

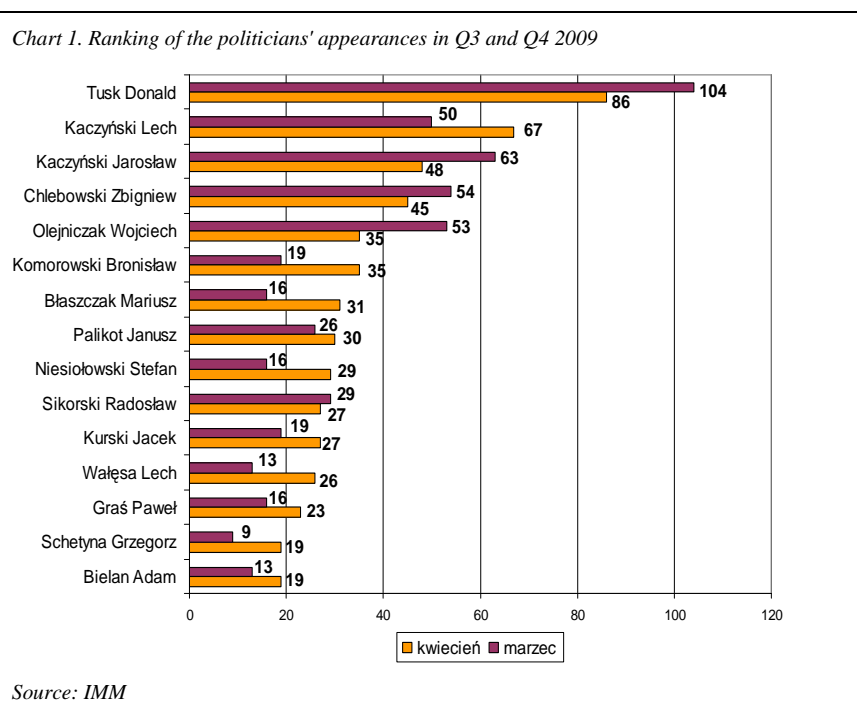
Press release

Warsaw, May 14th. 2009

Euroelections is not all

In April, the opinion-forming news bulletins were dominated by statements about the elections to the European Parliament. Leading politicians commented on controversial TV commercials authored by spin doctors from Law and Justice (PiS) and Warsaw congress of the European People's Party. Wiesław Gałązka says: *it's been long since we have heard so many falsehood and witnessed such a hypocrisy that the main characters of TV news bulletins, dissected in the present report, demonstrated. It's been also a long time since they have lost so much esteem, trust and sympathy.*

The winner of April edition of the ranking compiled by Media Monitoring Institute was, similarly to March, Prime Minister Donald Tusk who made statements in the analyzed programs 86 times. Lech Kaczyński took the second place (67 statements) recording significant growth of activity compared to the previous month which takes him close to the ranking's leader. Third place goes to Jarosław Kaczyński (48) whilst the fourth one is taken by Zbigniew Chlebowski (45), down from place number three. Wojciech Olejniczak (53) closes top five and, similarly to MP from the Civic Platform (PO) records fall by one place.

