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## PARTY ELITES AS COMPARED WITH OTHER CANDIDATES IN FREE ELECTION BROADCASTS ON PUBLIC RADIO

Free election broadcasts are the broadcast time in public media allotted to authorized election committees during the election campaign. As the name itself indicates, it is free broadcasting time which the committees can use in any way. They most often allot this time to individual candidates whose names are on their ticket; they less often use it for spots promoting the whole election committee.

The aim of the present article is to show how the authorized election committees which proposed their lists of candidates in the Lublin region used their allotted broadcast time in the regional Polish Radio station and what was the criterion for dividing the time among individual candidates. Were the party elites preferred, i.e. those occupying the best, so-called winning positions, who were allotted the most of the broadcast time, or, conversely, the time was proportionally divided among all those on the tickets?

The research method chosen was the content analysis: quantitative and qualitative, and comparative analysis. The research material was free election broadcasts aired during the election campaign before the elections for the European Parliament, on Radio Lublin S.A. in 2014.

For lack of room, the paper focuses on analyzing the research results: readers who are more closely interested in free election broadcasts on public radio, legal regulations of the broadcasts, or in the ways of utilizing them by authorized election committees, are kindly encouraged to study the literature given below<sup>1</sup>.

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<sup>1</sup> For more see: M. KOLCZYŃSKI, *Strategie komunikowania politycznego*, Katowice: Wydawnictwo Uniwersytetu Śląskiego 2007, pp. 342-343; S. JĘDRZEJEWSKI, *Radio renesans. Od monopolu do konkurencji*, Warszawa: Wydawnictwo ATK 1997, p. 113; A. ŁUKASIK-TURECKA, *Audytywna reklama wyborcza – przeżytek czy konieczność*, “Zeszyty Prasoznawcze” 2015, vol. 58, No. 1 (221), pp. 167-175; A. ŁUKASIK-TURECKA, *Stosunek elektoratu do radiowych reklam wyborczych*, “Preferencje Polityczne” 2014, No. 8, pp. 51-60; A. ŁUKASIK-TURECKA, *Radiowa reklama wyborcza w nieodpłatnych audycjach*

## RESEARCH RESULTS AND THEIR ANALYSIS

The election committee representing the ruling Civic Platform [Platforma Obywatelska] used eighteen out of the twenty assigned election broadcasts. The Table below shows the number of appearances of individual candidates in the elections broadcasts of the Election Committee [EC]: Civic Platform of the Republic of Poland (henceforward Civic Platform) [Platforma Obywatelska RP]:

Table 1. Appearances of candidates of the Election Committee Civic Platform in free election broadcasts on Radio Lublin S.A. before elections for the European Parliament in 2014

No.	Candidates on the ticket of EC Civic Platform	Number of appearances in broadcasts/number of broadcasts (figures)	Number of appearances in broadcasts (%)
1.	Kamiński Michał	0	0
2.	Lipińska Monika	0	0
3.	Grad Mariusz	0	0
4.	Trzcńska-Staszczuk Beata	0	0
5.	Grabczuk Krzysztof	18/18	100
6.	Bielecka Izabela	12/18	66.7
7.	Broniewicz Bogusław	0	0
8.	Wetoszka Krystyna	0	0
9.	Taras Mirosław	0	0

wyborczych radia publicznego, [in:] R. WISZNIOWSKI, A. KASIŃSKA-METRYKA (eds.), *Marketing polityczny w gorszej mediów*, Toruń: Wydawnictwo Adam Marszałek 2014, pp. 153-165; A. ŁUKASIK-TURECKA, *Radiowa reklama wyborcza – polecać czy odradzać (uwagi politologa)*, "Roczniki Nauk Społecznych" 6 (42) 2014, No. 1, pp. 95-109; A. ŁUKASIK-TURECKA, *Audytywna reklama wyborcza jako narzędzie komunikowania politycznego*, [in:] M. PODKOWIŃSKA (ed.), *Komunikacja społeczna – tendencje, problemy, wyzwania*, Warszawa Wydawnictwo SGGW 2014, pp. 31-40.

10.	Pożak Janusz	8/18	44.4
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Source: Own compilation based on the data of State Election Commission<sup>2</sup> and free election broadcasts of the EC Civil Platform aired on Radio Lublin S. A. before elections for the European Parliament in 2014<sup>3</sup>.

The foregoing data show that the committee did not adopt any specific principle according to which individual candidates could present themselves and their programs in free election broadcasts. On the air there were exclusively candidates with nos. 5, 6 and 10 on the ticket, thus neither the ones occupying the first three positions nor all candidates proportionately. It should be stressed that one third of all broadcasts were utilized by candidate Krzysztof Grabczuk, later his material was aired together with Izabela Bielecka's material, and then with that of Janusz Pożak. It can be assumed that the committee aired the materials of the candidates who provided them to the election agent or decided to record them in the studio. This may be evidenced by the fact that initially the whole broadcast contained only and exclusively candidate Grabczuk's materials aired again and again, and then, when the other two joined in, the broadcast time was divided proportionally to the number of candidates who prepared and decided to broadcast their own materials.

