

# Press release

Warsaw, 26 January 2009

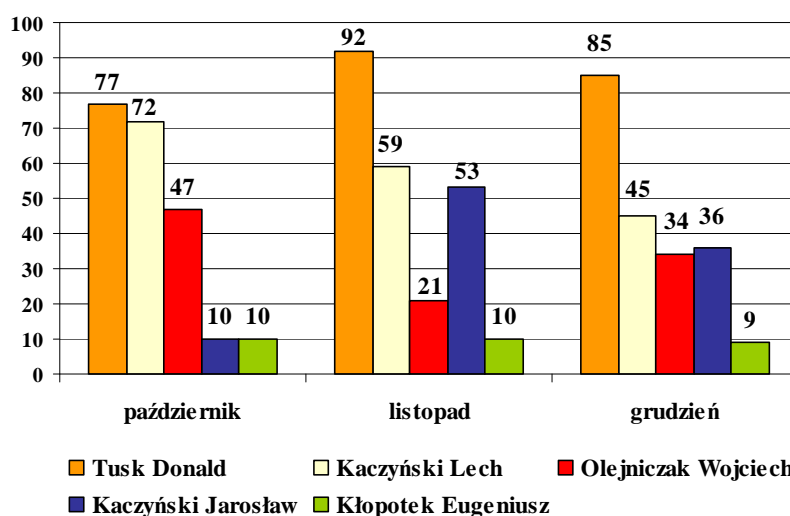
## Kłopotek – the face of PSL

Eugeniusz Kłopotek proved to be the most popular politician of the Polish People's Party (PSL) in the last quarter of 2008. Owing to his public activity Kłopotek was the highest ranked PSL politician, as regards the number of appearances on prime news television programmes. It seems that two disputes over leadership, which the public witnessed in October and November, have been finally settled. It is Michał Kamiński that has become the face of the President's Chancellery, and Wojciech Olejniczak – one of the Democratic Left Alliance (SLD). In the analysed period the media focus on their rivals, respectively Piotr Kownacki and Grzegorz Napieralski, was systematically shrinking.

The Institute of Media Monitoring has encapsulated the fourth quarter of 2008 in the "Faces of the Parties" report, which analyses media activity of leading politicians of Poland's largest parties and the Chancellery of the President.

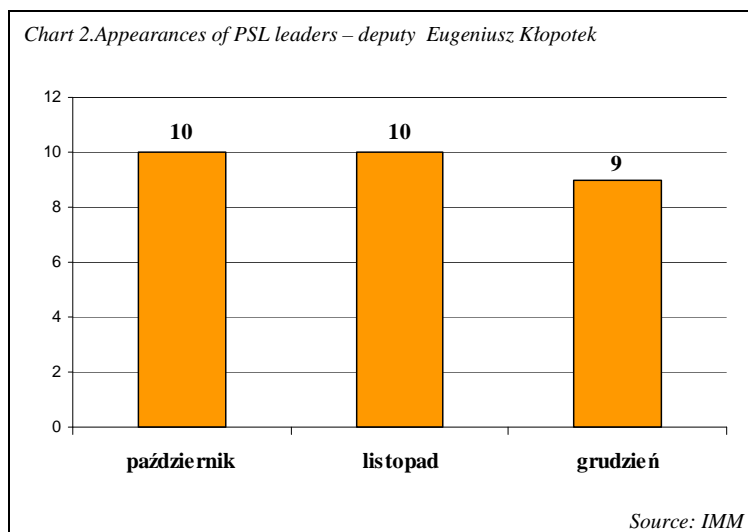
The politician who was most often covered by the media in the last three months of the past years was Donald Tusk. He made 254 appearances which is nearly twice as many as those of his runner-up – President Lech Kaczyński (135 appearances).

Chart 1. Media activity of party leaders and President in Q4 2008.



