



## ORF DETAILED ANALYSIS

2026-04-28\_ZIB 1 vom 28.04.2026

Broadcast: ORF broadcast | 2026-04-28 | Analysed on: 2026-05-21 12:11

Version 3.0-detail | Universal 3.0-detail | Konverter 3.4 (2026-05-20) | Massstab: §4 ORF-G

### OVERALL SCORE

**4.7/10**

*Significant imbalance*

0 = balanced, 10 = strongly one-sided/manipulative

## POLITICAL SPECTRUM

Classification according to Chapel Hill Expert Survey (CHES) 2024

The Chapel Hill Expert Survey (CHES 2024) is an academic survey of 609 political scientists in 31 countries. Each party is rated on a scale from 0 (far left) to 10 (far right).

Party	Greens	SPÖ	NEOS	ÖVP	FPÖ
CHES	2.13	3.08	5.40	6.73	8.83
Spectrum	<i>Left</i>	<i>Left</i>	<i>Centre</i>	<i>Right</i>	<i>Right</i>

The overall tendency is represented on a 0–10 scale (0 = strongly left-favouring, 5 = balanced, 10 = strongly right-favouring). The calculation is based on the difference in the average favouring of left vs. right parties (grouping according to CHES 2024).

### TENDENCY (L – R)

**3.6 / 10**

*Left-favouring*

0 1 2 **3** 4 5 6 7 8 9 10

← Left

Right →

Source: Chapel Hill Expert Survey 2024 — [chesdata.eu](https://chesdata.eu) | [Jolly et al., Electoral Studies, 2022](#) | Thresholds: [Pew Research Center](#)

This section serves for political classification and does not feed into the overall score.



## POLITICAL LANDSCAPE

Since February 2025, Austria has been governed by a coalition of FPÖ (chancellor's party, 57 seats) and ÖVP (junior partner, 51 seats) under Federal Chancellor Herbert Kickl. The opposition consists of SPÖ (41 seats), NEOS (18 seats) and Greens (16 seats). Parliament comprises 183 seats.

Party	CHES L-R	Seats	Government/Opposition	Core position
FPÖ	8.5	57	Government (chancellor's party)	Migration, sovereignty, anti-establishment
ÖVP	6.0	51	Government (junior partner)	Business location, performance, EU subsidiarity
SPÖ	3.0	41	Opposition	Workers' rights, wealth tax, welfare state
NEOS	5.5	18	Opposition	Liberalism, deregulation, EU integration
Greens	2.5	16	Opposition	Climate protection, social justice, humane asylum policy

The FPÖ-ÖVP coalition is under considerable pressure from a structural budget deficit that has led Austria into an EU deficit procedure. The coalition partners pursue different priorities: the FPÖ emphasises fiscal austerity and relief for citizens, while the ÖVP prioritises business competitiveness and reducing non-wage labour costs. The opposition criticises the lack of structural reforms and social imbalance. In addition, the planned ORF reform is straining the relationship between the government and the public broadcaster.

The ORF is Austria's public broadcaster and is subject to the ORF Act, in particular §4 (objectivity, impartiality, diversity of opinion) and §10 para. 7 (adequate consideration of all parties represented in the National Council). The FPÖ has historically classified the ORF as politically left-leaning and is seeking structural reform. The structural proximity between the ÖVP and the ORF Foundation Board has been the subject of public criticism for years.



## CHAPTER 1 — PARTY-POLITICAL BIAS

Party	Score (-5..+5)	Broadcast portrayal vs. programme position
ÖVP	+1	01:12 "Particularly expensive: the reduction of non-wage labour costs" — Programme position: strengthening business competitiveness, reducing non-wage labour costs — correctly portrayed, but without classification as a core ÖVP demand; the measure is presented as a coalition product, not as an ÖVP achievement
SPÖ	+2	02:02 "We are calling for a millionaires' tax" (GPA trade union) — Programme position: wealth tax, workers' rights — factually correct, but conveyed via the trade union rather than directly; 04:43 SPÖ parliamentary club chairman Kucher announced in "Report", not interviewed in this broadcast
FPÖ	+1	04:23 "The state is saving too little within itself, according to the FPÖ budget spokesperson" — Programme position: reduction of bureaucracy, fiscal austerity — correctly portrayed; criticism of the corporate tax increase correctly reproduced
Greens	+2	04:00 "The Greens leader speaks of an injustice cast in numbers" — Programme position: social climate policy, wealth tax debate — correctly portrayed; quote "That is an outrage" reproduced in full
NEOS	0	No mention in the broadcast — Programme position: not portrayed

Score legend: +5 = correct/complete, 0 = not in broadcast, -5 = actively distorted

### Party bias summary

- Most accurate portrayal: Greens (score +2) — quote complete, position clearly attributed
- Strongest distortion: NEOS (score 0) — complete absence despite opposition role and 18 seats
- Average deviation from 0: 1.2
- Conclusion: Where party positions appear in the broadcast, they are largely portrayed correctly. The structural problem lies in omission: NEOS as the fourth-largest party is entirely absent. The GPA trade union conveys SPÖ-aligned positions (millionaires' tax) without being identified as politically close to the SPÖ. FPÖ criticism is reproduced correctly but briefly (one statement).



## CHAPTER 2 — BROADCAST INFORMATION AND THEMATIC FRAMEWORK

### Broadcast data

- Title: ZIB (Zeit im Bild) — main news broadcast ORF 2
- Date: 28.04.2026
- Presenter: Not named (voiceover without name)
- Reporter/Analyst: Kristina Stiller (budget analysis, 04:49–06:37)

Actors	Function	Party/affiliation	Political spectrum
Kristina Stiller	ORF economics editor	ORF (internal)	Neutral (journalist)
Spokesperson, metal technology industry	Industry representative	Business/employers	Centre-right
GPA representative	GPA trade union	Trade union (SPÖ-aligned)	Left
Economics expert (unnamed)	Economist	Not attributed	Unclear
Pensioners' representative (ÖVP-aligned)	Pensioners' Association	ÖVP Pensioners' Association	Centre-right
Pensioners' representative (SPÖ-aligned)	Red Pensioners' Association	SPÖ Pensioners' Association	Left
Greens leader	Party chairperson	Greens	Left
FPÖ budget spokesperson	Member of Parliament	FPÖ	Right
Transparency International Budapest	NGO head	Civil society	Left-liberal

### Main topic

The broadcast reports on the key elements of the Austrian double budget 2027/28 and the initial political and social reactions to it.



