

## **Reply**

Of the Federal Government

to the small request of the Members of Parliament Volker Beck (Cologne), Priska Hinz (Herborn), Dr. Gerhard Schick, other Members of Parliament and the alliance BÜNDNIS 90/DIE GRÜNEN – Printed matter 17/3816 -

### Advertising campaign of the Federal Chancellor

Preliminary remark of the questioners

On 17<sup>th</sup> November 2010, in parallel with the coverage of the CDU Party Conference in Karlsruhe, there appeared an advertisement by the Federal Government with the following wording:

“Thank you dear fellow-citizens, you have made Germany the country which has best weathered the worldwide economic crisis. Without the joint efforts of all, that would not have succeeded. You have not allowed yourselves to be misled, despite the worries and burdens - and so with public spirit and dedication have achieved something what appeared unthinkable just months ago.

The world looks at our country and speaks of a miracle. I do not believe in miracles - but I do believe in the people of this country: in their ideas, in their reason, in their commitment.

We in the government have also been working to contain the effects of the crisis. The short-time working scheme has helped to safeguard jobs and retain specialist personnel. The financial relief for companies and families has also had its effect.

Now we must look forward. Great tasks lie before us. The Christian-liberal government will face these tasks with decisiveness - as promised.

The first promise: We will safeguard the nation's finances. We will save in order to remain capable of action and to be able to invest. We will make savings in many areas, but not in the future. This is shown for example in education, energy and health.

Second promise: We will create an “educational republic”. We want to help children from families with low incomes - such as with tutoring, hot meals at school and an allowance for leisure activities. Tutors help endangered young people in graduating from school and getting into working life. Central government and the states Bund are creating many new study places. We are helping students with more state aid for education and the new Germany scholarship. We are promoting research and innovation with investments in the billions.

*The reply was given on behalf of the Federal Government in a letter of the Press and Information Office of the Federal Government of 2<sup>nd</sup> December 2010.*

*Printed matter also includes - in small print - the question text.*

Third promise: We will ensure the energy supply. This must be reliable, affordable and environmentally friendly. We have therefore been the first government to present a long-term energy concept. The age of coal and oil is coming to an end. By 2050, 80% of our electricity should come from renewable energy sources - which would be a world record.

Fourth promise: We will organise the financing of the health system so that the outstanding medical care in Germany remains affordable in the long term: for all insured persons, for every age and for every purse. With a fair social balance. In this way, we will prevent many doctors' practices and hospitals having to close.

In recent months, we have seen what we can achieve together. If we maintain this sense of community, good times lie ahead of us."

1. Why did the advertisements of the Federal Government appear one day after the CDU Party Conference in Karlsruhe, on 17<sup>th</sup> November 2010, in the course of its reporting?

The Federal Government has a duty to inform citizens about their decisions and intentions. The reason for the placement of the advertisement in this "autumn of decisions" is the major projects instituted by the Federal Government and the adoption of the "future package" in the German Bundestag. It is the key part of Government policy, by which the Federal Government complies with its responsibility for safe and sound budget management.

The Press and Information Office of the Federal Government bases its decisions on measures of public relations on the respective legislative procedure. Party dates play no role in this process.

2. Which office of the Federal Government made the proposal for this information campaign, and when?

The Press and Information Office of the Federal Government had been planning and preparing the advertising campaign since mid-October 2010.

3. Which office of the Federal Government set the date of 17<sup>th</sup> November 2010 for the publication of the first advertisements, and when, and which other offices were involved?

The Press and Information Office of the Federal Government planned and carried out the advertising campaign. The insertion period was decided and booked on 26<sup>th</sup> October 2010.

4. Was there any exchange with offices at the CDU party headquarters, and if so when, and with whom (please list)?

No.

5. When was which office of the Federal Government involved in the development of ideas, content and form of the advertisements?

See answer to question 2. The advertisement design was coordinated with the Federal Chancellery.

6. When were the offers for the advertisements obtained, and when were they placed, and by which offices of the Federal Government (please list each advertisement individually)?

The Press and Information Office of the Federal Government booked the advertisements through the ad placement agency, with which a framework contract exists, on 26<sup>th</sup> October 2010.

7. Which office of the Federal Government was involved in the selection of the topics?

The Press and Information Office of the Federal Government and the Federal Chancellery.

8. Was there any exchange between the responsible offices of the Federal Government, the advertising agency responsible for the advertisement or similar body involved with the advertisement and an office of the CDU on the content, format, form or time of the advertisement?  
If so, with which body or office?

No.

9. Will the Federal Government itself request the Federal Audit Office to investigate the complete matter of the advertising campaign, or has the Federal Audit Office, to the knowledge of the Federal Government, already started such an investigation?

No.

10. Why has the Federal Chancellor
  - a) had nothing to say about the participation of the finance sector in the costs of the financial crisis,
  - b) had nothing to say about unsocial scholarship programmes and only agreed to the minimum increase in state aid for education,
  - c) had nothing to say about the lifetime extension of nuclear power stations and the final disposal problem,
  - d) had nothing to say about the resulting additional costs for insured persons under present health policy?

The advertisement consists naturally of only brief information. Further information is available on the website of the Federal Government and the Chancellor, to which express reference is made in the advertisement.

11. How much did each advertisement cost (please list individually by medium)?

The costs of the advertisement are given in the following table:

<b>Media type</b>	<b>Insertion costs</b>
Print/Online	<b>In € thousands</b>
<b>Print</b>	
<b>Regional daily newspapers</b> 387 titles	1,504
<b>National (daily) newspapers</b> FAZ, Welt, FR, Hürriyet, ND, FTD, Handelsblatt, Süddeutsche, Taz, WamS, FAS, Die Zeit, Rheinischer Merkur	223
<b>Tabloids</b> Bild, BZ, Münchner Merkur, Express, Hamburger Morgenpost, Abendzeitung, Berliner Kurier, Mopo für Sachsen, BamS	329
<b>Periodicals</b> Spiegel, Focus, Prisma, rtv, Stern, SuperIllu	347
<b>Online</b> Online sites of above print media (excluding rtv/ prisma) + Web portals Gmx, Web, t-online, msn	360
<b>Total booked</b>	<b>2,763</b>

12. Does the Federal Government share the view of the questioners that the advertisements of the Chancellor have contributed more to the disinformation rather than the information of citizens?

No.