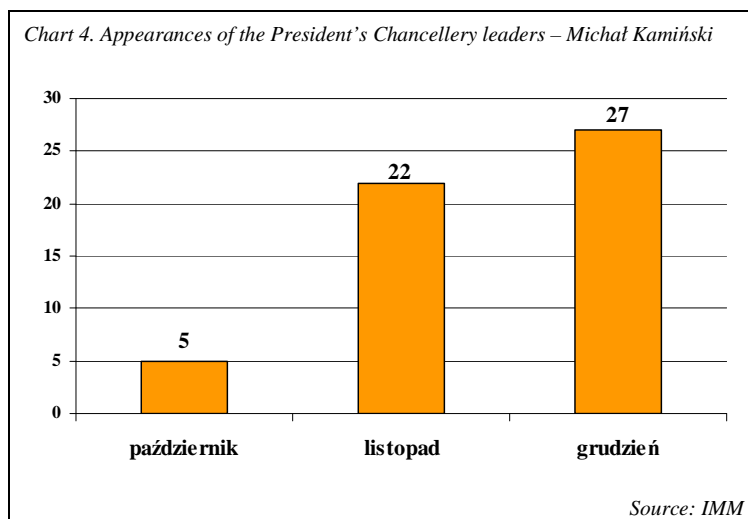
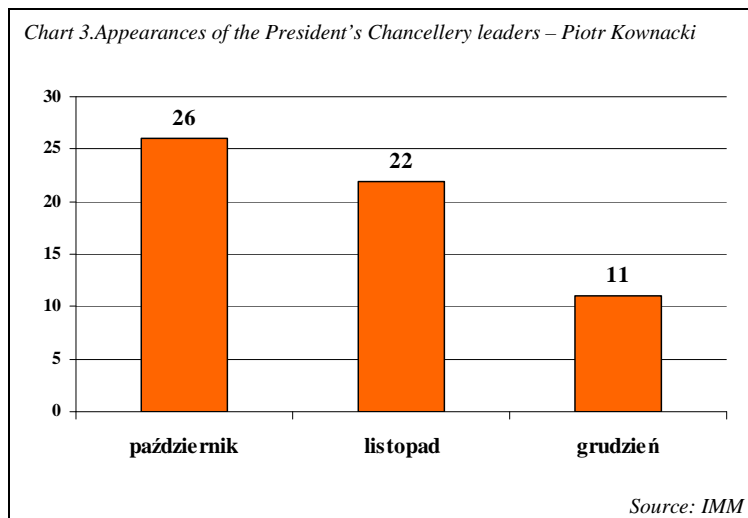
Source: IMM

As is shown by Chart 1, activity of other party leaders varied in each of the three analysed months. It is worth noting that on the four monitored news programmes the parties of SLD and PSL were most often represented not by their chairpersons, but other prominent politicians. Of SLD politicians the one who appeared on the TV most often was president of the SLD parliamentary club – Wojciech Olejniczak (102 appearances). PSL was most frequently represented by Eugeniusz Kłopotek (29 appearances). Another interesting finding is that every consecutive month sees Eugeniusz Kłopotek cooperating with the media with almost the same, strong commitment. He is becoming a more and more recognisable politician of his party (see: Chart 2).



November brought the third position in the classification to Jarosław Kaczyński. He underwent a true metamorphosis, starting as a media opponent in November (10 appearances) and ending up as a politician readily commenting on current affairs in November and December (respectively 53 and 36 appearances). This activity helped the Law And Justice's (PiS) leader regain reputation of the most popular politicians of the party.

The President's Chancellery witnessed a sharp rivalry between Michał Kamiński and Piotr Kownacki. The win scales was ultimately tipped in favour of the former in December 2008. When comparing the November to the December results, one can notice a drop in media interest in Piotr Kownacki. It is his co-worker Michał Kamiński whom journalists much more often asked for comments on the most essential domestic affairs. In October the one that more frequently commented on the EU summit in Brussels and tensions between the President and the Prime Minister was Piotr Kownacki. However, in December he was replaced in most TV appearances by Michał Kamiński, after a series of media blunders, the most serious of which was erroneous presenting of details on President Kaczyński's conversation with the American President-elect Barack Obama. When reporting on the telephone talk between the heads of Poland and the U.S., Piotr Kownacki confirmed that Obama was willing to continue the anti-missile programme. His words caused global misunderstanding, and had to be denied in all the media by Michał Kamiński. In December public comments on both the President's visit to Asia and the question of the bridge pension act being vetoed by Lech Kaczyński were delivered by Michał Kamiński. (see: Charts 3 and 4).



For the purpose of the present study analysed were prime news programmes aired on nationwide television stations: TVP1 (“Wiadomości”), TVP2 (“Panorama”), TVN (“Fakty”) and Polsat (“Wydarzenia”) in the period of 1 October – 31 December 2008. Politicians appeared on the air of the above mentioned programmes 2659 times; 806 times on TVN’s “Fakty”, 771 on Polsat’s “Wydarzenia”, 561 on TVP1’s “Wiadomości” and 521 on TVP2’s “Panorama”. Full version of the report is available at [http://www.institut.com.pl/raporty4?category0=367&trackName=IMM\\_raporty](http://www.institut.com.pl/raporty4?category0=367&trackName=IMM_raporty).

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*The Institute of Media Monitoring monitors over 900 press titles, 84 television and radio stations as well as 2000 Internet portals. 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.*