## CHAPTER 3 — 15 CRITERIA: DETAILED ANALYSIS

### Hard facts — 9 techniques that are quantifiable and scientifically robust

#### 1. EXPERT SELECTION

6/10

1 2 3 4 5 6 7 8 9 10

**Expert 1:** Economics expert (anonymous, approx. 02:14–02:43)

Timestamp: 02:14

Statement: "The targeted consolidation volume will not be sufficient to bring the deficit below the 3% ceiling by 2028."

Classification: Expert not named, no institutional attribution; position: sceptical towards the government's budget plans.

Missing countervoice: An economist who assesses the measures as sufficient or at least as a step in the right direction.

#### Source in-depth check:

(a) **FUNDING:** Unknown — no name given, no institutional attribution possible. Conflict of interest: cannot be assessed.

(b) **MANDATE:** Cannot be assessed due to lack of identification.

D1 Conflict of interest: 0 — cannot be assessed (no attribution)

D2 Personal risk: 0 — cannot be assessed

D3 Professional competence: +1 — statement sounds technically sound (Maastricht criteria), but field of expertise cannot be verified

D4 Consistency of opinion: 0 — cannot be assessed

D5 Emotionalisation vs. data: +1 — statement data-based (3% threshold)

D6 Source level: 0 — secondary (no primary source cited)

**TOTAL: +2 → SOURCE TRAFFIC LIGHT: YELLOW**

(c) **PROFESSIONAL COMPETENCE:** The expert is framed as an objective voice ("according to the expert"), although her institutional affiliation and possible conflicts of interest are not disclosed. The anonymity prevents verification of independence.

**Expert 2:** Transparency International Budapest (head, approx. 07:34–08:07)

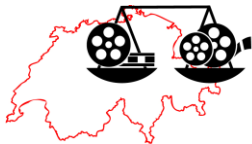
Timestamp: 07:34

Statement: "That is realistic, as they have to reckon with court proceedings here. To avoid the confiscation of their assets, they are trying to move them abroad."

Classification: NGO head, Transparency International Hungary; position: critical of Orbán oligarchs.

#### Source in-depth check:

(a) **FUNDING:** Transparency International is funded internationally through membership fees, donations and public grants (including EU, national governments, foundations). Structural conflict of interest: TI has an institutional interest in maintaining relevance through proof of corruption; statements about corruption strengthen the organisation's mandate.



**Schweizerischer Verein** für ausgewogene Berichterstattung  
**Association suisse** pour une information équilibrée  
**Associazione svizzera** per un reporting equilibrato

**(b) MANDATE:** TI has an explicitly anti-corruption mandate — compatible with a critical assessment of Orbán, but not neutral in the sense of an impartial evaluation.

D1 Conflict of interest: -1 — institutional interest in proving corruption

D2 Personal risk: +1 — criticism of Orbán in Hungary associated with personal risk

D3 Professional competence: +2 — TI is a recognised specialist organisation for corruption research

D4 Consistency of opinion: +1 — TI positions on Orbán consistent over years

D5 Emotionalisation vs. data: +1 — statement factual, but without concrete evidence

D6 Source level: 0 — secondary (no primary source cited for capital flight)

**TOTAL: +4 → SOURCE TRAFFIC LIGHT: YELLOW**

**(c) PROFESSIONAL COMPETENCE:** TI is framed as a neutral expert authority ("the head of Transparency International explains to us"), although the organisation has a structural interest in confirming corruption narratives. No countervoice (e.g. Hungarian government position or independent economic expert).

*Missing expert groups:*

- Government economist or Fiscal Council representative with a positive assessment of the measures
- Independent constitutional lawyer on the question of budgetary competence
- Hungarian government representative or Orbán-aligned economist as a countervoice to TI

### Source traffic light for participants:

Source	D1	D2	D3	D4	D5	D6	Total	Traffic light
Economics expert (anonymous, approx. 02:14–02:43)	0	0	+1	0	+1	0	+2	YELLOW
Transparency International Budapest (head, approx. 07:34–08:07)	-1	+1	+2	+1	+1	0	+4	YELLOW

*Summary:*

- Economics expert (anonymous): SOURCE TRAFFIC LIGHT YELLOW — not verifiable, one-sidedly critical
- TI Budapest: SOURCE TRAFFIC LIGHT YELLOW — professionally competent, but structural conflict of interest not disclosed



## 2. SOURCE SELECTION

6/10

1

2

3

4

5

6

7

8

9

10

Claims without primary source = penalty points (rumour check)

### Source 1: GPA (Union of Private Sector Employees)

Timestamp: 01:53 — Statement: "We would have expected more. We are calling for a millionaires' tax."

**(a) Funding and sponsorship:** GPA is an Austrian trade union, funded through membership fees; structurally aligned with the ÖGB and the SPÖ.

**(b) Structural conflict of interest:** GPA has an institutional interest in employee-friendly budget policy; the demand for a millionaires' tax is a core SPÖ position.

**(c) Missing countervoice:** Chamber of Commerce (WKO) or Federation of Austrian Industries as employer representatives are absent as a direct countervoice.

### Source 2: Metal technology industry

Timestamp: 01:27 — Statement: "Our wish would have been that it be reduced by the full FLAF amount, at least 3.7%."

**(a) Funding:** Industry association, funded by member companies.

**(b) Structural conflict of interest:** Clear interest in maximum reduction of non-wage labour costs.

**(c) Missing countervoice:** Employee representatives in the metal industry (PRO-GE trade union) absent as a countervoice.

Rumour check:

Rumour 1:

Timestamp: 07:08

Claim: "Reports suggest that they are moving their assets abroad, and some of them themselves as well."

Word marker: "Reports suggest" — classic rumour marker without primary source

Primary source available: NO — +1 penalty point

Rumour 2:

Timestamp: 07:16

Claim: "These could be the kind of private jets that Hungarian businesspeople from Orbán's circle are using to move their money to safety."

Word marker: "These could be" — subjunctive without evidence

Primary source available: NO — +1 penalty point

Rumour 3:

Timestamp: 07:28

Claim: "There are plenty of media reports. They cannot be officially confirmed."

Word marker: "media reports" without citation — rumour explicitly acknowledged as unconfirmed, but nonetheless presented as news

Primary source available: NO — +1 penalty point

Total penalty points: +3 (added to base score)



**Schweizerischer Verein** für ausgewogene Berichterstattung  
**Association suisse** pour une information équilibrée  
**Associazione svizzera** per un reporting equilibrato

Summary: The source selection is structurally one-sided: trade union without employer association, anonymous expert without countervoice, TI without Hungarian government position. The Hungary block contains three unconfirmed claims presented as news.