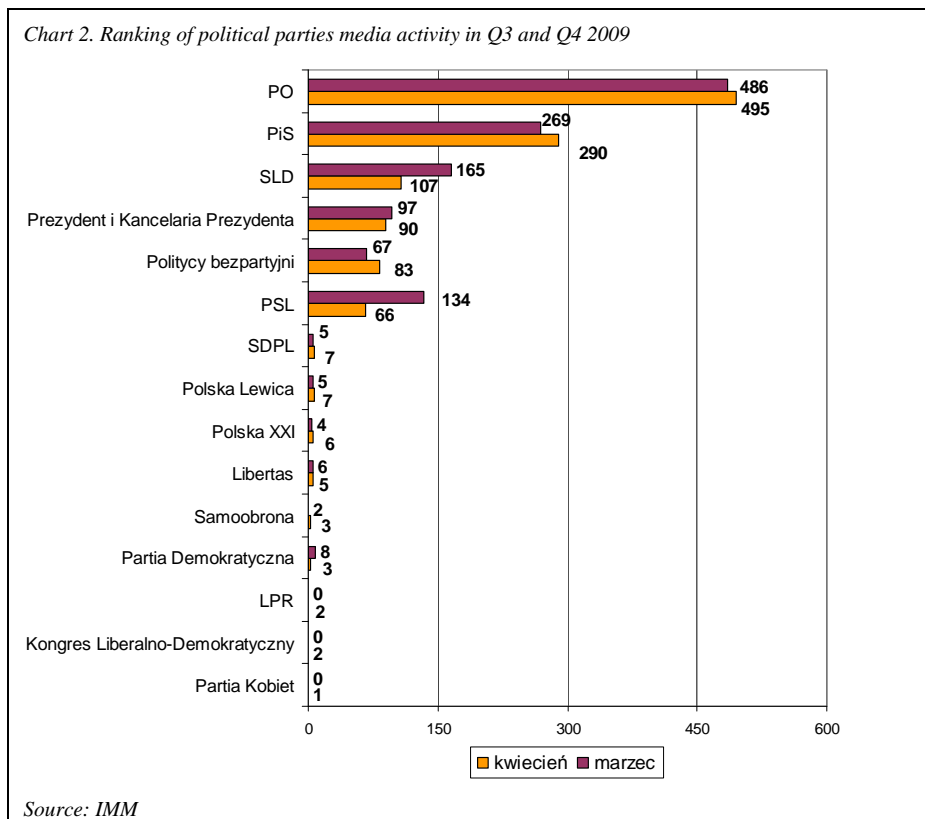


Nevertheless, numerous statements do not guarantee bigger popularity among potential electors. As Wiesław Gałązka commentates *the President sustained the heaviest loss in terms*

of image as his behavior after the fire in Kamień Pomorski deserved highly negative judgment. However it has to be emphasized that the tragedy also harmed Prime Minister who rivaled with the President in demonstrating empathy for the victims. The society was critical about the attitude of both gentlemen and decided that in pursuing their race to the Big House they should not reach for political necromarketing tools. TV stations devoted over **30 film commentaries** to those embarrassing attempts to win the electors' sympathy.

Leader of PiS, brother of the President, also inflicted heavy losses on the image. Once regarded as a genius strategist, now abandoned by former friends who even dared to criticize him. The 'third twin' did have a hand in damaging the image when he won a trial for infringing upon personal goods and chattels as this is how Ludwik Dorn interpreted the president of PiS interference in his marriage problems, especially that being a bachelor the latter should refrain from making such statements. The verdict to apologize was commented on TV as many as **16 times**.

Two Ministers of Foreign Affairs - former and incumbent - can also be enrolled on the list of April's defeated. They both lost esteem in the aftermath of inclination for articulating unnecessary words whilst they should be familiar with the saying by Winston Churchill: 'A diplomat is one who thinks twice before saying nothing'. Famous for ostentatious aversion to Russia, Radek Sikorski was not elected as head of NATO. Anna Fotyga, on the other hand, did not maintain the sobriety of her mind which should be a virtue of the above mentioned diplomat and revealed she felt 'wounded' by foreign policy pursued by the government of Donald Tusk. The latter, in turn, does not consider her as 'valuable human resource' any more so she lost chance to be appointed the UN ambassador.



The image of all parties that protested against reducing subsidies they received from the state budget was also damaged. Populist draft by PO put them in a position which impeded their functioning, especially in the field of political and electoral marketing. On the other hand, if all Polish political parties effectively harmed their opinion and spent big sums of money on that, it would be better if they did it in a limited way.

PO was represented in the largest numbers on four analyzed news bulletins and recorded growth in the number of statements made in media despite fading activity of PM Tusk. Apart from the issue of elections to the European Parliament, the situation was also influenced by the whole bunch of scandals arranged by Janusz Palikot. First, this MP from PO reproached Kaczynski brothers with family relations with the president of the communist Military Supreme Court in the 50s. He also accused the President of alcoholism to postulate that The Institute of National Remembrance (IPN) investigated into the files of Jarosław Kaczyński in the very end. Palikot suggested that the files contained discrediting documents about head of PiS.

To persecute Palikot, spin doctors from PiS produced TV commercial in which, using his controversial behavior, they set to discredit PO candidates to the European Parliament which was a shot in their own leg because the film, maintained in socialist rhetoric of propaganda leaflet from the 50s, threw into ecstasies only themselves and maybe few fans of this kind of film art. Besides, this was already second time they cast themselves the blow after they released commercial that 'unmasked' nepotism in PO and finger pointed PO's responsibility for the collapse of Gdańsk shipyard and which was called a manipulation and was harshly judged by court that forbade its broadcasting. This did not improve the image of PiS whatsoever, commentates Wiesław Gałązka.

April's top three political parties represented in media in the largest numbers also contains politicians from PiS and SLD. Politicians from PSL were marginalized by the President and the ministers from the Presidential Chancellery as well as by independent politicians and in the result they took sixth place.

The research covered evening editions of news bulletins broadcasted by an all-Polish TV stations: TVP1 (Wiadomości), TVP2 (Panorama), TVN (Fakty), Polsat (Wydarzenia) in the period 1-30 April 2009. Statements of the politicians were aired in the bulletins 1167 times (368 times on TVN Fakty, 336 on Polsat Wydarzenia and 218 times on TVP1 Wiadomości and 245 on TVP2 Panorama).

Media Monitoring Institute (IMM) monitors nearly 900 press titles, 84 TV and radio stations and 2000 Internet portals. Media Monitoring Institute is a member of FIBEP - elite organization that gathers 91 media monitoring companies from 41 countries. IMM has supported the enterprises of Responsible Business Forum since 2002.