



## ORF DETAILED ANALYSIS

2026-04-29\_ZIB 1 vom 29.04.2026

Broadcast: ORF broadcast | 2026-04-29 | Analysed on: 2026-05-21 12:05

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

### OVERALL SCORE

**4.8/10**

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

### TENDENCY (L – R)

**4.2 / 10**

*Balanced*

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

The current Austrian federal government (since February 2025) is a coalition of FPÖ (57 seats) and ÖVP (51 seats) under FPÖ Federal Chancellor Herbert Kickl. The opposition consists of SPÖ (41 seats), NEOS (18 seats) and Greens (16 seats). The FPÖ is for the first time the chancellor's party in the Second Republic.

Party	CHES L-R	Seats	Government/Opposition	Core position
FPÖ	8.5	57	Government (chancellor's party)	Remigration, EU scepticism, neutrality, anti-climate-change policy
ÖVP	6.0	51	Government (junior partner)	Business location, strict asylum policy, openness to technology
SPÖ	3.0	41	Opposition	Wealth tax, workers' rights, social climate policy
NEOS	5.5	18	Opposition	Radical-liberal, education reform, pro-European
Greens	2.5	16	Opposition	Climate neutrality 2040, humane asylum policy, Green Deal

The dominant line of conflict runs between the FPÖ-ÖVP government and the three opposition parties, particularly in the areas of migration, climate policy and attitude towards the EU. A further point of tension is the question of Austrian neutrality in light of the Iran war mentioned in the transcript and its geopolitical consequences. Budget policy — specifically the increase in non-wage labour costs for older workers — reveals intra-coalition tensions between economic liberalism and welfare state orientation. The ORF itself is the subject of political controversy, as the FPÖ is seeking an ORF reform and has historically criticised the broadcaster as politically one-sided.

The ORF is Austria's public broadcaster and is subject to the requirements of objectivity, impartiality and balance pursuant to §4 of the ORF Act. §10 para. 7 ORF Act requires adequate consideration of all parties represented in the National Council. The structural proximity between the ÖVP and the ORF Foundation Council has been the subject of public criticism for years; with the FPÖ as the chancellor's party, the ORF is under heightened political scrutiny from the right.



## CHAPTER 1 — PARTY-POLITICAL BIAS

### Assessment of party positions

Party	Score (-5..+5)	Broadcast portrayal vs. programme position
ÖVP	+1	07:04 "Economics Minister Hattmannsdorfer points to falling fuel prices" — Programme position: strengthening the business location, cutting taxes — presented factually correctly, no distortion; 09:37 State Secretary: "The economy will be relieved" — Programme position: performance orientation — correctly reproduced; slight favouring through government statements left unchallenged
SPÖ	+2	06:41 "From our point of view, the thing works" — Programme position: public investment, workers' rights — correctly portrayed; SPÖ representative speaks positively about the fuel price brake; no distortion of core positions
FPÖ	0	FPÖ as chancellor's party does not speak directly in the broadcast; government measures (fuel price brake, budget) are addressed without attribution to the FPÖ; programme position on the economy and energy prices is neither correctly nor distortedly portrayed — simply omitted
Greens	0	Greens do not appear in the broadcast; climate policy aspects of the fuel price brake (reduction of mineral oil tax as climatically problematic) are not addressed — programme position omitted
NEOS	+2	06:56 "Now we are in the lower third of petrol prices in Europe" — NEOS representative speaks positively; programme position on pragmatic economic policy correctly mirrored; no distortion

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

### Party bias summary

- Most accurate portrayal: SPÖ and NEOS (score +2 each) — both opposition parties speak positively and unchallenged on the fuel price brake
- Strongest distortion: FPÖ (score 0) — the chancellor's party is completely invisible in a broadcast covering several government measures; government action is communicated exclusively through ÖVP ministers
- Average deviation from 0: 1.0
- Conclusion: The broadcast addresses government measures (fuel price brake, budget) exclusively through ÖVP representatives, even though the FPÖ is the chancellor's party. Opposition parties SPÖ and NEOS speak positively on the fuel price brake without any critical follow-up question being asked. The Greens are completely absent, even though energy price policy and mineral oil tax are genuine Green issues.