3. TIME DISTRIBUTION									5/10
1	2	3	4	5	6	7	8	9	10

Estimated speaking time (budget block, 00:41–06:37):

- Critics of the budget (GPA, pensioners' representatives, Greens, FPÖ budget spokesperson): approx. 2:30 min. (42%)
- Business/industry (metal technology industry): approx. 0:20 min. (6%)
- Fiscal expert (critical): approx. 0:30 min. (8%)
- Kristina Stiller (ORF analysis, tendentially critical): approx. 1:50 min. (31%)
- Presenter: approx. 0:30 min. (8%)
- Government representatives: 0 min. (0%)

Summary: The government is not given a direct voice in the entire budget coverage. Critical voices (trade union, opposition, pensioners) dominate with over 50% of speaking time. The ORF-internal analysis (Stiller) accounts for an unusually high share of 31% and is itself tendentially critical of the budget.



#### 4. OMISSION (Selective Omission)

7/10

1 2 3 4 5 6 7 8 9 10

##### Omission 1:

**Context** No government voice in the entire budget block.

Relevant at: timestamp 00:41–06:37

**Effect** The budget is portrayed exclusively through the lens of its critics. Viewers receive no picture of why the government considers these measures correct and necessary.

##### Omission 2:

**Context** NEOS as the fourth-largest party (18 seats) completely absent.

Relevant at: entire broadcast

**Effect** The liberal reform perspective (deregulation, structural reforms) is entirely absent. NEOS positions would have expanded the debate by an economic-liberal dimension.

##### Omission 3:

**Context** No explanation of the EU deficit procedure and its specific requirements.

Relevant at: timestamp 05:35–06:09

**Effect** Viewers do not understand why Austria needs to consolidate at all. The external constraint (EU) is not explained, making the government appear solely responsible for the austerity measures.

Summary: The systematic absence of the government's voice is the most serious finding. Combined with the absence of NEOS and the EU dimension, a one-sided picture emerges that portrays austerity measures as a political decision without external necessity.

#### Missing voices

- Finance Minister (government): Would have explained the logic and necessity of the measures from the government's perspective
- SME representative (Chamber of Commerce, small businesses): Would have brought a differentiated business perspective beyond large industry
- EU Commission representative or EU expert: Would have explained the specific requirements of the deficit procedure
- NEOS spokesperson: Would have brought a liberal reform perspective (party with 18 seats completely ignored)
- Economist with a counter-position to the fiscal expert: Would have provided an alternative assessment of Maastricht attainability
- Employers' association (WKO): Would have provided an overall assessment from a business perspective
- Young generation / debt burden perspective: Would have raised the intergenerational justice question
- International fiscal expert: Would have placed Austria in a European context



## 5. MANIPULATION OF FIGURES

4/10

1

2

3

4

5

6

7

8

9

10

Complete figures include: absolute value, share (%) and trend

### Finding 1:

Timestamp 00:53

Figure: "In total, over 5 billion euros are to be saved in 2027 and '28."

Dimensions: (a) Absolute value ✓ — (b) Share X — (c) Trend X

Missing context

5 billion euros in relation to the total budget (approx. 120 billion euros) would be approx. 4% — a moderate consolidation. A comparison with the structural deficit is also missing.

Effect

The absolute figure sounds large; without contextualisation within the total budget, it appears more dramatic than it is.

### Finding 2:

Timestamp 03:22

Figure: "Savings volume: around 550 million euros" (pensions)

Dimensions: (a) Absolute value ✓ — (b) Share X — (c) Trend X

Missing context

550 million euros in relation to total pension expenditure (approx. 50 billion euros annually) would be approx. 1.1%. Also missing: how much do pensioners receive compared to other groups?

Effect

Figure appears large in isolation; proportionality cannot be conveyed.

Summary: Figures are consistently presented without proportional data. Absolute values without percentage calculations create a distorted impression in viewers of the scale of the measures.



<b>6. GUILT BY ASSOCIATION</b>									<b>5/10</b>
<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	6	7	8	9	10

<b>Association 1:</b>	
<b>Timestamp</b>	07:05
<b>Quote</b>	<i>"The designated Prime Minister Magyar identifies it with Orbán's oligarch friends."</i>
Technique: Orbán is associated with oligarchy through the term "oligarch friends" without this friendship being substantiated. "Friends" implies personal closeness and complicity.	
<b>Effect</b>	Orbán is portrayed as a patron of oligarchs before any evidence is presented.

<b>Association 2:</b>	
<b>Timestamp</b>	08:02
<b>Quote</b>	<i>"Corruption under Viktor Orbán was not unwelcome, but part of the system."</i>
Technique: Systemic corruption is presented as fact (not as an allegation), although the source (TI Budapest) is structurally partisan.	
<b>Effect</b>	Orbán is portrayed as the head of a system of corruption; no counter-representation.

<b>Association 3:</b>	
<b>Timestamp</b>	07:19
<b>Quote</b>	<i>"Hungarian businesspeople from Orbán's circle moving their money to safety"</i>
Technique: "Orbán's circle" as a collective term links all named businesspeople to Orbán personally, without individual evidence.	
<b>Effect</b>	All Hungarian businesspeople transferring capital are blanket-framed as Orbán confidants.

Summary: The Hungary block operates throughout with guilt-by-association techniques. Orbán is associated with oligarchy, capital flight and systemic corruption without concrete evidence or a counter-representation being presented. TI Budapest as the sole source has a structural conflict of interest.



## 7. TIMING

3/10

1

2

3

4

5

6

7

8

9

10

### Finding 1:

Position: 05:31 (end of budget block, shortly before handover)

Content: "Business is certainly a winner."

#### Timing effect

This normative value judgement stands at the end of the budget analysis and remains as the last impression. It summarises the entire block with a politically charged formulation that sets business interests against citizens' interests.

### Finding 2:

Position: 06:09–06:33 (last sentence of the budget block)

Content: "Even if the double budget is passed, it could well be that it does not last two years but needs to be tightened."

#### Timing effect

The block ends with a pessimistic prognosis about the sustainability of the budget. This sets the frame for all subsequent reporting and pre-emptively weakens the government's position.

Summary: The placement of negative value judgements at the end of the budget block ("business as winner", budget possibly not sustainable) reinforces the critical overall impression through primacy/recency effects.



## 8. SELECTIVE OUTRAGE

4/10

1

2

3

4

5

6

7

8

9

10

Outrage = bias. Selective outrage reinforces the finding. Score = degree of outrage (0–5) + selectivity (0–5)

*Methodological principle: Document the triggering event — asymmetry is only demonstrable when a comparable trigger exists without an analogous reaction.*

### Finding 1:

**Timestamp** 04:10

Triggering event: Greens leader criticises the counter-financing of the reduction in non-wage labour costs through the middle of society.

