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## **2009 European Elections Information Campaign** **Frequently Asked Questions**

### **CAMPAIGN TOOLS**

The European Parliament's central election campaign will use several different tools, listed below.

#### **1. Billboards - outdoor campaign**

The campaign has ten visuals, from which Parliament's information offices in the Member States have chosen four, on the basis of specific national interests. They form a recognisable family, and relate to security, energy, fuel/climate change, food/agriculture, borders/migration, standardisation, consumer protection, budget, equal opportunities and the markets.

The billboard campaign will start in the first week of April in Austria, the Czech Republic, Estonia, Hungary, Ireland, Italy, Malta, the Netherlands, Poland, Romania and Slovakia.

#### **2. 3-dimensional street installations**

Of the ten different visuals, four are produced in 3D, ranging from 3x4 metres for the smallest (Energy) to 4x8 metres for the biggest (borders/migration). The subjects are energy, borders/migration, consumer protection and security. Two 3D installations are presented at the 17 March launch of the campaign. In total there will be 57 such installations throughout the EU. In some Member States they will not remain in one place but go on tour.

#### **3. Choice Box**

The Choice Box is a large, room-size, multi-media box, in which voters and others can air their views and make choices on different topics. Each Member State will have at least one Choice Box.

A selection of the recordings will be played daily on screens outside the box and on screens in Brussels for MEPs, candidates and political parties to see. No opinions are censored; only racist, sexist, xenophobic, anti-Semitic or intolerably rude statements will be moderated.

Parliament will react to parts of these messages on EuroparlTV. Political parties and candidates may do likewise.

#### **4. TV ads**

TV advertisements will be shown in the EU's 23 official languages, or more in some Member States that have more than one official language, such as Belgium.

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Press Service  
Directorate for the Media  
Director - Spokesperson : Jaume DUCH GUILLOT  
Press switchboard number (32-2) 28 33000

The ads show people as news anchors in a news show, reading a policy decision as they would want to have it. The ads are tongue-in-cheek and do not advocate any specific policy choices. The message is that by voting you influence future policy decisions.

The TV ads will be broadcast by public channels in some countries, private ones in others. Parliament will **not** pay for their airing. Parliament's information offices are currently negotiating with broadcasters to have them aired for free.

## **5. Radio ads**

Like the TV ads, the radio ads intend to show that choice is possible. "News" announcements are followed by a call to vote in order to decide "what tomorrow's news will look like"

Radio ads are produced locally in the Member States.

## **6. Election website**

The election website [www.elections2009.eu](http://www.elections2009.eu) was launched 23 January 2009. The site carries country-specific information, e.g. on national electoral laws, but also factsheets on Parliament's powers, role and organisation, a summary of legislation passed by the outgoing Parliament, ten Top Stories of the past five years and challenges that will face newly-elected MEPs. The site is regularly updated and will include links to official national websites featuring lists of candidates. It will also show the election results and, on the night of Sunday 7 June, a forecast of the political composition of the new parliament.

The elections website also hosts links to a wealth of audiovisual material, such as info-clips to illustrate Parliament's Top Stories, and raw material on all the important legislation passed by the outgoing Parliament.

Soon Flash products will be available, such as a Time Machine, enabling visitors to the site to travel from an apartment in 1979 to one in 2009 and explore what has changed in it due to EU measures.

## **7. Social media**

In March, the election campaign will have entries on Facebook and MySpace, show campaign material and pictures on Flickr. EU Tube will carry a special European Parliament channel.

## **8. Some examples of country-specific campaign tools/events**

- Special election stamp in Luxembourg
- Road shows touring the country in Spain, UK, Portugal, Ireland, Bulgaria, Germany
- Trains carrying election logo and material in Slovenia