

Press release

Warsaw, 7th January 2009

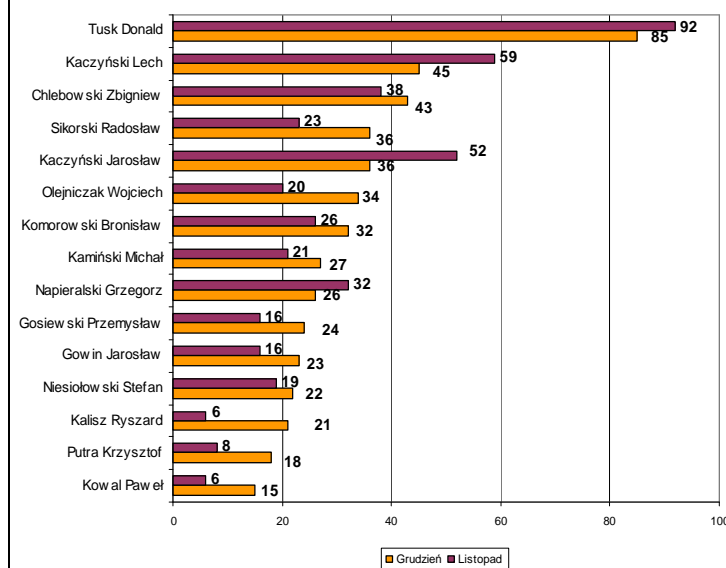
Kamiński defeated Kownacki

In December, Donald Tusk delivered statements in main editions of TV news bulletins almost 2 times more often than a winner of the second place in the ranking - Lech Kaczyński. In the opinion of Wiesław Gałązka "Jarosław Kaczyński came out the worst in December in the aspect of image". It also appears that November dispute over leadership between the representatives of the President's Office was finally settled. Last month Michał Kamiński spoke to the analyzed TV news bulletins 27 times whilst Piotr Kownacki only 11.

Media Monitoring Institute published a new "Ranking of Polish Politicians" completed with an extensive quality commentary by Wiesław Gałązka, expert in the image of politicians.

Prime Minister Donald Tusk is the winner of December ranking which is a continuation of November trend. He spoke in the media 85 times. Second place goes to significantly outdistanced by the leader President Lech Kaczyński (45 statements). In the third place Zbigniew Chlebowski (43) dethroned Jarosław Kaczyński who is ranked fourth in December. Radosław Sikorski also takes fourth place *ex aequo* with Jarosław Kaczyński.

Chart 1. Comparison of frequency of politicians public appearances in Nov. and Dec. 2008



Source: IMM

One of less popular theories of Albert Einstein says: << If A is life accomplishment, then $A = X + Y + Z$. Work is X, Y is fun and Z means keep your mouth shut <<. Pursuant to the rule, December developments should teach at least three leading politicians a lesson, i.e. Zbigniew Ziobro, Bronisław Komorowski and Jarosław Kaczyński.

The three of them sustained heavy losses on image in the result of excessive garrulousness caused by, to put in order: overeagerness, malice and hatred. The first one will also suffer financial losses (25 statements in main TV news bulletins) while the second already paid for it with stress caused by an attempt to remove him from the office of the Sejm Speaker (18 statements). The losses that the third of them sustained are the most difficult to assess. Nevertheless even a thirteen-year-old girl would realize in no time that reproaches he formulated against Stefan Niesiołowski did not earn him public sympathy (both "interested parties" "adapted" majority of 37 statements on the subject).

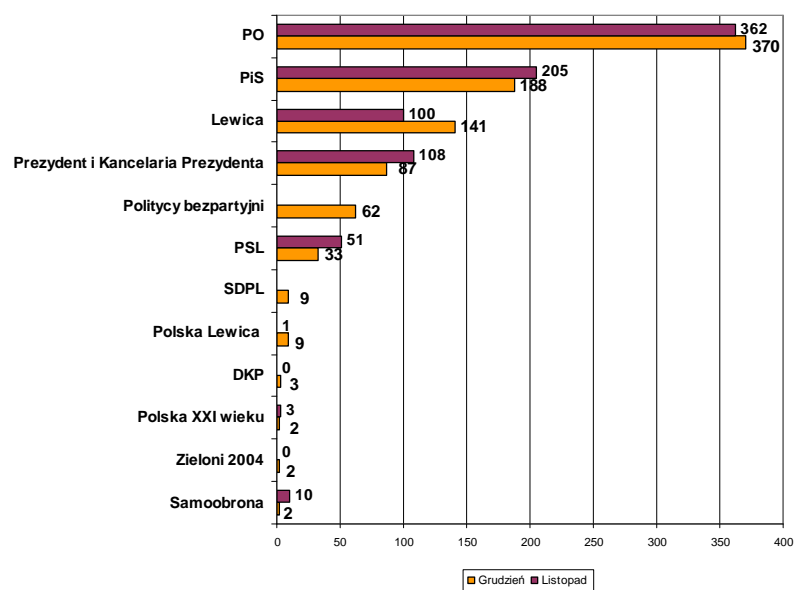
Therefore it might be stated that Jarosław Kaczyński came out the worst in December in terms of political image (36 statements in main TV news bulletins). Indiscretion of his party colleagues who not only blabbed out they had undergone media image training but also underlined his resistance to this particular knowledge, also contributed to damaging his image. This, in turn, was eagerly used by one of TV stations to evidence the fact that Law and Justice (PiS) leader is hard-headed by demonstrating shoes he wears.