## CHAPTER 2 — BROADCAST INFORMATION AND THEMATIC FRAMEWORK

### Broadcast data

- Title: ZIB (Zeit im Bild), ORF 2
- Date: 29.04.2026
- Presenter: Not named (studio voice, gender not clearly identifiable from transcript)
- Reporters: Vanessa Gruber (OPEC headquarters Vienna), Karim El-Gawahary (Cairo)

Actors	Function	Party/affiliation	Political spectrum
Vanessa Gruber	ORF reporter, Vienna	ORF	—
Karim El-Gawahary	ORF correspondent, Cairo	ORF	—
Unnamed SPÖ representative	Government member/spokesperson	SPÖ	Centre-left
Unnamed NEOS representative	Government member/spokesperson	NEOS	Centre, liberal
Economics Minister Hattmannsdorfer	Federal Minister for Economic Affairs	ÖVP	Centre-right
Unnamed State Secretary	State Secretary	ÖVP (presumably)	Centre-right
Unnamed expert (non-wage labour costs)	Economic expert	Not assigned	—
Petrol station representative (unnamed)	Interest representative	Business/trade	—
Reinhard Nosofsky	Head of fraud department, BKA	Federal Criminal Police Office	Authority
Unnamed psychologist	Psychologist	Not assigned	—
Unnamed victim's lawyer	US lawyer (Epstein victims)	Not assigned	—
Vienna city representative (unnamed)	Vienna city politician	SPÖ Vienna (presumably)	Centre-left
Humana representative (unnamed)	NGO/company	Humana	—
ORF Director General Thurnher	ORF Director General	ORF	—

### Main topic

The broadcast addresses as its lead topic the geopolitical and economic consequences of the Iran war for the oil market (UAE's withdrawal from OPEC), supplemented by domestic political topics (fuel price brake, non-wage labour costs, Epstein-Austria connection, second-hand clothing containers Vienna, ORF-internal Weißmann affair).



## CHAPTER 3 — 15 CRITERIA: DETAILED ANALYSIS

### Hard facts

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

### 1. EXPERT SELECTION

6/10

1 2 3 4 5 6 7 8 9 10

#### Expert 1: Unnamed economic expert (non-wage labour costs)

Timestamp	08:43
Statement	"One also wants to relieve the pension system. That is why it is important to keep older people in employment. It is therefore counterproductive to increase their labour costs."
Classification	No name, no institutional affiliation; position is employer-aligned; no conflicts of interest explicitly disclosed
Missing counter-voice	AK/ÖGB representative who would have introduced the employee perspective; Ministry of Finance representative for the counter-calculation

#### Source in-depth check:

(a) **FUNDING:** Unknown — no affiliation in transcript; structural conflict of interest cannot be verified

(b) **MANDATE:** Unclear — without institutional affiliation, neutrality cannot be assessed

D1 Conflict of interest: 0 — cannot be verified due to lack of affiliation

D2 Personal risk: 0 — cannot be verified

D3 Professional competence: +1 — statement is economically plausible, but without proof of expertise

D4 Opinion consistency: 0 — cannot be verified

D5 Emotionalisation vs. data: +1 — formulated objectively

D6 Source level: -1 — Secondary (no primary data cited)

**TOTAL: +1 → SOURCE TRAFFIC LIGHT: YELLOW**

(c) **PROFESSIONAL COMPETENCE:** The statement is framed as a neutral expert assessment, even though it is structurally employer-aligned and receives no counter-perspective.

#### Expert 2: Psychologist (Epstein)

Timestamp	14:43
Statement	"The relationship between Epstein and his victims is that of a cunning predator and defenceless prey. Epstein proceeded systematically to draw girls under his spell. He recognised their needs and offered them the solution to those needs."
Classification	No name, no institutional affiliation; position is victim-advocacy-oriented; no conflicts of interest disclosed
Missing counter-voice	Legal scholar on the question of guilt/victim-perpetrator distinction; independent forensic expert



#### Source in-depth check:

(a) **FUNDING:** Unknown

(b) **MANDATE:** Psychological assessment of manipulation patterns — professionally compatible

D1 Conflict of interest: +1 — no recognisable institutional affiliation

D2 Personal risk: +1 — public statement on a sensitive topic

D3 Professional competence: +2 — psychologist on psychological patterns = professionally competent

D4 Opinion consistency: 0 — cannot be verified

D5 Emotionalisation vs. data: 0 — metaphorical ("predator/prey"), but substantively objective

D6 Source level: 0 — Secondary

**TOTAL: +4 → SOURCE TRAFFIC LIGHT: YELLOW (just below green)**

(c) **PROFESSIONAL COMPETENCE:** Statement is correctly framed as a psychological assessment.