Reaction: "That is an outrage." — Quote reproduced in full and without comment; emotional language is not contextualised.

### Comparison

FPÖ budget spokesperson, 04:23 — Reaction: "That is a marketing gimmick." — also reproduced in full.

Asymmetry: Both emotional statements are treated equally. No demonstrable asymmetry in the quoting itself.

Degree of outrage: 2/5 — isolated, mild (quotes are reproduced, not amplified)

Selectivity: 2/5 — slight asymmetry: Greens quote receives more context (04:13–04:22 explanation), FPÖ quote stands more in isolation

### Finding 2:

**Timestamp** 07:56

Triggering event: Report on Orbán associates and capital flight.

Reaction: "accumulated unfathomable wealth" — normative value judgement in the news text (not as a quote).

### Comparison

No comparable report on Austrian wealth concentration or capital flight in this broadcast.

Asymmetry: Normative language ("unfathomable") in the news text on the Orbán topic; neutral language on Austrian economic topics. Asymmetry demonstrable.

Degree of outrage: 2/5

Selectivity: 2/5

Summary: Selective outrage is moderately pronounced. The strongest asymmetry lies in the Hungary block, where normative language is used in the news text that is absent in Austrian topics. In the budget block, opposition quotes and government criticism are treated largely equally.



## 9. COMPLETENESS (Selective Omission — overall picture)

6/10

1 2 3 4 5 6 7 8 9 10

### Finding 1:

**Timestamp** 00:41–06:37

**Missing perspective/fact:** No government voice (Finance Minister, Chancellor, coalition spokesperson) in the entire budget block.

**Relevance:** The budget is a government measure. The government's justification for its decisions is indispensable for balanced reporting.

**Impact:** The budget appears as a measure without justification that attracts only criticism.

### Finding 2:

**Timestamp** Entire broadcast

**Missing perspective/fact:** NEOS (18 seats, 4th largest party) completely absent.

**Relevance:** NEOS has specific positions on budget consolidation (structural reforms, deregulation) that differ from those of the SPÖ and Greens.

**Impact:** The opposition spectrum is reduced to SPÖ-aligned (trade union) and Greens; the liberal reform perspective is absent.

### Finding 3:

**Timestamp** 07:08–08:07

**Missing perspective/fact:** No Hungarian government position or counter-representation in the Orbán block.

**Relevance:** Journalistic principle: in the case of serious allegations (systemic corruption, capital flight), a statement from the affected party must be obtained.

**Impact:** Orbán and his circle are portrayed exclusively through critical sources (TI Budapest, Magyar).

**Summary:** The broadcast exhibits systematic gaps: no government voice on the main topic, no NEOS voice, no counter-representation in the Hungary block. These omissions are not coincidental but follow a consistent pattern of favouring critical voices.

The Austrian double budget 2027/28 was created under the pressure of an EU deficit procedure that obliges Austria to comply with the Maastricht deficit ceiling of 3%. The coalition of FPÖ and ÖVP faces the challenge of combining austerity measures with relief promises (non-wage labour costs). Socially, questions of distribution (who pays?) clash with questions of competitiveness (how does Austria remain competitive?). The budget debate is traditionally a central battleground between government and opposition as well as between employer and employee interests.

#### *Share of perspectives covered*

*Inverted: original value measures coverage (higher = better). Displayed as deviation (higher = greater gaps).*

**[A] Government position:** Why are these measures necessary and balanced?

**[B] Economic-liberal perspective:** Are the measures sufficient for competitiveness?

**[C] Social-democratic perspective:** Who bears the burdens, who benefits?

**[D] Fiscal expert perspective:** Are the measures sufficient for Maastricht compliance?



**Schweizerischer Verein** für ausgewogene Berichterstattung  
**Association suisse** pour une information équilibrée  
**Associazione svizzera** per un reporting equilibrato

**[E] European perspective:** What does the EU Commission specifically require?

**[F] Business perspective (SMEs):** How do the measures affect small businesses?

**[G] Pensioners' perspective:** Are the cuts socially acceptable?

**[H] Employee/trade union perspective:** What are the effects on employees?

**[I] International comparative perspective:** How are other EU countries saving?

**[J] Long-term structural reform perspective:** Why no structural reforms?

**[A] INDICATED**

Timestamp: 04:23 — Quote: "The state is saving too little within itself, according to the FPÖ budget spokesperson" — Assessment: The government position is only indirectly visible through opposition criticism; no direct government voice to justify the measures.

**[B] INDICATED**

Timestamp: 01:27 — Quote: "Our wish would have been that it be reduced by the full FLAF amount, at least 3.7%" — Assessment: Economic-liberal perspective present, but only as criticism of inadequacy, not as an independent position.

**[C] ADDRESSED**

Timestamp: 02:02 — Quote: "We are calling for a millionaires' tax" — Assessment: Social-democratic perspective conveyed via the GPA trade union; fully portrayed.

**[D] ADDRESSED**

Timestamp: 02:22 — Quote: "The targeted consolidation volume will not be sufficient to bring the deficit below the 3% ceiling by 2028" — Assessment: Fiscal expert perspective present, but the expert remains unnamed.

**[E] OMITTED**

Timestamp: — — Quote: — — Assessment: EU Commission requirements and deficit procedure are not explained in concrete terms; only mentioned as a framework condition.

**[F] OMITTED**

Timestamp: — — Quote: — — Assessment: SME perspective entirely absent; only large industry (metal technology industry) is given a voice.

**[G] ADDRESSED**

Timestamp: 03:31 — Quote: "Everyone must contribute. But it must not be the case that one group is particularly called upon to pay" — Assessment: Pensioners' perspective portrayed in detail.

**[H] ADDRESSED**

Timestamp: 01:53 — Quote: "We would have expected more. We are calling for a millionaires' tax" — Assessment: Trade union perspective present.

**[I] OMITTED**

Timestamp: — — Quote: — — Assessment: No international comparison; how are Germany, France, Italy saving?

**[J] INDICATED**

Timestamp: 05:51 — Quote: "No major reforms have been announced" — Assessment: Missing structural reforms are raised by Stiller, but not explored in depth.



**Schweizerischer Verein** für ausgewogene Berichterstattung  
**Association suisse** pour une information équilibrée  
**Associazione svizzera** per un reporting equilibrato

**Completeness score: 5/10**

---

**Justification:** The broadcast covers the immediate reactions to the budget but systematically neglects the government perspective (no government voice), the EU dimension, the SME sector and international comparisons. The fiscal expert perspective is present, but the expert remains anonymous. The selection of voices is one-sidedly focused on critics of the budget.