A somewhat different solution regarding the use of the assigned free broadcast time was adopted by the Civic Platform's coalition partner and its election committee. The Table below shows the number of appearances of individual candidates in the election broadcasts of the Election Committee Polish People's Party [Polskie Stronictwo Ludowe]:

<sup>2</sup> *Wybory do Parlamentu Europejskiego*, [http://pe2014.pkw.gov.pl/pl/kandydaci?name=&com\\_mitte\\_id=&ward\\_id=8](http://pe2014.pkw.gov.pl/pl/kandydaci?name=&com_mitte_id=&ward_id=8) [accessed on 30.06.2015].

<sup>3</sup> *Free broadcast of the Election Committee Civic Platform* [Platforma Obywatelska RP], Polish Radio Lublin, of [order of dates: DAY/MONTH/YEAR,/times of broadcast in the 24 hour system], 12.05.2014, hr. 13.10, no. 6; 12.05.2014, hr. 21.10, no. 3, 7; 13.05.2014, hr. 13.10, no. 6; 13.05.2014, hr. 21.10, no. 5, 6; 14.05.2014, hr. 21.10, no. 3, 7; 15.05.2014, hr. 21.10, no. 3, 7; 16.05.2014, hr. 21.10, no. 4; 17.05.2014, hr. 14.10, no. 1; 19.05.2014, hr. 21.10, no. 5, 7; 22.05.2014, hr. 13.10, no. 4, 6; 22.05.2014; hr. 21.10, no. 8; 23.05.2014, hr. 13.10, no. 2.

Table 2. Appearances of candidates of the Election Committee of Polish People's Party in free election broadcasts on Radio Lublin S.A. before elections for the European Parliament in 2014

No.	Candidates on the ticket of the EC Polish People's Party	Number of appearances in broadcasts/number of broadcasts (figures)	Number of appearances in broadcasts (%)
1.	Bratkowski Arkadiusz	20/20	100
2.	Hetman Krzysztof	20/20	100
3.	Tokarska Genowefa	13/20	65
4.	Zajac Józef	20/20	100
5.	Sosnowski Sławomir	20/20	100
6.	Czerska-Gąsiewska Hanna	20/20	100
7.	Litwiniuk Przemysław	0	0
8.	Seredyn Elżbieta	0	0
9.	Zdanowska Agnieszka	0	0
10.	Niezgoda Marcelli	13/20	65

Source: Own compilation based on the data of State Election Commission<sup>4</sup> and free election broadcasts of the EC Polish People's Party aired on Radio Lublin S.A. before elections for the European Parliament in 2014<sup>5</sup>.

The Election Committee Polish People's Party [Polskie Stronnictwo Ludowe, PSL] used all the allotted free election broadcasts aired on Radio Lublin S.A. The

<sup>4</sup> *Wybory do Parlamentu Europejskiego.*

<sup>5</sup> *Free broadcasts of the Election Committee Polish People's Party [Polskie Stronnictwo Ludowe], Polish Radio Lublin, z dn.: 10.05.2014, hr. 14.10, no. 2; 10.05.2014, hr. 21.10, no. 6; 11.05.2014, hr. 13.10, no. 5; 12.05.2014, hr. 13.10, no. 5; 12.05.2014, hr. 21.10, no. 2, 6; 13.05.2014, hr. 13.10, no. 5; 15.05.2014, hr. 13.10, no. 2, 3, 4; 16.05.2014, hr. 13.10, no. 4; 16.05.2014, hr. 21.10, no. 1, 2; 18.05.2014, hr. 21.10, no. 1, 2; 19.05.2014, hr. 13.10, no. 2; 19.05.2014, hr. 21.10, no. 4; 20.05.2014, hr. 13.10, no. 5; 22.05.2014, hr. 13.10, no. 5; 22.05.2014, hr. 21.10, no. 2.*

time allotted for broadcasting the materials of the PSL Election Committee was divided among the candidates occupying the first six positions on the ticket, and was also assigned to candidate no. 10. Six candidates appeared with their own material in each of the aired election broadcasts, two in thirteen out of the allotted twenty broadcasts. The study showed that it was probably assumed that each of the candidates would be able to broadcast their own election material while in practice the materials were broadcast of those who gradually added them or saw to it that they took part in the broadcasts. Hence five candidates had their presentations in all the broadcasts, two others joined in after the seventh broadcast, and three did not appear with their materials in any broadcast. Each broadcast began and ended with the material of Krzysztof Hetman, the then marshal of the Lublin province, number two candidate on the PSL ticket. The other candidates appeared only once in each broadcast.

