

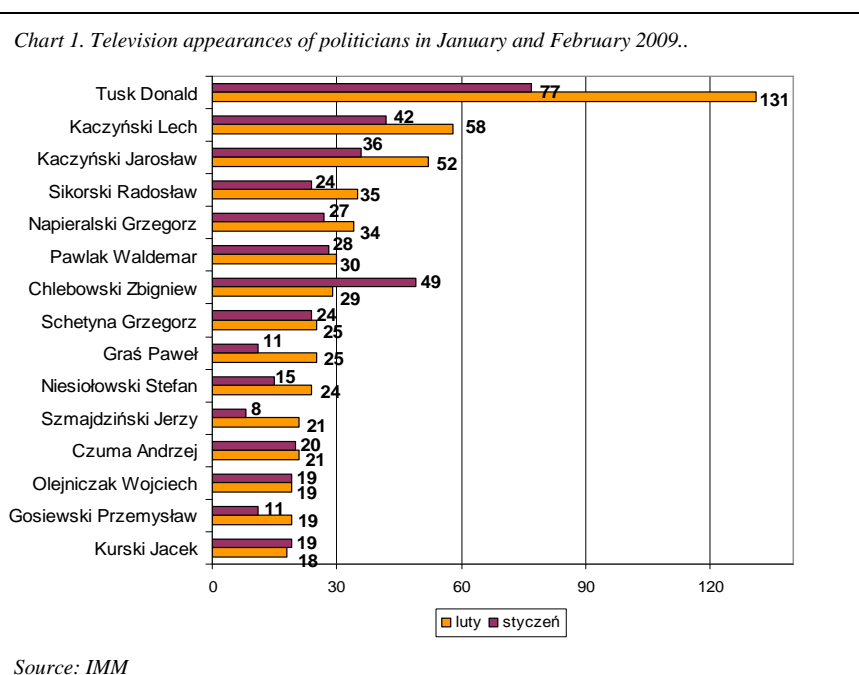
Press release

Warsaw, 9 March 2009

Change of the political status quo

In February opinion-shaping news media outlets saw dominance of comments on the approaching economic crisis. Politicians opined the government's cuts of expenditures, drastic savings in the police and depreciation of the zloty. Included in the top fifteen issues that received the most media coverage was one related to neither politics, nor economy. That was the Munich incident involving Mrs and Mr Rokita. According to Wiesław Gałązka, *the heroic act of resistance that Jan Rokita showed in defence of his wife's and his own garments on board of the German aircraft has aroused admiration and outrage even of his political opponent, the leader of Law And Justice (PiS), who has said that "what happened requires a firm intervention of the Polish authorities"*.

Like in January, on top of this month's edition of the Institute of Media Monitoring's rankings was Prime Minister Donald Tusk. He made 131 appearances on prime news programmes. His runner-up was President Lech Kaczyński (58 appearances), and third on the list – Jarosław Kaczyński (52 appearances). Up to the fourth position went Radosław Sikorski (35 appearances), Grzegorz Napieralski completing the top five with the score of 34 appearances.



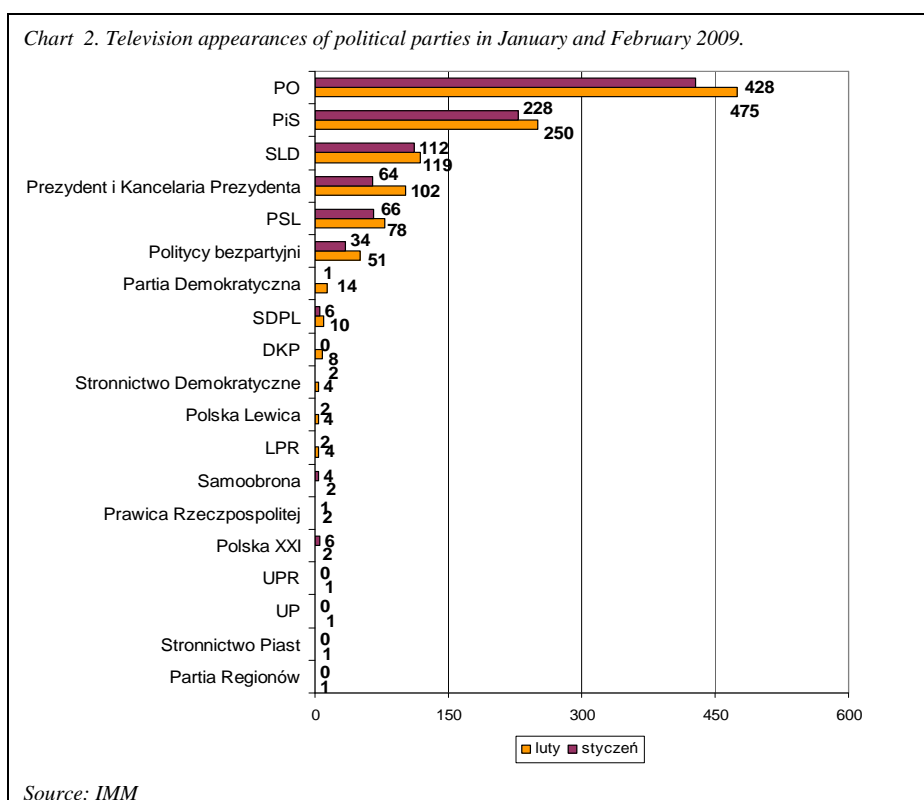
As Wiesław Gałązka comments, *the change of Donald Tusk's media image strategy, which was signalled in January, was confirmed in the following month. Prime Minister in the "hard" version is a firm leader for the difficult times. That is the type of person Donald Tusk appeared in the analysed*