## Soft facts — 6 qualitative techniques

### 10. FRAMING (setting the frame)

6/10

1 2 3 4 5 6 7 8 9 10

#### Finding 1:

Timestamp	05:07
Quote	<i>"Pensioners, some families, low-income earners, part-time workers. They will probably have less money at the end of the month."</i>
Manipulation	The budget is framed primarily as a burden on vulnerable groups. The enumeration ("pensioners, some families, low-income earners, part-time workers") creates a picture of broad social impact.
Why problematic	The formulation "will probably have less money at the end of the month" is a prognosis, not a fact, but is presented as a quasi-factual statement. Positive effects (reduction of non-wage labour costs for employees from 2028) are not mentioned in this context.

#### Finding 2:

Timestamp	05:31
Quote	<i>"Business is certainly a winner."</i>
Manipulation	"Certainly" is an intensifier that frames the statement as fact. "Winner" implies that others lose — a zero-sum framing that sets business against society.
Why problematic	Economic relief can also benefit employees (through employment, wage increases). The framing ignores this interaction.

#### Finding 3:

Timestamp	01:02
Quote	<i>"That could become politically more difficult than the path to the principles of the savings plan."</i>
Manipulation	Already in the introduction, the budget is framed as politically fragile ("become more difficult"). This sets a pessimistic frame of expectation before details are presented.
Why problematic	The prognosis of political difficulties is speculative and is presented as a journalistic assessment, not as an opinion.

Summary: The budget is consistently portrayed within a frame of social burden and political fragility. The framing "business wins, citizens lose" runs through the entire block and corresponds to a political interpretation, not neutral reporting.



11. CHOICE OF WORDS AND TERMS									5/10
1	2	3	4	5	6	7	8	9	10

<b>Finding 1:</b>	
<b>Timestamp</b>	07:56
<b>Quote</b>	"accumulated unfathomable wealth"
<b>Manipulation</b>	"Unfathomable" is an emotional adjective in the news text (not as a quote) that implies moral outrage.
<b>Why problematic</b>	A neutral alternative would be: "accumulated considerable wealth" or "built up assets". "Unfathomable" is a value judgement, not a description.

<b>Finding 2:</b>	
<b>Timestamp</b>	05:54
<b>Quote</b>	"It is partly a redistribution of burdens."
<b>Manipulation</b>	"Redistribution of burdens" is a politically charged term that implies burdens are being shifted from one group to another — without specifying from whom to whom.
<b>Why problematic</b>	A neutral alternative would be: "reallocation of consolidation contributions". "Burdens" has a negative connotation.

<b>Finding 3:</b>	
<b>Timestamp</b>	04:00
<b>Quote</b>	"The Greens leader speaks of an injustice cast in numbers"
<b>Manipulation</b>	The formulation "injustice cast in numbers" is presented as a quote from the Greens leader, but the word "injustice" is normalised through its embedding in the news text.
<b>Why problematic</b>	Whether the budget is "unjust" is a political value judgement. The formulation is framed by the reporting as a plausible description.

Summary: The choice of words in the news text (not in quotes) contains several normative elements ("unfathomable", "burdens", implicit adoption of opposition framing) that undermine neutral reporting.



## 12. MODERATION BEHAVIOUR

2/10

1

2

3

4

5

6

7

8

9

10

*Methodological principle: Document the triggering event — asymmetry is only demonstrable when a comparable trigger exists without an analogous intervention.*

### Finding 1:

**Timestamp** 04:49

Triggering event: Transition from reporting to studio analysis with Kristina Stiller.

**Quote (presenter)** *"Let us clarify once more, Kristina Stiller, who benefits from this budget and who has to pay."*

**Comparison** No comparable question posed to a government representative or business-friendly expert.

Asymmetry: The question "who benefits and who has to pay" presupposes a winner-loser schema. A neutral question would be: "What are the objectives of the budget and how are they to be achieved?" The framing of the question steers the analysis in a particular direction. Asymmetry demonstrable (no comparable question to the government side).

Note: Since the broadcast is not a classic interview format (no studio guest), moderation asymmetries are of limited assessability. Moderation behaviour is primarily shaped by the framing of questions and the selection of the direction of analysis.

Summary: Moderation behaviour in this broadcast is structurally limited by the format. The only demonstrable asymmetry lies in the question posed to Stiller, which presupposes a winner-loser schema.



### 13. QUESTION ASYMMETRY

3/10

1

2

3

4

5

6

7

8

9

10

#### Asymmetry 1:

**To Kristina Stiller (ORF-internal), 04:**

49: "Let us clarify once more, who benefits from this budget and who has to pay." — soft/steering (question predetermines direction of answer)

**To government representative**

no question (no government representative invited)

**Comparison**

The only analytical question goes to an ORF-internal editor, not to a government representative. Hard questions to the government (Why no structural reforms? Why is the volume insufficient?) are not posed because no government representative is present.

#### Asymmetry 2:

**To GPA representative**

No follow-up question on financing alternatives for the millionaires' tax demand — soft

**To FPÖ budget spokesperson**

No follow-up question on concrete savings proposals — soft

**Comparison**

Neither opposition representative is confronted with counter-questions. Symmetrically soft — no asymmetry between opposition parties.

Summary: The most serious asymmetry lies not between different guests but in the structural absence of a government representative. All questions go to critics of the budget; the government is not questioned.



**Schweizerischer Verein** für ausgewogene Berichterstattung  
**Association suisse** pour une information équilibrée  
**Associazione svizzera** per un reporting equilibrato

<b>14. FALSE BALANCE</b>									<b>3/10</b>
<b>1</b>	<b>2</b>	<b>3</b>	4	5	6	7	8	9	10

#### Finding 1:

**Timestamp** 03:42–03:56

Construct: Two pensioners' representatives are given a voice — one ÖVP-aligned (03:31), one SPÖ-aligned (03:48). This suggests balance.

#### Analysis

Both pensioners' representatives criticise the budget. The apparent balance (ÖVP-aligned vs. SPÖ-aligned) conceals the fact that both represent the same position (rejection of pension cuts). This is false balance: two voices that could be framed as opposing represent the same criticism.

Summary: The broadcast employs false balance in the pensioners' block: two apparently different voices (ÖVP-aligned, SPÖ-aligned) represent the same critical position, reinforcing the impression of broad social rejection without actually presenting counter-positions.



## 15. AGENDA-SETTING

6/10

1

2

3

4

5

6

7

8

9

10

### Finding 1:

Agenda element set: The budget is primarily a distribution problem (who pays?), not a structural problem (how does one reform?).

#### Timestamp

04:49 — Evidence: "Let us clarify once more, who benefits from this budget and who has to pay."