A similar assumption, that of the proportional division of broadcast time (apart from the time assigned to candidate no. 1 on the ticket) between the candidates on the list, presumably motivated the election committee representing the largest opposition party: EC [Electoral Committee] Law and Justice [Prawo i Sprawiedliwość]. The following Table presents the number of appearances of individual candidates in the election broadcasts of the EC Law and Justice:

Table 3. Appearances of candidates of the Election Committee of Law and Justice in free election broadcasts on Radio Lublin S.A. before elections for the European Parliament in 2014

No.	Candidates on the ticket of the EC Law and Justice	Number of appearances in broadcasts/number of broadcasts (figures)	Number of appearances in broadcasts (%)
1.	Paruch Waldemar	20/20	100
2.	Piotrowski Mirosław	20/20	100
3.	Zawiślak Sławomir	17/20	85
4.	Mazurek Beata	20/20	100
5.	Gorajek Beata	20/20	100
6.	Dumkiewicz-Sprawka Ewa	20/20	100
7.	Abramowicz Adam	20/20	100

8.	Podkański Zdzisław	20/20	100
9.	Stawiarski Jarosław	0	0
10.	Sadurska Małgorzata	20/20	100

Source: Own compilation based on the data of State Election Commission<sup>6</sup> and free election broadcasts of the EC Law and Justice aired on Radio Lublin S.A. before elections for the European Parliament in 2014<sup>7</sup>.

The Table shows that eight out of the ten candidates on the EC Law and Justice ticket appeared in all election broadcasts allotted to this election committee. The only person who did not use the opportunity to advertize his candidacy during the free broadcast time was candidate no. 9 – Jarosław Stawiarski. The materials of candidate no. 3 Sławomir Zawiślak, appeared only starting from the fourth broadcast: consequently, he appeared in seventeen rather than twenty broadcasts. Similarly, as with the broadcast of the EC Polish People's Party, the ticket leader began and ended the committee's election broadcast with his spot. In this case it was the candidate topping the ticket: no 1. – Waldemar Paruch.

A similar assumption – presentation of as large a number of candidates as possible – may have motivated the Election Committee: Jarosław Gowin's Poland Together [Polska Razem Jarosława Gowina]. The table below shows the number of appearances of individual candidates in the election broadcasts of this committee:

Table 4. Appearances of candidates of the Election Committee Jarosław Gowin's Poland Together in free election broadcasts on Radio Lublin S.A. before elections for the European Parliament in 2014

No.	Candidates on the ticket of EC Jarosław Gowin's Poland Together	Number of appearances in broadcasts/number of broadcasts (figures)	Number of appearances in broadcasts (%)
1.	Stanisławek Andrzej	12/20	60
2.	Mańka Andrzej	4/20	20

<sup>6</sup> *Wybory do Parlamentu Europejskiego.*

<sup>7</sup> *Free broadcasts of the Election Committee Law and Justice* [Prawo i Sprawiedliwość], Polish Radio Lublin, of 10.05.2014, hr. 14.10, no. 6; 10.05.2014, hr. 21.10, no. 4; 11.05.2014, hr.21.10, no. 2; 13.05.2014, hr. 13.10, no. 3,4; 13.05.2014, hr. 21.10, no. 1, 2, 4; 14.05.2014, hr. 13.10, no. 7; 14.05.2014, hr. 21.10, no. 5; 15.05.2014, hr. 13.10, no. 5; 17.05.2014, hr. 14.10, no. 3; 18.05.2014, hr. 13.10, no. 5; 19.05.2014, hr. 13.10, no. 4; 19.05.2014, hr. 21.10, no. 3; 20.05.2014, hr. 13.10, no. 1, 7; 21.05.2014, hr. 13.10, no. 2; 22.05.2014, hr. 21.10, no. 7; 23.05.2014, hr. 13.10, no. 4.

3.	Tobiasz Wioletta	12/20	60
4.	Borek Anna	12/20	60
5.	Janiszewski Jerzy	8/20	40
6.	Cisak Dorota	8/20	40
7.	Krupa Elżbieta	0	0
8.	Pasternak Karol	0	0
9.	Lipska-Toumi Marzena	0	0
10.	Tokarski Tomasz	12/20	60

Source: Own compilation based on the data of State Election Commission<sup>8</sup> and free election broadcasts of EC Jarosław Gowin's Poland Together aired on Radio Lublin S.A. before elections for the European Parliament in 2014<sup>9</sup>.

As part of free election broadcasts aired on Radio Lublin S.A., seven out of ten candidates on the ticket of EC Jarosław Gowin's Poland Together presented their candidacy. In twelve out of the allotted twenty broadcasts four candidates with nos. 1, 3, 4 and 10 on the ticket appeared. Two candidates with nos. 5 and 6 on the ticket appeared in eight broadcasts. Candidate no. 2 presented his election material four times during the broadcasts in question.

