

# Press release

Warsaw, 9th February 2009

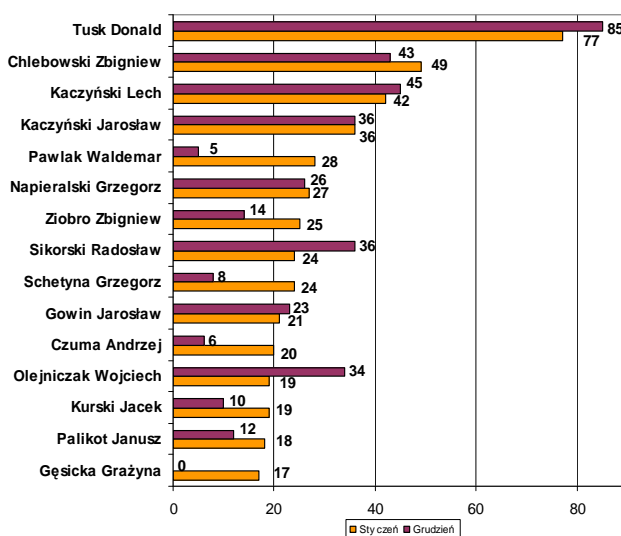
## Carnival in politics

**In January, news were dominated by comments on the budget cuts, change the image of the PiS, Palikot's affairs and the resignation of the minister Cwiągalski. Members of Polish Parliament - most of all female MPs from Law and Justice - those who used to fall behind, have strengthened their position in media. Wiesław Gałązka says: *New image of Law and Justice (PiS) and its leader generated lively interest because, among other things, it was introduced by technically effective spot which starred beautified and reliable female members of the party and spectators-friendly Jarosław Kaczyński. This face and body lifting caused that journalists did not pose an inquisitive question: What did the ladies do when their leader divided and offended the nation? So it's possible that, out of tactfulness, a term "new faces" of PiS caught on and the leader's image changes were in the center of attention.***

Media Monitoring Institute (IMM) published a new "Ranking of Polish politicians" provided with qualitative commentary by Wiesław Gałązka, expert in the politicians' image.

Alike in December, prime minister Donald Tusk was the winner of January ranking by airing opinions 77 times. Second place goes to Zbigniew Chlebowski (49 statements) and third one to the President Lech Kaczyński (42). Despite media offensive Jarosław Kaczyński took fourth place which is also how he was rated in December. There was also one spectacular advancement to top five - the one of Deputy Prime Minister Waldemar Pawlak's.

Chart 1. Comparison of statistics of politicians' appearances in media in Dec. 2008 and Jan. 2009



Source: IMM

January had media concentrate on two modifications: the one that refers to calculating the budget and assessing electoral chances. The former was abundant in information and commentaries about budget cuts and adjustments in the face of economic crisis (**125 commentaries**) which overlapped gas problems (**111 statements by politicians**).

There is also a bright side of the crisis. Some time ago, J.F. Kennedy came across Chinese meaning of a word "crisis" which is compounded of two signs: the first one means "threats" and the other "opportunities". The electoral one was spotted mostly by two politicians: Donald Tusk and Jarosław Kaczyński.

The former decided that times of hardship needed a powerful leader so having improved his condition during vacations, he grabbed governmental helms with an iron hand and launched to call Janusz Palikot in order, who in the opinion of PM disturbed a dignity of former minister Gęsicka by reproaching her with (vide: dictionary) "disgracing" by untruth. By doing so, Tusk demonstrated lack of knowledge of Ronald Reagan's popular saying: "Politics is supposed to be the second oldest profession. I have come to realize that it bears a very close resemblance to the first". Being on a roll, he decided he would be the chivalrous champion of the woman's honor forgetting that he should rather flatly champion the honor of his party's minister than the alleged victim of a controversial Member of Polish Parliament who, nota bene, by doing so effectively diverted public attention from Prime Minister's absence in time of problems with gas supplies. So-called "Palikot scandal" sparked a festival (**94 commentaries**) of hypocrisy which involved not only politicians of all parties but also journalists who exaggerated on commenting the employed word that, in their understanding, called up only one association...

Another demonstration of Prime Minister's power consisted in dismissing the minister of justice who unduly disregarded the scandal in the subordinated prison system. The importance of this decision, nevertheless, outbid (**91 statements**) its causes (**commented 43 times**) and served as an opportunity to see Zbigniew Ziobro hit back headlines after over a month of absence in media (**he aired opinions in 16 publications**).

Second beneficiary of crisis-induced opportunities, namely former prime minister, after more than a year of dissecting the reasons of electoral defeat, decided to reprogram himself and his party by using a policy of love and the administrator's concern. He started at the beginning of January adopting the rule of Hitchcock - he drawn inspirations in post-Gierek's mansion to deliver the outcome of his reflections in Nowa Huta. The suspense was built up for almost a month and if it weren't for another clownish actions by Janusz Palikot, the congress could be considered a serious event (**34 statements**) not only for members and supporters of PiS, commentates Wiesław Gałązka.

January media offensive launched by PiS created a precedent of a woman advancing to top 15 politicians deliverering their opinions in media the most frequently. The fact that Grażyna Gęsicka is ranked in the first fifteen has two reasons - her parttaking in PiS spot in media "Actions, not miracles" and the already mentioned conflict with Janusz Palikot. It is the more interesting that former minister of regional development in the government lead by Jarosław Kaczyński did not appear in December's evening news even once.