Alternative agenda: The question of structural reforms (pension system, administration, subsidy system) is briefly raised by Stiller (05:51), but not set as the main agenda.

### Finding 2:

Agenda element set: Austria's budget problems are home-made (government decisions), not externally driven (EU deficit procedure).

#### Timestamp

05:35 — Evidence: "Euro countries cannot incur debt at will. They must adhere to a deficit ceiling."  
— This contextualisation comes late and briefly.

Alternative agenda: The EU deficit procedure as an external constraint could have been set as the main frame, which would have portrayed the government as reacting rather than actively saving.

Summary: The broadcast sets the agenda of "distributive justice" above "structural reform" and "external necessity". This corresponds to a left-wing framing of the budget debate and disadvantages the government position, which points to external constraints and competitiveness policy.



## CHAPTER 4 — OVERALL EVALUATION

### Results

- HARD FACTS SCORE (average criteria 1–9): 5.1 / 10
- SOFT FACTS SCORE (average criteria 10–15): 4.2 / 10

### Dominant techniques

- 1. Omission / Selective Omission (score 7):** The complete absence of a government voice on the main topic is the most serious individual finding. In a broadcast that reports exclusively on a government measure, no government representative is given a voice. This violates the principle of balance structurally and systematically.
- 2. Framing (score 6):** The budget is consistently portrayed within a frame of social burden and political fragility. The formulation "Business is certainly a winner" at the end of the block sets a normative interpretation as fact, which corresponds to a political value judgement, not a journalistic contextualisation.
- 3. Source selection with rumour problem (score 6):** The Hungary block contains three unconfirmed claims (capital flight via Vienna, private jets, media reports without primary source) presented as news. The sole source (TI Budapest) has a structural conflict of interest that is not disclosed.

### Core messages of the broadcast

**MESSAGE 1 (SUBSTANTIVE):** "The budget burdens the weak and favours business, without consolidating sufficiently."

**Technique:** Framing + source selection (exclusively critical voices) — evidence: 05:07, 05:31, 02:22

**MESSAGE 2 (PERSONAL):** "Orbán and his circle are corrupt and are moving their money to safety — Magyar is the hope."

**Technique:** Guilt by association + rumour without primary source — evidence: 07:05, 07:56, 08:02

**MESSAGE 3 (SOCIETAL):** "The government is saving at the expense of the population without addressing structural reforms."

**Technique:** Agenda-setting + omission (no government voice, no EU dimension) — evidence: 05:51, 04:49, 06:29

**Justification:** The overall score of 4.7 lies on the boundary between "slight tendency" and "clear one-sidedness". The broadcast exhibits no extreme individual manipulations, but a consistent pattern: no government voice, one-sided source selection, normative framing in the news text. In accordance with §4 of the ORF Act, which requires objectivity, impartiality and diversity of opinion, the complete absence of the government perspective on the main topic is a clear violation of the balance requirement. The tendency is left-favouring (score +1.4), which is particularly relevant in a broadcast about an FPÖ-ÖVP government measure.

### CONCLUSION

The analysed ZIB broadcast reports on the Austrian double budget 2027/28 without obtaining a single government voice — a structural violation of §4 of the ORF Act, which requires balance and diversity of opinion. The source selection is one-sidedly focused on critics of the budget (trade union, opposition, pensioners' representatives), while economic-liberal perspectives (NEOS, WKO) are entirely absent. The Hungary block contains three unconfirmed claims without a primary source and relies exclusively on a source with a structural conflict of interest (TI Budapest), without counter-representation. The framing of the budget as "business wins, citizens lose" (05:31) is a political value judgement presented as fact in the news text, violating §4 para. 1 of the ORF Act (objectivity). Overall, the broadcast shows a slight to clear left-favouring tendency (score +1.4), which, while not to be classified as an extreme imbalance, represents a demonstrable violation of the statutory balance mandate through the systematic absence of the government perspective on the main topic.



## OVERALL EVALUATION OF THE 15 CRITERIA

### Individual scores — all 15 criteria

No.	Criterion	Score	Classification
1	EXPERT SELECTION	6	●●●
2	SOURCE SELECTION	6	●●●
3	TIME DISTRIBUTION	5	●●●
4	OMISSION (Selective Omission)	7	●●●●
5	MANIPULATION OF FIGURES	4	●●
6	GUILT BY ASSOCIATION	5	●●●
7	TIMING	3	●●
8	SELECTIVE OUTRAGE	4	●●
9	COMPLETENESS (Selective Omission — overall picture)	6	●●●
10	FRAMING (setting the frame)	6	●●●
11	CHOICE OF WORDS AND TERMS	5	●●●
12	MODERATION BEHAVIOUR	2	●
13	QUESTION ASYMMETRY	3	●●
14	FALSE BALANCE	3	●●
15	AGENDA-SETTING	6	●●●

#### HARD FACTS SCORE (1-8)

**5.1/10**

*Significant imbalance*

#### SOFT FACTS SCORE (9-14)

**4.2/10**

*Significant imbalance*

#### OVERALL SCORE

**4.7/10**

*Significant imbalance*

*Averaged from hard facts and soft facts*



## KEY — Meaning of scores

### Individual scores per criterion (0–10)

<b>0</b>	<b>No finding</b>	No relevant irregularity identified.
<b>1–2</b>	<b>Weak finding</b>	Slight irregularity without material impairment of balance.
<b>3–4</b>	<b>Slight to moderate finding</b>	Discernible tendency; impact relevance low to moderate.
<b>5</b>	<b>Moderate finding with impact relevance</b>	Relevant imbalance that influences the opinion-forming potential of the audience.
<b>6</b>	<b>Significant finding (threshold)</b>	Scores from 6 onwards are reported as "significant findings".
<b>7</b>	<b>Significant finding</b>	Clear, well-substantiated imbalance with marked impact relevance.
<b>8–9</b>	<b>Serious finding</b>	Pronounced imbalance; multiple substantiable individual findings in this criterion.
<b>10</b>	<b>Maximum manifestation</b>	Systematic, pervasive imbalance in this criterion.

### Aggregated deviation index — interpretation ranges

<b>0.0 – 2.5</b>	<b>Unremarkable</b>	No material patterns discernible; broadcast meets the requirement of factual accuracy.
<b>2.6 – 4.0</b>	<b>Slight imbalance</b>	Isolated irregularities; statistically visible, but still within the tolerance range.
<b>4.1 – 6.0</b>	<b>Significant imbalance</b>	Multiple significant findings; relevant impairment of diversity of perspectives.
<b>6.1 – 8.0</b>	<b>Serious deviation from the balance requirement. High degree of deviation</b>	Pronounced, broadcast-wide patterns; high impact relevance.
<b>8.1 – 10</b>	<b>Fundamental systemic one-sidedness. Very high degree of bias</b>	Maximum manifestation across almost all criteria; systematically one-sided reporting.