The election committees representing leftist parties divided their broadcast time in a somewhat different way. Both in the case of the Coalition Election Committee Europa Plus Twój Ruch [Europe Plus Your Movement] and the Coalition EC Sojusz Lewicy Demokratycznej – Unia Pracy [Democratic Left Alliance – Labor United] the listeners-voters were able to get to know the profiles and election programs of only several candidates on the two tickets.

The Table below shows the number of appearances of individual candidates in the election broadcasts of the Coalition EC Europe Plus Your Movement:

<sup>8</sup> *Wybory do Parlamentu Europejskiego.*

<sup>9</sup> *Free election broadcasts of the Election Committee: Jarosław Gowin's Poland Together* [Polska Razem Jarosława Gowina], Polish Radio Lublin, of.: 10.05.2014, hr. 14.10, no. 5; 10.05.2014, hr. 21.10, no. 2; 11.05.2014, hr. 13.10, no. 3; 11.05.2014, hr. 21.10, no. 3; 13.05.2014, hr. 21.10, no. 7; 14.05.2014, hr. 13.10, no. 5; 14.05.2014, hr. 21.10, no. 2; 14.05.2014, hr. 21.10, no. 6; 16.05.2014, hr. 21.10, no. 7; 17.05.2014, hr. 14.10, no. 2; 17.05.2014, hr. 21.10, no. 2; 17.05.2014, hr. 21.10, no. 7; 18.05.2014, hr. 13.10, no. 6; 20.05.2014, hr. 13.10, no. 4, 6; 21.05.2014, hr. 13.10, no. 4; 22.05.2014, hr. 13.10, no. 1; 22.05.2014, hr. 13.10, no. 8; 23.05.2014, hr. 13.10, no. 3; 23.05.2014, hr. 21.10, no. 2.

Table 5. Appearances of candidates of the Coalition Election Committee Europe Plus Your Movement in free election broadcasts on Radio Lublin S.A. before elections for the European Parliament in 2014

No.	Candidates on the ticket of Coalition EC Europe Plus Your Movement	Number of appearances in broadcasts/number of broadcasts (figures)	Number of appearances in broadcasts (%)
1.	Nowacka Barbara	13/20	65
2.	Kurczuk Grzegorz	13/20	65
3.	Polz-Gruszka Dorota	18/20	90
4.	Poznański Marek	0	0
5.	Lipińska Paulina	0	0
6.	Palonka Marek	0	0
7.	Wójcik Dorota	0	0
8.	Płachta Łukasz	0	0
9.	Popiołek Zofia	2/20	10
10.	Kabaciński Michał	0	0

Source: Own compilation based on the data of State Election Commission<sup>10</sup> and free election broadcasts of Coalition EC Europe Plus Your Movement aired on Radio Lublin S.A. before elections for the European Parliament in 2014<sup>11</sup>.

The Coalition EC Europe Plus Your Movement used all the allotted twenty election broadcasts and promoted only four of the ten candidates. In all the aired broadcasts a spot appeared promoting candidate no. 3 on the committee's ticket – Dorota Polz-Gruszka. Less often, thirteen times, the candidates topping the ticket:

<sup>10</sup> *Wybory do Parlamentu Europejskiego.*

<sup>11</sup> *Free broadcasts of the Coalition Election Committee Europe Plus Your Movement* [Europa Plus Twój Ruch], Polish Radio Lublin, of.: 11.05.2014, hr. 21.10, no. 4, 5, 6; 12.05.2014, hr. 13.10, no. 3; 13.05.2014, hr. 13.10, no. 7; 14.05.2014, hr. 13.10, no. 3; 15.05.2014, hr. 21.10, no. 1; 16.05.2014, hr. 13.10, no. 7; 16.05.2014, hr. 21.10, no. 3, 5; 17.05.2014, hr. 21.10, no. 1, 4; 18.05.2014, hr. 13.10, no. 1; 19.05.2014, hr. 13.10, no. 3, 7; 20.05.2014, hr. 21.10, no. 3; 21.05.2014, hr. 13.10, no. 7; 21.05.2014, hr. 21.10, no. 2, 3, 6.

no.1 and no. 2 appeared with their materials - Barbara Nowacka and Grzegorz Kurczuk. Also the materials of candidate no. 9, Zofia Popiołek, appeared in two election broadcasts. Worth noting is the fact that three out of the four persons whose election materials were aired in the free election broadcasts on Radio Lublin S.A. were women. There is no evidence, however, that this principle was imposed by the committee's election agent or by other decision-makers. A more probable principle is the allotment of broadcast time mainly for the candidates occupying the first three positions on the ticket.