**Expert 3:** Reinhard Nosofsky, Head of Fraud Department, BKA

<b>Timestamp</b>	13:29 (announcement for ZIB 2)
<b>Statement</b>	Only announced, not interviewed in this broadcast
<b>Classification</b>	State authority; structurally credible for fraud investigation

#### Source in-depth check:

(a) **FUNDING:** State (Ministry of the Interior)

(b) **MANDATE:** Fraud investigation — compatible with topic

D1 Conflict of interest: +1 — state authority, no commercial conflict of interest

D2 Personal risk: +1 — public statement as authority representative

D3 Professional competence: +2 — head of fraud department on fraud topic

D4 Opinion consistency: 0 — cannot be verified

D5 Emotionalisation vs. data: +1 — authority representative typically data-based

D6 Source level: +1 — Primary source (investigative authority)

**TOTAL: +6 → SOURCE TRAFFIC LIGHT: GREEN**

(c) **PROFESSIONAL COMPETENCE:** Correctly framed as a specialist authority.

*Missing expert groups:*

- Independent energy economist for OPEC analysis
- AK/ÖGB representative on non-wage labour costs
- Independent media law expert for the ORF section

#### Source traffic light for participants:

Source	D1	D2	D3	D4	D5	D6	Total	Traffic light
Unnamed economic expert (non-wage labour costs)	0	0	+1	0	+1	-1	+1	YELLOW
Psychologist (Epstein)	+1	+1	+2	0	0	0	+4	YELLOW
Reinhard Nosofsky, Head of Fraud Department, BKA	+1	+1	+2	0	+1	+1	+6	GREEN

*Summary:*

- Economic expert (non-wage labour costs): YELLOW (+1) — anonymous, employer-aligned, no counter-voice
- Psychologist (Epstein): YELLOW (+4) — professionally competent, but anonymous



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

- Nosofsky (BKA): GREEN (+6) — state primary source, professionally competent



## 2. SOURCE SELECTION

5/10

1

2

3

4

5

6

7

8

9

10

Claims without primary source = penalty points (rumour check)

### Source 1: Salzburger Nachrichten (fuel price brake)

**Timestamp** 07:24

**Statement** "the 'Salzburger Nachrichten' report"

**(a) Funding:** Private media company (Salzburger Nachrichten Verlagsgesellschaft)

**(b) Structural conflict of interest:** No direct conflict of interest in fuel price reporting; however, not a primary source (government document, ministry)

**(c) Missing counter-source:** Official government documents or ministry statements would be more primary

### Source 2: "According to reports" (fuel price brake extension)

**Timestamp** 07:09

**Statement** "According to reports, it is likely to result in an extension."

**(a) Funding:** No source given

**(b) Structural conflict of interest:** Cannot be verified — anonymous source

**(c) Missing counter-source:** Official government statement

Rumour check (penalty points):

Rumour 1:

Timestamp: 07:09

Claim: "According to reports, it is likely to result in an extension."

Word markers: "according to reports" + "likely"

Primary source available: NO — +1 penalty point

Rumour 2:

Timestamp: 07:20

Claim: "Part of the fuel price brake, namely the reduction of the mineral oil tax, could be lower in future."

Word markers: "could"

Primary source available: Salzburger Nachrichten (secondary source, no primary source) — +0.5 penalty point

Rumour 3:

Timestamp: 10:46

Claim: "Probably not a coincidence in terms of timing."

Word markers: "probably"

Primary source available: NO — speculation without evidence — +1 penalty point

Rumour 4:

Timestamp: 15:21

Claim: "The woman's employer had threatened imminent dismissal."

Word markers: "had" (subjunctive I — indirect speech without source citation)



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

Primary source available: NO — no source cited — +1 penalty point

Total penalty points: +3.5 → Score increased to 5/10 (base 2/10 + 3 penalty points rounded)

*Summary: The source selection is problematic due to the repeated use of anonymous sources ("according to reports", "probably") and secondary sources (Salzburger Nachrichten) instead of primary sources. The speculation "probably not a coincidence in terms of timing" (10:46) is particularly unjournalistically unsubstantiated.*



### 3. TIME DISTRIBUTION

4/10

1

2

3

4

5

6

7

8

9

10

Estimated speaking time:

- OPEC/Iran war (reporters Gruber + El-Gawahary): approx. 4:30 min. (23%)
- Fuel price brake (incl. politician statements): approx. 1:45 min. (9%)
- Non-wage labour costs/budget: approx. 1:30 min. (8%)
- Hungary/Magyar: approx. 1:30 min. (8%)
- Fraud call centre Albania: approx. 1:30 min. (8%)
- Epstein/Austria: approx. 1:30 min. (8%)
- Second-hand clothing containers Vienna: approx. 1:15 min. (6%)
- "The Devil Wears Prada 2": approx. 1:00 min. (5%)
- ORF-internal affair (Weißmann/Thurnher/"Not with us"): approx. 1:15 min. (6%)
- Presenter text/transitions: approx. 3:45 min. (19%)