month. He could be seen on television nearly twice as often as in January. The times are difficult indeed, not only because of the crisis, but the presidential race, which has already started.

Lech Kaczyński is training hard for the marathon as well. He too has suddenly showed manly qualities. His activity, reflected by the number of contacts with journalists, which he had rather avoided before, won him the second position in the February media appearance study. Although his score (58 appearances) is not quite impressive, when we take a look at the January findings, it will become clear he is not going to give up.

Perhaps he also wants to prove that rumours about his political death to come, spread by some political marketing experts, have been greatly exaggerated. Moreover, he has already outdone the back-in-media healer Kashpirovski, by easily bringing Ryszard Bugaj and Adam Glapiński back onto the political scene. Thus, we may expect that having been dusted off by the media, both will be classified in next editions of the study.

The party which had the most representatives appearing on air of four analysed news programmes in February is Civic Platform (PO). Behind the leader are PiS and Democratic Left Alliance (SLD). Lower in the rankings are President and members of his Chancellery; they appeared in the media nearly twice as often in February, as in the month before. The reason was activity of the President's two new economic advisers. Ryszard Bugaj and Adam Glapiński opined the question of Poland's entry to the euro area frequently. An interesting thing to note is growth in the activity of minor parties. Democratic Party (PD), only symbolically represented in January (1 appearance), has increased its media activity fourteen times. Furthermore, as many as five new parties appeared in the classification. One whose debut was the most spectacular is Democratic Parliamentary Circle (DKP) – 8 appearances.



Matters which politicians touched upon most often in February are: the government's expenditure cuts (131), murder of a Polish engineer in Pakistan (97), economic crisis (89) and depreciation of the zloty (66).

The hottest issue was the economic crisis, which was ranked as low as ninth in the month before. It has also contributed to a growth in popularity of many politicians, who used it to manifest their

presence. In case of Jarosław Kaczyński (36 appearances), the crisis helped him advance from fourth to third position in the classification.

There have appeared jokes about the recession too. One of them reflects very well the situation Justice Minister has found himself in. „What do you do to have a small enterprise?“, a satirist was asked. „Oh, that’s easy. Today it’s enough to have a big one, and wait for some time..“, he replied. A thing like that has happened to Andrzej Czuma, who had taken the post in a glory of honourable fighter for dignity. Less than a month passed and he has lost some of the public trust capital he used to enjoy. Although the number of television pieces on Czuma increased, no longer did they enhance the previous good opinions about the minister.

It is worth mentioning that the case of Czuma did not automatically translate into a growth of the media presence of Zbigniew Ziobro. The former Justice Minister was classified in the month before in result of dismissal of Zbigniew Cwiągalski, his successor. This time journalists were not interested to hear his opinions. Surely, he will come back, as the electoral interest in the struggle for Euro-sinecure grows, adds Gałązka.

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 1-28 February 2009. Politicians appeared on air of the above-mentioned programs 1129 times: 321 times on TVN’s “Fakty”, 324 on Polsat’s “Wydarzenia”, 238 on TVP1’s “Wiadomości” and 246 on TVP2’s “Panorama”.

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