In their broadcasts, the Coalition EC Democratic Left Alliance – Labor United presented five candidates of their ticket. The Table below shows the number of appearances of individual candidates in the election broadcasts of the Coalition EC Democratic Left Alliance – Labor United:

Table 6. Appearances of candidates of the Coalition Election Committee Democratic Left Alliance – Labor United in free election broadcasts on Radio Lublin S.A. before elections for the European Parliament in 2014

No.	Candidates on the ticket of Coalition EC Democratic Left Alliance – Labor United	Number of appearances in broadcasts/number of broadcasts (figures)	Number of appearances in broadcasts (%)
1.	Czerniak Jacek	0	0
2.	Goławska Kazimiera	0	0
3.	Kurzępa Irena	0	0
4.	Głowiński Grzegorz	5/20	25
5.	Cichosz Wacław	0	0
6.	Kowalewska Małgorzata	4/20	20
7.	Szymański Adam	0	0
8.	Czarnecka Agata	6/20	30
9.	Stachura Rafał	1/20	5
10.	Miarowska Gertruda	5/20	25

Source: Own compilation based on the data of State Election Commission<sup>12</sup> and free election broadcasts of Coalition EC Democratic Left Alliance – Labor United aired on Radio Lublin S.A. before elections for the European Parliament in 2014<sup>13</sup>.

<sup>12</sup> *Wybory do Parlamentu Europejskiego.*

<sup>13</sup> *Free broadcasts of Coalition Election Committee Democratic Left Alliance – Labor United [Sojusz Lewicy Demokratycznej–Unia Pracy], Polish Radio Lublin, of: 10.05.2014, hr. 21.10, no. 5;*

The foregoing Table shows that their own election broadcasts were presented by candidates occupying different, not necessarily top positions on the election ticket. Interestingly enough, the Coalition EC Democratic Left Alliance – Labor United adopted a different solution concerning the use of their allotted broadcast time on Radio Lublin S.A. than the other election committees; each broadcast (with one exception) was intended for one candidate. During a six-minute broadcast a given candidate presented his profile and program. In this way nineteen out of the twenty aired broadcasts were utilized. The time of only one broadcast was divided between two candidates.

The rest of the committees: EC [Election Committee] Nowa Prawica Janusza Korwin-Mikke [Janusz Korwin-Mikke's New Right], EC Solidarna Polska Zbigniewa Ziobro [Zbigniew Ziobro's Solidary Poland], Election Committee of Voters [ECV] Ruch Narodowy [National Movement] and EC Demokracja Bezpośrednia [Direct Democracy] decided to utilize their broadcast time exclusively for the statements by the leader of the formation or for a representative speaking on behalf of all candidates. The Tables below present the number of appearances of individual candidates in the broadcasts of the election committees: EC Janusz Korwin-Mikke's New Right, EC Zbigniew Ziobro's Solidary Poland, ECV National Movement, and EC Direct Democracy:

Table 7. Appearances of candidates of the Election Committee Janusz Korwin-Mikke's New Right in free election broadcasts on Radio Lublin S.A. before elections for the European Parliament in 2014

No.	Candidates on the Ticket of EC Korwin-Mikke's New Right	Number of appearances in broadcasts/number of broadcasts (figures)	Number of appearances in broadcasts (%)
1.	Szymona Jan	2/19	10.5
2.	Słowik Katarzyna	0	0
3.	Demczuk Andrzej	0	0
4.	Popek Amadeusz	1/19	5.3

11.05.2014, hr. 13.10, no. 2; 12.05.2014, hr. 21.10, no. 5; 13.05.2014, hr. 21.10, no. 3; 15.05.2014, hr. 13.10, no. 7; 16.05.2014, hr. 13.10, no. 6; 16.05.2014, hr. 21.10, no. 6; 17.05.2014, hr. 14.10, no. 5, 6; 17.05.2014, hr. 21.10, no. 3; 18.05.2014, hr. 13.10, no. 7; 18.05.2014, hr. 21.10, no. 3, 4; 19.05.2014, hr. 21.10, no. 6; 20.05.2014, hr. 13.10, no. 2; 20.05.2014, hr. 21.10, no. 5; 21.05.2014, hr. 21.10, no. 1, 4; 22.05.2014, hr. 21.10, no. 1; 23.05.2014, hr. 21.10, no. 4.

5.	Hołownia Magdalena	0	0
6.	Białobrzewska Inez	0	0
7.	Biłant Paweł	0	0
8.	Bolibok Małgorzata	0	0
9.	Kempisty Monika	0	0
10.	Korwin-Mikke Kacper	0	0

Source: Own compilation based on the data of State Election Commission<sup>14</sup> and free election broadcasts of EC Janusz Korwin-Mikke's New Right aired on Radio Lublin S.A. before elections for the European Parliament in 2014<sup>15</sup>.

