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Category/Department: General
Published: Tuesday, November 7, 1989

On Oct. 31, Brazil's most well-known TV personality, Silvio Santos, announced he planned to run for president. At that point, he had no political party affiliation, and no articulated platform, although he is perceived as pro-business. On Nov. 1, he joined the Brazilian Municipal Party. Under Brazilian electoral legislation, a candidate must resign from the directorship of a state concession, such as a television network, six months prior to elections. Santos said last week he was prepared to argue before the Superior Electoral Tribunal that he is not a director of his TV network, SBT, but rather owns controlling stock. SBT is Brazil's most profitable network after TV Globo. Silvio Santos Group annual revenues total about $200 million. The TV Globo network has endorsed front-runner Fernando Collor de Mello. According to a Gallup poll released Nov. 1, 29% of respondents said they favored Santos for president, and 19%, Collor. A total of 4,722 people were polled between Oct. 26 and Nov. 1. The reported margin of error was three percent. Another poll by the DataFolha Institute released Nov. 3 and carried by TV Globo showed Collor de Mello in the lead with 21%. Next were Santos and Workers Party candidate Luis Inacio da Silva tied with 14% each. Finally, Leonel Brizola of the center-left Democratic Labor Party, had 13%. The survey was based on interviews with 5,250 people in 141 cities on Nov. 1-3. TV Globo did not report the margin of error. In its Nov. 3 issue, daily newspaper Folha de Sao Paulo questioned the Gallup results, saying that interviewers first asked respondents who they preferred without mentioning the names of the other candidates. They were then asked if they would vote for Santos if he were to run, according to the Folha. (Basic data from AP, Folha de Sao Paulo, New York Times, 11/03/89)

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