

Press release

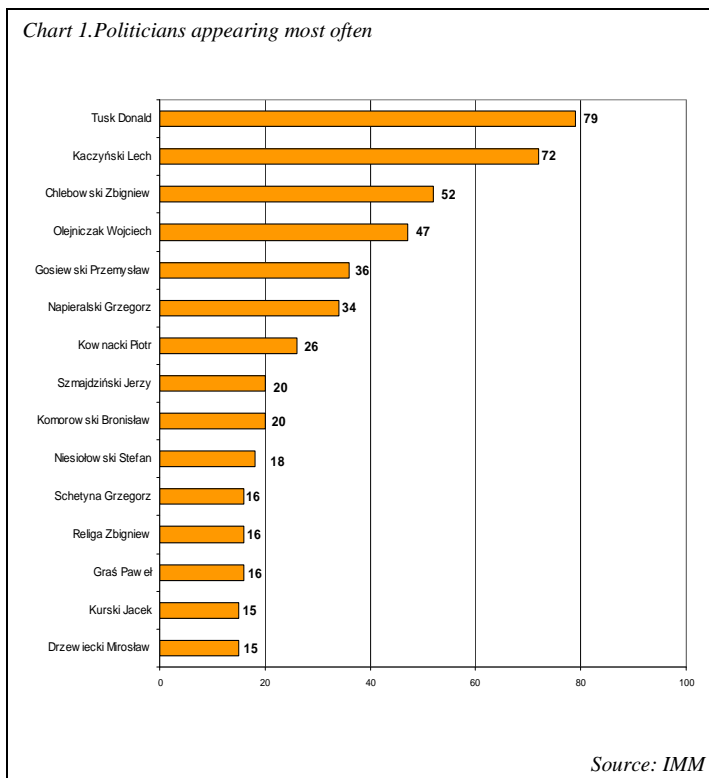
Warsaw, 13 November 2008

Jarosław Kaczyński – the great absentee?

In October Donald Tusk appeared on prime television news programs nearly eight times more often than Jarosław Kaczyński. The leader of the biggest opposition party was not in the top fifteen of most popular Polish politicians, a study by the Institute of Media Monitoring. The issues on which politicians most often commented on the air are: the dispute between the Prime Minister and the President about the make-up of delegation to the EU summit and news on the financial crisis.

The Institute of Media Monitoring has published its latest “Polish politicians rankings” study. Analysed were prime news programs broadcast by nationwide television stations: TVP1 (“Wiadomości”), TVP2 (“Panorama”), TVN (“Fakty”), Polsat (“Wydarzenia”) in the period of 1-31 October 2008.

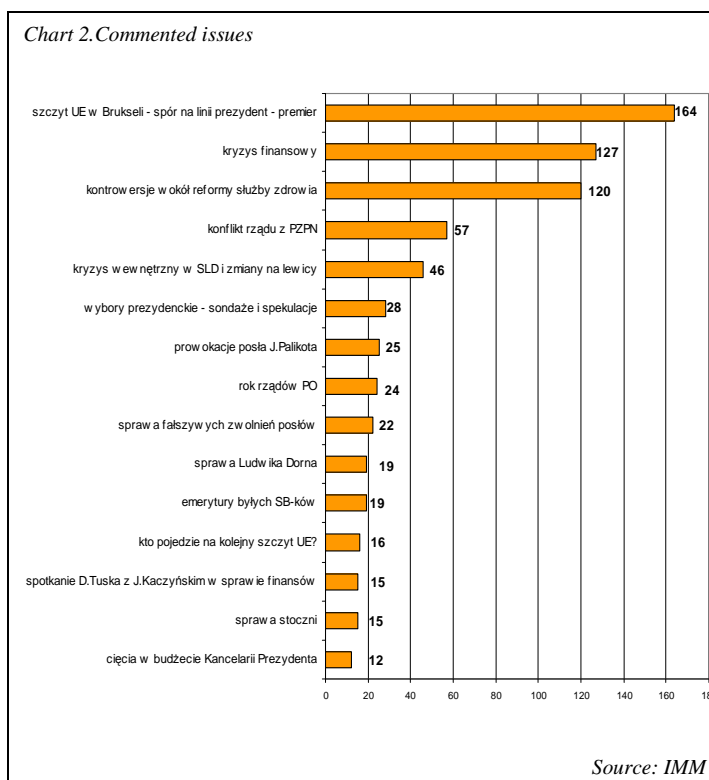
The winner of the October edition was Prime Minister Donald Tusk, who appeared on the above mentioned programs 79 times. His runner-up was President Lech Kaczyński (72 appearances), and third on the list – Zbigniew Chlebowski (52 appearances).



In the last position are Jacek Kurski and Mirosław Drzewiecki, both having appeared 15 times. In the reported period Jarosław Kaczyński, leader of Law And Justice (PiS) made only 10 appearances which left him below the

top fifteen. Interestingly, provocations of deputy Janusz Palikot brought the fruit of numerous comments (26) from politicians of various parties. Yet, Palikot himself appeared only 13 times in the monitored programs.

The party which has the biggest number of representatives in the study is Civic Platform (PO). Politicians of Polish People's Party (PSL), its coalition partner appeared on the air much more rarely. When it comes to "Wiadomości", "Fakty" and "Wydarzenia" the second place goes to PiS, which was most often represented by Przemysław Gosiewski (36 appearances). On "Panorama" PO's runner-up was Democratic Left Alliance (SLD). The one who gave most comments on behalf of the party is Wojciech Olejniczak (47 appearances).



Among the issues which politicians opined most often in October are: the conflict between the Prime Minister and the President about the line-up of delegation to the EU summit and the plane (164 times), the financial crisis (127), controversy over the health care system (120), the government's conflict with the Football Association (57), the internal crisis of SLD and changes on the left-wing. As regards the EU summit in Brussels, the most comments were made by the persons involved in the dispute themselves, i.e. the Prime Minister and the President. The former appeared on air most often in the context of the financial crisis as well. The problem of the health care system reform was mainly touched upon by Zbigniew Religa and Grzegorz Napieralski. It is worth paying attention to the fact that not all the news programs placed the main focus on the EU summit. At Polsat's "Wydarzenia" the most-widely commented issue was the financial crisis.

Politicians' comments and opinions were aired on the prime news programs 901 times (295 times on TVN's "Fakty", 232 – on Polsat's "Wydarzenia", 212 – on TVP1's "Wiadomości" and 162 – on TVP2's "Panorama").

The Institute of Media Monitoring monitors over 900 press titles, 84 television and radio stations as well as Polish resources of the Internet. IMM is a member of FIBEP – an elite association of 91 media monitoring companies from 41 countries. Since 2002 the Institute of Media Monitoring has supported the Responsible Business Forum.