Table 8. Appearances of candidates of the Election Committee Zbigniew Ziobro's Solidary Poland in free election broadcasts on Radio Lublin S.A. before elections for the European Parliament in 2014

No.	Candidates on the ticket of CE Zbigniew Ziobro's Solidary Poland	Number of appearances in broadcasts/number of broadcasts (figures)	Number of appearances in broadcasts (%)
1.	Żaczek Jarosław	0	0
2.	Bender-Motyka Bogna	0	0
3.	Kawa Franciszek	0	0
4.	Murat Krystyna	0	0
5.	Szawarska Janina	0	0
6.	Lipka Grzegorz	0	0

<sup>14</sup> *Wybory do Parlamentu Europejskiego.*

<sup>15</sup> *Free broadcasts of the Election Committee Janusz Korwin Mikke's New Right [Nowa Prawica Janusza Korwin-Mikke]* Polish Radio Lublin, of: 14.05.2014, hr. 13.10, no. 2; 14.05.2014, hr. 21.10, no. 4; 15.05.2014, hr. 13.10, no. 6; 15.05.2014, hr. 21.10, no. 5; 16.05.2014, hr. 13.10, no. 5; 17.05.2014, hr. 14.10, no. 4; 17.05.2014, hr. 21.10, no. 5, 6; 18.05.2014, hr. 13.10, no. 4; 18.05.2014, hr. 21.10, no. 5; 19.05.2014, hr. 13.10, no. 6; 20.05.2014, hr. 21.10, no. 1; 21.05.2014, hr. 21.10, no. 7; 22.05.2014, hr. 21.10, no. 3, 6; 23.05.2014, hr. 21.10, no. 3, 5, 6, 7.

7.	Garbacz Maria	0	0
8.	Strzelecka Magdalena	0	0
9.	Dubiel Jacek	0	0
10.	Kozieł Krzysztof	0	0

Source: Own compilation based on the data of State Election Commission<sup>16</sup> and free election broadcasts of EC Zbigniew Ziobro's Solidary Poland aired on Radio Lublin S.A. before elections for the European Parliament in 2014<sup>17</sup>.

Table 9. Appearances of candidates of the Election Committee of Voters National Movement in free election broadcasts on Radio Lublin S.A. before elections for the European Parliament in 2014

No.	Candidates on the ticket of ECV National Movement	Number of appearances in broadcasts/number of broadcasts (figures)	Number of appearances in broadcasts (%)
1.	Kowalski Marian	18/18	100
2.	Wiślińska Natalia	0	0
3.	Podstawka Karol	0	0
4.	Bujała Adriana	0	0
5.	Świszcz Józef	0	0
6.	Okoń Olga	0	0
7.	Wuczko Tomasz	0	0
8.	Smolak Monika	0	0

<sup>16</sup> *Wybory do Parlamentu Europejskiego.*

<sup>17</sup> *Free election broadcasts of the Election Committee Zbigniew Ziobro's Solidary Poland [Solidarna Polska Zbigniewa Ziobro] Zbigniewa Ziobro, Polish Radio Lublin, of.: 10.05.2014, hr. 21.10, no. 7; 11.05.2014, hr. 13.10, no. 4, 7; 12.05.2014, hr. 13.10, no. 1, 2; 14.05.2014, hr. 13.10, no. 4; 16.05.2014, hr. 13.10, no. 2, 3; 17.05.2014, hr. 14.10, no. 7; 18.05.2014, hr. 13.10, no. 3; 19.05.2014, hr. 21.10, no. 1, 2; 20.05.2014, hr. 21.10, no. 4, 6, 7; 21.05.2014, hr. 13.10, no. 1, 3; 22.05.2014, hr. 21.10, no. 5; 23.05.2014, hr. 13.10, no. 6, 7.*

9.	Pełka Jarosław	0	0
10.	Rowiński Wojciech	0	0

Source: Own compilation based on the data of State Election Commission<sup>18</sup> and free election broadcasts of ECV National Movement aired on Radio Lublin S.A. before elections for the European Parliament in 2014<sup>19</sup>.

Table 10. Appearances of candidates of the Election Committee Direct Democracy in free election broadcasts on Radio Lublin S.A. before elections for the European Parliament in 2014

No.	Candidates on the ticket of EC Direct Democracy	Number of appearances in broadcasts/number of broadcasts (figures)	Number of appearances in broadcasts (%)
1.	Szewczyk Krzysztof	0	0
2.	Patyra Elżbieta	0	0
3.	Dziudzik Sławomir	0	0
4.	Wójcik Michał	0	0
5.	Banach Janusz	0	0
6.	Żurawiecki Maciej	0	0
7.	Demciw Monika	0	0
8.	Pietraś Jacek	0	0
9.	Hajnrych-Nazaruk Karolina	0	0
10.	Jakubczak Agnieszka	0	0

Source: Own compilation based on the data of State Election Commission<sup>20</sup> and free election broadcasts of EC Direct Democracy aired on Radio Lublin S.A. before elections for the European Parliament in 2014<sup>21</sup>.

