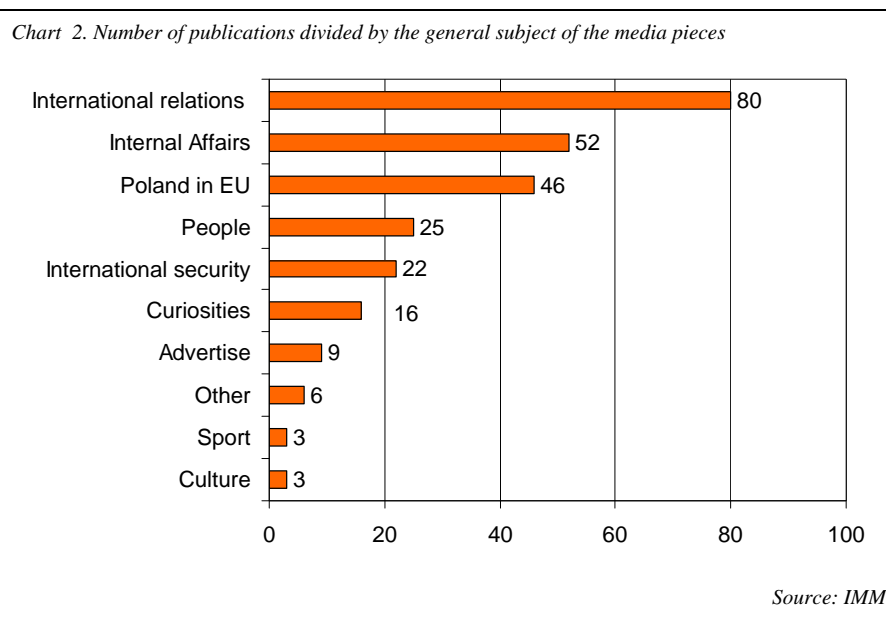
The news about Poland appeared quite often in the context of EU power industry policy and the draft of the Euro-constitution. Poland was presented as a country that bases its energy policy on traditional sources and whose nation is skeptical about Euro-constitution.

Table 1. Number of media pieces in particular TV stations along with their overtone

TV Statons	+	0	-	Total
ZDF	5	59	4	68
ARD	4	56	-	60
Euronews	1	44	8	53
France24	4	22	12	38
BBC World	5	12	2	19
CNN	-	17	-	17
TV5	-	4	3	7
Total	18	215	29	262

The image of Poland and Poles suffered chiefly due to the broadcasts about the internal situation in Poland, in relation to the vetting process, abortion and homophobia. And again, the word of Maciej Giertych's anti-Semit brochure badly affected the image of Poland.

When we analyze Chart 2, which presents the number of publications broken down by the subject categories, we can see that the monitored media usually informed about Poland in the context of *international relations* (A.Merkel's visit). As far as the *internal affairs* go, there were reports about vetting, abortion, homophobia, appointing the Archbishop of Warsaw and the dispute over Dolina Rospudy. In the *Poland in EU* category, majority of the materials referred to Poland in the context of 50th anniversary of UE and European energy policy. In March a relatively high number of broadcasts (25) fell under the category of *People*. It comprised the materials presenting Irena Sendlerowa and Alicja Tysiąc.



“Foreign TV stations on Poland” is a monthly report of the Institute of Media Monitoring (IMM), which has been published since August 2006. In order to draw up the report, IMM monitors television stations such as CNN, EuroNews, BBC World, ARD, ZDF, TV5 and France24 24 hours a day in the aspect of Poland’s image. Full version of the March report is available at the website of the Institute of Media Monitoring .

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 The Institute of Media Monitoring monitors about 800 press titles, TV and radio stations, as well as Polish Internet resources. The Institute of Media Monitoring is a member of FIBEP – the elite association of over 80 media monitoring companies of dozens of countries around the world. Since 2002, the Institute of Media Monitoring has been supporting the Corporate Governance Forum.