### Party-political bias (-5 to +5)

<b>-5 to -3</b>	<b>Strongly disadvantaged</b>	Party is clearly disadvantaged in portrayal, speaking time or framing.
<b>-2 to -1</b>	<b>Slightly disadvantaged</b>	Discernible but weak disadvantage.
<b>0</b>	<b>Neutral</b>	No discernible favouring or disadvantaging.
<b>+1 to +2</b>	<b>Slightly favoured</b>	Discernible but weak favouring.
<b>+3 to +5</b>	<b>Strongly favoured</b>	Party is clearly favoured in portrayal, speaking time or framing.



## CHAPTER 5 — LEGAL CLASSIFICATION (§4 ORF Act)

### Assessment under §4 ORF Act

---

§4 ORF Act requires: objectivity and impartiality of reporting, consideration of diversity of opinion, balance of programmes.

#### Violation 1:

Norm: §4 para. 1 ORF Act (objectivity and impartiality)

Facts: In the main topic (double budget 2027/28), no government representative is given a voice. The reporting relies exclusively on critics of the government measure.

Evidence: Timestamp 00:41–06:37 — entire budget block without government voice; timestamp 04:49 — "Let us clarify once more, who benefits from this budget and who has to pay" (question presupposes winner-loser schema)

Assessment: The one-sided portrayal of a government measure without obtaining the government's position violates the requirement of impartiality. §4 para. 1 requires that all relevant positions on a topic be adequately considered. The complete absence of the government perspective is not covered by editorial discretion when it constitutes a consistent pattern.

#### Violation 2:

Norm: §4 para. 5 ORF Act in conjunction with §10 para. 7 (adequate consideration of all parties represented in the National Council)

Facts: NEOS (18 seats, 4th largest party in the National Council) is not represented in the entire broadcast. In the budget block, only the Greens and FPÖ are given a voice as opposition parties.

Evidence: Entire broadcast — no mention of NEOS; timestamp 03:57–04:42 — only Greens and FPÖ as opposition voices

Assessment: §10 para. 7 ORF Act requires adequate consideration of all parties represented in the National Council. The complete absence of NEOS in a broadcast on the main topic of budget policy — a core topic of NEOS's programme — is not compatible with this requirement.

#### Violation 3:

Norm: §4 para. 1 ORF Act (objectivity — separation requirement news/opinion)

Facts: Normative value judgements in the news text ("Business is certainly a winner", "accumulated unfathomable wealth") are not identified as opinion but presented as factual contextualisation.

Evidence: Timestamp 05:31 — "Business is certainly a winner"; timestamp 07:56 — "accumulated unfathomable wealth"

Assessment: The requirement of objectivity demands a clear separation of news and commentary. Normative adjectives ("certainly", "unfathomable") in the news text without identification as opinion violate this separation requirement.

### Overall assessment §4 ORF Act

---

The analysed ZIB broadcast exhibits three demonstrable violations of §4 ORF Act: the complete absence of the government perspective on the main topic (§4 para. 1), the absence of NEOS as the fourth-largest party in the National Council (§10 para. 7), and normative value judgements in the news text without identification as commentary (§4 para. 1 separation requirement). None of these violations is to be classified as serious in isolation — a single broadcast cannot portray all parties and perspectives. In the context of a systematic analysis, it would need to be examined whether these patterns occur consistently in ZIB reporting on the FPÖ-ÖVP coalition; only then would a violation of the programme balance requirement (§4 para. 5) be legally substantiable. The present individual broadcast establishes a reasoned initial suspicion that would be amenable to further examination by the ORF Audience Council or the regulatory authority KommAustria.





**Schweizerischer Verein** für ausgewogene Berichterstattung  
**Association suisse** pour une information équilibrée  
**Associazione svizzera** per un reporting equilibrato

GPA (Union of Private Sector Employees)	-2	0	+1	+2	0	0	+1	<b>YELLOW</b>
---	----	---	----	----	---	---	----	---------------

### Legal and methodological classification

<b>No finding of fact</b>	The results presented do not constitute findings of fact regarding individual persons, editorial teams or broadcasts. They are to be understood as the result of a standardised operationalisation, not as a determination of individual responsibility.
<b>No legal ruling</b>	The aggregated deviation index does not replace a legal assessment within the meaning of §4 ORF Act. The determination of whether a specific broadcast violates statutory requirements is the exclusive responsibility of the competent authorities (in particular KommAustria).
<b>No proof of causality</b>	Statistical correlations are not to be interpreted as proof of causal relationships or editorial intentions. Deviation values may be influenced by topic selection, news situation, political controversy or format logic.
<b>No finding of intent</b>	The analysis measures observable structural characteristics of broadcasts. A score of 7 means that a significant imbalance has been identified — not that the editorial team intended this. The methodology makes no statements about motives or strategic objectives.
<b>Heuristic comparison instrument</b>	The index serves for comparative pattern recognition across thousands of broadcasts, not for the precise metric measurement of individual items. Threshold values serve as heuristic orientation, not as sharp legal qualification.



## APPENDIX 1: NATIONAL LEGISLATION

### Legal basis Austria — ORF

---

#### Law

---

ORF Act (ORF-G, BGBl. No. 379/1984 as amended)

#### Relevant articles

---

- ORF-G §4 para. 5: Information must be comprehensive, independent, impartial and objective. All news and reports must be carefully checked for truth and origin; news and commentary must be clearly separated from one another.
- ORF-G §4 para. 5a: The totality of programmes must ensure diversity and balance.
- ORF-G §10 para. 7: Adequate consideration of all parties represented in the National Council.
- ORF-G §4 para. 1: Mandate for a differentiated overall programme that is comprehensive, independent, impartial and objective.