However, just to do justice, it has to be added that TV reporters did not investigate into details of parallel trainings that leaders and activists of the Civic Platform (PO) were put to and which were revealed by press. Maybe it was enough for them to see that Donald Tusk - TV-star of December (85 TV appearances) begins to resemble a politician of international standard. The way he acts and speaks is marked by self-confidence. It is evident that favourable for him results of surveys almost erased trauma he suffered after the lost elections in 2005. Words he chooses, ton of his voice, posture and gestures prove he makes his best to thoroughly make the homework given by PR specialists. He stays calm and keeps President-worth dignity. Although I would find some flaws such as joint peregrinations with Lech Kaczyński (Brussels summit brought 66 comments of politicians aired in main editions of TV news bulletins) saw him transform from an actor of national drama into a comedy one," commentates Wiesław Gałązka.

What's interesting Stefan Niesiołowski was ranked exactly in the same place like in November - 12th place of the ranking. The subject that directly concerned this member of PO was one of first three most commented political developments of December. Accusation formulated from the Sejm's rostrum by Jarosław Kaczyński about Stefan Niesiołowski's alleged squealing on his colleagues during the first hearing by the Security Service was reflected in 37 comments.

PO was the most abundantly represented in four analyzed news bulletins. Politicians from its coalition partner, the Polish People Party (PSL), appeared rarely. The order of sum total of media appearances made by representatives of particular parties is the same in all analyzed programs: PiS is second, Leftists - third, President and his Office - fourth. Further places go to independent politicians such as former Presidents of Poland, independent members of the government and advisors to Prime Minister. Members of Parliament from PSL were ranked sixth. It is interesting how a difference in quantity of statements delivered by two officials from the President's Office grew in December, especially given how equally active they were in media in November, i.e. Michał Kamiński and Piotr Kownacki (both of them made 21 media appearances in November). In December Michał Kamiński spoke 27 times to the monitored TV news bulletins whilst Piotr Kownacki only 11.

Chart 2. Comparison of the presence of political parties in media in Nov. and Dec. 2008



Source: IMM

In December, politicians usually made comments on bridging pensions (213), the problem which totally outdone all other issues tackled in main editions of TV bulletins. In relation to this problem, politicians also commented on the Presidential veto against bridging pensions, struggle for leadership inside of the leftist party and unofficial coalition of PO and SLD over rejecting the Presidential veto. EU summit in Brussels received almost three times less publicity (66). Politicians spoke of a reported squealing by Stefan Niesiołowski on his colleagues-oppositionists under the past political regime rarely (37) just like in the case of controversial reshuffles on TVP Supervisory Board (32).

Zbigniew Chlebowski, Wojciech Olejniczak and Grzegorz Napieralski spoke the most often about bridging pensions. EU summit in Brussels was a favourite topic of Lech Kaczyński, Donald Tusk and Michał Kamiński. Stefan Niesiołowski and Jarosław Kaczyński made the most numerous comments about the issue of the former's denunciations. It might appear surprising that fourth most popular issue, i.e. reshuffles on TVP Supervisory Board, did not enjoy too big popularity among 15 politicians who were most active in media. The issue was usually commented by Aleksander Grad who takes 31st place in the breakdown. Prime Minister and Lech Wałęsa, also ranked outside of the first 15 (18th place in the ranking), spoke out on the matter of 25th anniversary of awarding Nobel Prize to Lech Wałęsa.

The research encompasses main editions of an all-Polish TV news bulletins: TVP1 (Wiadomości), TVP2 (Panorama), TVN (Fakty), Polsat (Wydarzenia) aired in the period 1-31 December 2008. Statements by politicians were aired by the programs 911 times (268 times in Fakty on TVN, 289 times in Wydarzenia on Polsat TV, 171 times on Wiadomości on TVP1 and 183 times in Panorama on TVP2).

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