<sup>18</sup> *Wybory do Parlamentu Europejskiego.*

<sup>19</sup> *Free broadcasts of the Election Committee of Voters National Movement [Ruch Narodowy], Polish Radio Lublin, of: 11.05.2014, hr. 13.10, no. 1; 11.05.2014, hr. 21.10, no. 7; 12.05.2014, hr. 13.10, no. 4; 12.05.2014, hr. 21.10, no. 1; 13.05.2014, hr. 13.10, no. 2; 14.05.2014, hr. 13.10, no. 6; 14.05.2014, hr. 21.10, no. 1; 15.05.2014, hr. 13.10, no. 1; 15.05.2014, hr. 21.10, no. 4; 16.05.2014, hr. 13.10, no. 1; 19.05.2014, hr. 13.10, no. 1, 5; 21.05.2014, hr. 13.10, no. 5; 22.05.2014, hr. 13.10, no. 2, 3; 23.05.2014, hr. 13.10, no. 5, 8; 23.05.2014, hr. 21.10, no. 1.*

<sup>20</sup> *Wybory do Parlamentu Europejskiego.*

<sup>21</sup> *Free broadcasts of the Election Committee Direct Democracy [Demokracja Bezpośrednia], Polish Radio Lublin, of: 12.05.2014, hr. 13.10, no. 7; 12.05.2014, hr. 21.10, no. 4; 14.05.2014, hr.*

The election committees: EC [Election Committee] Janusz Korwin-Mikke's New Right, EC Zbigniew Ziobro's Solidary Poland, Election Committee of Voters National Movement, and EC Direct Democracy decided to utilize their broadcast time exclusively or almost exclusively for the statements by the leader of a given formation or by a representative speaking on behalf of all candidates, or for the narrator. In the case of free election broadcasts of the EC Janusz Korwin-Mikke's New Right, in fourteen out of the twenty allotted broadcasts the leader of the party, Janusz Korwin-Mikke, who did not run on the Lublin ticket, appeared. The EC of Voters National Movement similarly used its free broadcast time by allotting it entirely for the statements by the party leader, Marian Kowalski, who, however, ran for the European Parliament on the Lublin ticket. Neither of the two men introduced themselves in the broadcasts; they probably expected that voters would recognize them by their voice. However, while it is quite probable in the case of Janusz Korwin-Mikke, it was not so certain with Marian Kowalski.

In the case of free election broadcasts of EC Zbigniew Ziobro's Solidary Poland and EC Direct Democracy, the broadcast time was entirely utilized by the representative of candidates/narrator, who promoted the entire election committee and its candidates without introducing himself or mentioning other candidates by name.

Of the foregoing four election committees, only the EC Janusz Korwin-Mikke's New Right included in its broadcasts the utterances by the candidates other than the party's leader. The material promoting candidate no. 1 on the ticket appeared twice, once – the material of the candidate no.4 on the ticket, and several times there were statements by three other persons who did not run for the European Parliament on the Lublin ticket of this committee.

## CONCLUSIONS

The foregoing research results do not explicitly indicate that party elites, candidates occupying the top, so-called winning positions on the election tickets, are favored at the expense of the other candidates. In the case of two election committees [EC]: EC Law and Justice and EC Polish People's Party, the leaders indeed appeared in each broadcast twice as often as other candidates, beginning and end-

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13.10, no. 1; 15.05.2014, hr. 21.10, no. 2, 6; 18.05.2014, hr. 13.10, no. 2; 18.05.2014, hr. 21.10, no. 6, 7; 20.05.2014, hr. 13.10, no. 3; 20.05.2014, hr. 21.10, no. 2; 21.05.2014, hr. 13.10, no. 6; 21.05.2014, hr. 21.10, no. 5; 22.05.2014, hr. 13.10, no. 7; 22.05.2014, hr. 21.10, no. 4; 23.05.2014, hr. 13.10, no. 1; 23.05.2014, hr. 21.10, no. 8.

ing the broadcast, nevertheless the remaining time was divided proportionally among the rest of the candidates.

Four election committees: EC Janusz Korwin-Mikke's New Right, EC Zbigniew Ziobro's Solidary Poland, EC of Voters National Movement and EC Direct Democracy decided to utilize their allotted broadcast time exclusively or almost exclusively for the statements of the party leader or a representative speaking on behalf of all candidates, or of the narrator; however, in each case the speaker did not introduce himself or promote his candidacy. Apart from the case of Janusz Korwin-Mikke, the statements of those speakers did not guarantee identification of the leaders, while Janusz Korwin-Mikke himself did not run on the Lublin ticket; hence this solution should be regarded as the intention to promote the whole ticket rather than the ticket leaders.

In the case of such election committees as EC Civic Platform or Coalition EC Democratic Left Alliance – Labor United the following principle was probably adopted: broadcast the materials of the candidates who would provide their material on time. Any other distinct principle that could have been used in dividing the broadcast time was not noted here. In the case of EC Jarosław Gowin's Poland Together, the materials of those who prepared them on time were broadcast, the objective being to present as many candidates on the ticket as possible.