#### Core obligations

---

- 1. Objectivity and impartiality:** Comprehensive, independent, impartial information
- 2. Separation of news/commentary:** Clear distinction
- 3. Consideration of parties:** Adequate consideration of all parties represented in the National Council
- 4. Overall programme diversity:** Diversity and balance across all programmes

#### Supervisory authority

---

- KommAustria (Communications Authority Austria): media regulatory authority
- Federal Communications Senate: appeals body
- Audience Council: representation of listeners and viewers

#### Complaints procedure

---

1. ORF Audience Council
2. KommAustria
3. Federal Communications Senate
4. Administrative Court



**Schweizerischer Verein** für ausgewogene Berichterstattung  
**Association suisse** pour une information équilibrée  
**Associazione svizzera** per un reporting equilibrato

## APPENDIX 2: SCIENTIFIC FOUNDATIONS

### Literature

---

- Bennett, W. L. (1990). Toward a theory of press-state relations in the United States. *Journal of Communication*, 40(2), 103–125.
- Berelson, B. (1952). *Content analysis in communication research*. Free Press.
- Entman, R. M. (1993). Framing: Toward clarification of a fractured paradigm. *Journal of Communication*, 43(4), 51–58.
- fög – Research Centre Public Sphere and Society (2024). *Yearbook Quality of the Media 2024*. Schwabe.
- Gilardi, F., Alizadeh, M. & Kubli, M. (2023). ChatGPT outperforms crowd workers for text-annotation tasks. *PNAS*, 120(30).
- Iyengar, S. & Kinder, D. R. (1987). *News that matters: Television and American opinion*. University of Chicago Press.
- Jolly, S. et al. (2022). Chapel Hill Expert Survey trend file, 1999–2019. *Electoral Studies*, 75, 102420.
- Krippendorff, K. (2004). *Content analysis: An introduction to its methodology* (2nd ed.). Sage.
- McCombs, M. E. & Shaw, D. L. (1972). The agenda-setting function of mass media. *Public Opinion Quarterly*, 36(2), 176–187.
- Shoemaker, P. J. & Vos, T. P. (2009). *Gatekeeping theory*. Routledge.
- SVFAB (2026). *Methods report v4.1: Quantifiable criteria and multi-model cross-validation*.
- Törnberg, P. (2023). ChatGPT-4 outperforms experts and crowd workers in annotating political Twitter messages. arXiv:2304.06588.

### SVFAB Working Papers

---

- Schläpfer, D. (2026). Systematic AI-Assisted Analysis of Public Broadcaster Impartiality: A Scalable Methodological Framework for Measuring Structural Bias in Public Service Media. [SSRN 6688478](#)
- Schläpfer, D. (2026). Measuring Editorial Noise: A Retrospective Suppression Index for Public Broadcasting Content Analysis. [SSRN 6733280](#)
- Schläpfer, D. (2026). Source Traffic Light: A Six-Dimensional Credibility Framework for Systematic Source Assessment in Public Service Media. [SSRN 6733880](#)

*David Schläpfer — ORCID: 0009-0000-5671-9266*

SVFAB — Swiss Association for Balanced Reporting | P.O. Box, 8021 Zurich 1 | [www.svfab.ch](http://www.svfab.ch) | [kontakt@svfab.ch](mailto:kontakt@svfab.ch) | *Methods report March 2026* | Converter 3.4 (2026-05-20)



**Schweizerischer Verein** für ausgewogene Berichterstattung  
**Association suisse** pour une information équilibrée  
**Associazione svizzera** per un reporting equilibrato

## Evaluations and membership at SVFAB

At SVFAB.ch you not only receive further detailed evaluations, but can also have them produced for any broadcasts of your choice (we charge for this).

In order to make our work solid, we depend on membership and patron contributions.

### Contact and further information:

[www.SVFAB.ch](http://www.SVFAB.ch) | [Kontakt@SVFAB.ch](mailto:Kontakt@SVFAB.ch)

**Bank details:** PostFinance – POFICHBE

**IBAN:** CH32 0900 0000 1675 6251 1

**Recipient:** SVFAB, P.O. Box, CH-8021 Zurich 1



**Schweizerischer Verein** für ausgewogene Berichterstattung  
**Association suisse** pour une information équilibrée  
**Associazione svizzera** per un reporting equilibrato

## The following books are available from SVFAB

Orders via [www.svfab.ch](http://www.svfab.ch) or [kontakt@svfab.ch](mailto:kontakt@svfab.ch)



**Unbalanced reporting** is the response to the halving initiative in Switzerland: here the manipulation techniques are explained in detail, starting with the selection of staff and source selection. Subsequently, 15 principles are explained: omission, framing, temporal framing, guilt by association, emotionalisation, context removal and many more, illustrated with many examples. In addition, it becomes apparent where we ourselves apply these techniques — this promotes not only insight but also empathy.

Optionally the book comes with **playing cards**

Also available as an **audiobook**



The interview is not a conversation. It is a stage — and someone else has written the script.

Those who do not know this provide material. Good quotes that are cut incorrectly. Correct statements that end up in the wrong context. Honest answers that are framed as confessions.

This book is not a media criticism book. It is a toolkit — for everyone who has a microphone in front of their face and wants to know what they can do about it. 7 chapters. 7 tools: What an interview really is. The 7 most common traps. The three basic principles of sovereignty — anchoring, reframing, setting boundaries. Preparation in one hour. Body and voice. What to do when things go wrong. And what counts after the interview.

For politicians, activists, entrepreneurs, whistleblowers — for everyone who is exposed and wants to understand how the game works. So that they stop playing along — and start shaping it.

In A5. Direct. For preparation, reference, follow-up and in difficult situations.



**You think you see the world.** In reality you see the frame that someone has placed around it. Framing is the oldest and most elegant manipulation technique in the world. It does not change the facts — it changes what we make of the facts. How we feel. What we believe. How we decide. And it works — because we all participate. Daily. Unconsciously. You too. This book is not a dry textbook. It is a workbook — playful, direct, full of examples from real life. You learn not only how others frame you. You learn how you yourself frame — and how you can use it consciously and fairly.

Because those who understand framing see the world more clearly. Listen to news differently. Conduct conversations with greater confidence. And can no longer so easily have a frame imposed on them that someone else has chosen.



**Schweizerischer Verein** für ausgewogene Berichterstattung  
**Association suisse** pour une information équilibrée  
**Associazione svizzera** per un reporting equilibrato

With many exercises and concrete examples from politics, media and everyday life — and the occasional smile.

**Framing with style. Because the frame changes everything.**



The SRG collects 1.56 billion francs per year — compulsorily, from every household. Those who feel unfairly treated can lodge a complaint. There is even a body for this: the IGAC, the Independent Grievance Authority for Radio and Television.

Only: it is not independent. It has no sanctioning powers. And in 99.6% of all cases it decides: nothing.

This analysis lays bare the system — factually, precisely, without polemic. Procedures, personnel, powers, costs, statistics, legal recourse. And the constitutional law examination that shows: the IGAC system meets none of the three fundamental criteria — it is not adequate, not based on separation of powers, not market-based. The body that is supposed to protect citizens primarily protects the system it was supposed to control.

Essential reading for everyone considering a complaint — and for everyone who wants to understand why genuine media oversight in Switzerland is still outstanding.