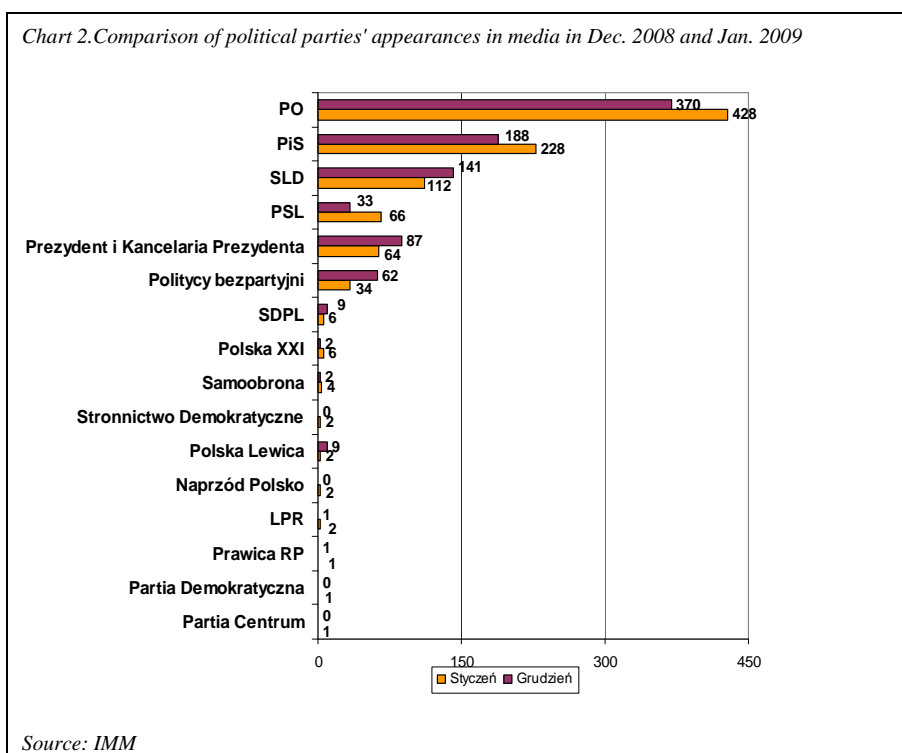
Wiesław Gałązka continues to commentate alterations of PiS image: *It was hard not to see them. Not only in terms of appearance but also in verbal realm. The act of apologizing to the intelligentsia for words he had formulated before was almost acclaimed as the miracle. Nevertheless did not deny himself dividing "the intellig(i)entsia" into the ethos one and the one devoid of ethos but no one investigated if because of that he enjoyed the support of the non-offended fraction namely no-ethos one. In the end some of those who kept track of the first day of the congress could come up to a conclusion that "no one ever will be offended by PiS.*

Social amnesia, for which the society was asked in the context of PiS's coalition with LPR and Samoobrona some time ago, is to contribute to the improvement of the image of Jarosław Kaczyński and PiS either. (Although on this occassion media reminded such terms from 4th RP vocabulary as

"łże-elita", which is a phrase popular in PiS circles that depicts all who oppose building IV Republic of Poland and venture opinions different from Jarosław Kaczyński's; and "lumpenliberalizm" which refers to post-communist Polish economy but Jarosław Kaczyński uses it to name the system that in his opinion dominated III Republic of Poland).

Prime minister tried to take advantage of this apparent weakness of the opponent by imposing his presence during the congress but "the date" had never been made because Jarosław Kaczyński was not thrown off guard even by coining a slogan: "love's victory over aggression in politics". He knew that from the point of view of public relations he would be defeated ignominiously. Meantime, the congress aimed to cast a defeating blow to the Civic Platform (PO) - a defeat that would resemble recalled by a renowned expert in II World War Jacek Kurski - "Stalingrad".

PO was represented in the largest numbers in four analyzed news bulletins. Its coalition partner PSL had its representatives appear rarely but still two times more frequently than a month earlier. Politicians from PiS and the leftist SLD were also ranked among the first three. The ranking's top five is closed by the President and his ministers who, nevertheless, recorded exceptionally low media activity. The decline in media activity of independent politicians emerged as an interesting phenomenon. One of them, Jacek Karnowski, president of Sopot city, can boast the largest publicity although in this case the word "boast" does not seem to be appropriate. He delivered statements 10 times about accusations of corruption he had been presented with.



In January, the following issues enjoyed the biggest popularity among politicians: the ministries' budget cuts in search of PLN 17-billion savings (125), gas conflict (111) and Member of Parliament Janusz Palikot upheaval (94).

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 1-31 January 2009. Statements of the politicians were aired in the bulletins 960 times (290 times on TVN's Fakty, 257 on Polsat's Wydarzenia and 206 times on TVP1's Wiadomości and TVP2's Panorama).

Media Monitoring Institute (IMM) monitors nearly 900 press titles, 84 TV and radio stations and 200 Internet portals. Media Monitoring Institute is a member of FIBEP - elite organization which gathers 91 media monitoring companies from 41 countries. IMM has supported enterprises of Responsible Business Forum since 2002.