Only in the case of Coalition EC Europe Plus Your Movement a distinct principle was seen connected with the positions on the ticket occupied by individual candidates. Apart from one exception – the candidate no. 9 on the ticket, Zofia Popiołek, who appeared in two out of the twenty broadcasts, the committee's entire broadcast time was used to promote the ticket leaders – those occupying the first three positions.

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13.05.2014, hr. 13.10, no. 5; 15.05.2014, hr. 13.10, no. 2, 3, 4; 16.05.2014, hr. 13.10, no. 4; 16.05.2014, hr. 21.10, no. 1, 2; 18.05.2014, hr. 21.10, no. 1, 2; 19.05.2014, hr. 13.10, no. 2; 19.05.2014, hr. 21.10, no. 4; 20.05.2014, hr. 13.10, no. 5; 22.05.2014, hr. 13.10, no. 5; 22.05.2014, hr. 21.10, no. 2.

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## ELITY PARTYJNE W PORÓWNIANIU Z INNYMI KANDYDATAMI W DARMOWYCH TRANSMISJACH WYBORCZYCH W RADIU PUBLICZNYM

### Streszczenie

Celem artykułu było ukazanie, w jaki sposób uprawnione komitety wyborcze, które wystawiły swoje listy na Lubelszczyźnie przed wyborami do Parlamentu Europejskiego w 2014 r., wykorzystały przyznany im czas antenowy w lubelskiej rozgłośni Polskiego Radia i jakie było kryterium podziału czasu między poszczególnych kandydatów. Badano, czy komitety preferowały elity partyjne, przyznając im gros czasu antenowego, czy też przyznany czas dzielono proporcjonalnie między wszystkich kandydatów.

Wyniki badań nie wskazały jednoznacznie na faworyzowanie elit partyjnych kosztem pozostałych kandydatów. Wyraźnie widać to jedynie w przypadku KKW Europa Plus Twój Ruch. W przypadku dwóch komitetów wyborczych, KW Prawo i Sprawiedliwość i KW Polskie Stronnictwo Ludowe liderzy występowali dwukrotnie częściej w każdej audycji w porównaniu z innymi kandydatami, rozpoczynając audycję i ją kończąc, niemniej jednak pozostały czas rozdano proporcjonalnie między pozostałymi kandydatami.

Cztery komitety wyborcze: KW Nowa Prawica Janusza Korwin-Mikkego, KW Solidarna Polska Zbigniewa Ziobro, KWW Ruch Narodowy i KW Demokracja Bezpośrednia przyznany czas antenowy zdecydowały się przeznaczyć wyłącznie lub prawie wyłącznie na wypowiedzi lidera ugrupowania bądź przedstawiciela wypowiadającego się w imieniu wszystkich czy też lektora, jednak w każdym z tych przypadków osoba wypowiadająca nie przedstawiała się i nie reklamowała wła-

snej kandydatury, co należy traktować jako promocję całej listy, nie tylko jej lidera. W pozostałych przypadkach emitowano materiały osób, które na czas dostarczyły własne materiały.

**Słowa kluczowe:** audytywna reklama wyborcza, wybory do Parlamentu Europejskiego 2014 r., Radio Lublin S.A.

#### ELITES AS COMPARED WITH OTHER CANDIDATES IN FREE ELECTION BROADCASTS ON PUBLIC RADIO

##### S u m m a r y

The goal of the article was to show how the authorized election committees which registered their tickets in the Lublin region before the elections for the European Parliament in 2014 used their allotted broadcast time on the Polish Radio Lublin station and what was the criterion for division of the broadcast time among individual candidates. The study sought to find whether the committees preferred party elites by allotting most of broadcast time to them, or whether the allotted time was proportionally divided among all candidates.

The research results did not conclusively show that the party elites were favored at the expense of the rest of the candidates. This is clearly seen only in the case of Coalition Election Committee Europe Plus Your Movement [Europa Plus Twój Ruch]. In the case of two election committees: Election Committee [EC] Law and Justice [Prawo i Sprawiedliwość] and EC Polish People's Party [Polskie Stronnictwo Ludowe] the leaders appeared in each broadcast twice as often as compared with the other candidates, beginning and ending the broadcast; nevertheless the rest of the time was proportionately distributed between the other candidates.

Four election committees: EC Janusz Korwin-Mikke's New Right [Nowa Prawica Janusza Korwin-Mikke], EC Zbigniew Ziobro's Solidary Poland [Solidarna Polska], EC of Voters National Movement [Ruch Narodowy] and EC Direct Democracy [Demokracja Bezpośrednia] decided to use the allotted broadcast time for statements of the party leader or a representative speaking on behalf of all candidates or for a narrator; however, in each case the speaker did not introduce himself and did not promote his own candidacy, which should be treated as the promotion of the entire ticket rather than its leader only. In the other cases, the materials of those who provided their own materials on time were broadcast.

**Key words:** auditory election advertising, elections for the European Parliament 2014, Radio Lublin S.A.