Political speaking time (fuel price brake + budget):

- SPÖ representative: approx. 0:20 min.
- NEOS representative: approx. 0:15 min.
- ÖVP Minister Hattmannsdorfer: approx. 0:10 min. (reference only)
- ÖVP State Secretary: approx. 0:20 min.
- FPÖ: 0 min. (0%)
- Greens: 0 min. (0%)

*Summary: The time distribution for political topics is asymmetric: FPÖ as chancellor's party receives no speaking time, nor do the Greens. SPÖ and NEOS speak positively on the fuel price brake. The ORF-internal section receives a disproportionately large amount of time (approx. 6%) for an institutionally self-referential topic.*



#### 4. OMISSION (Selective Omission)

6/10

1

2

3

4

5

6

7

8

9

10

##### Omission 1:

###### Context

The Iran war is presented as a fact without any contextualisation (causes, course, Austrian neutrality policy, international reactions)

Relevant at: 00:49 — "The Iran war has wide-ranging effects on the oil market"

###### Effect

Viewers without prior knowledge receive no understanding of the background; the broadcast takes an event of world-historical significance as known

##### Omission 2:

###### Context

FPÖ's position on the fuel price brake and energy policy is completely absent, even though the FPÖ is the chancellor's party

Relevant at: 06:30–07:54 (entire fuel price brake block)

###### Effect

Government action is communicated exclusively through the ÖVP; FPÖ voters do not see their party represented; structural invisibility of the chancellor's party

##### Omission 3:

###### Context

In the ORF-internal section (18:21–19:32), any counter-perspective is absent — neither the FPÖ government's position on ORF reform nor independent media law experts are given a voice

Relevant at: 19:12 — "And against political influence by key actors within the organisation"

###### Effect

The "Not with us" action is framed as legitimate resistance without the opposing side (the government seeking ORF reform) being given a voice; one-sided self-portrayal by the ORF

*Summary: The most serious omissions concern the chancellor's party FPÖ on government topics and the missing counter-perspective in the ORF-internal section, which structurally represents the interests of ORF staff against the government.*

#### Missing voices

- FPÖ government representative: Would have introduced the chancellor's party position on the fuel price brake, energy policy and budget measures
- Greens spokesperson for climate policy: Would have addressed the climate policy problem of the mineral oil tax reduction and the fuel price brake
- AK/ÖGB representative: Would have introduced the employee perspective on the increase in non-wage labour costs for older workers
- Independent media law expert: Would have provided legal context for the ORF-internal conflict and the allegation of political influence
- Geopolitics expert on the Iran war: Would have contextualised the causes, course and international reactions to the Iran war



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

- Independent energy economist: Would have assessed the long-term consequences of the UAE's withdrawal from OPEC for Europe
- Data protection expert (Epstein files): Would have provided legal context for the problem of publishing victims' names
- Government representative (FPÖ) on ORF reform: Would have introduced the counter-perspective to the "Not with us" action



## 5. MANIPULATION OF FIGURES

3/10

1

2

3

4

5

6

7

8

9

10

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

### Finding 1:

Timestamp 03:39

Figure: "It still controls 30 percent of the global crude oil market."

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

Missing context

How high was OPEC's share before the UAE's withdrawal? How has it developed over recent years?

Effect

"30 percent" sounds like strength, but without a comparative value (e.g. previously 40%) the statement about loss of power cannot be assessed

### Finding 2:

Timestamp 09:00–09:25

Figure: "In 2024, the average gross annual income of a 60-year-old was around 69,000 euros. In future, companies will have to pay 2.7 percent of this as a FLAF contribution. That is almost 1,900 euros per employee per year."

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

Missing context

How are total non-wage labour costs developing? The broadcast mentions (09:22) "actual costs are a quarter lower" — but the total relief from other measures is not quantified

Effect

The 1,900 euros are prominently cited, while the counter-calculation (tax savings, total relief) remains vague

### Finding 3:

Timestamp 12:44

Figure: "At least 50 million euros ended up in the pockets of the fraudsters"

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

Missing context

How many victims in total (not just Austria)? What share was recovered?

Effect

The figure sounds dramatic, but without context (total victims, recovery rate) it is difficult to assess — though here it is defensible, as the character is primarily informational

*Summary: The presentation of figures is incomplete in the OPEC analysis (missing trend comparison) and non-wage labour costs (missing total relief calculation), but not actively manipulative; score moderate.*



## 6. GUILT BY ASSOCIATION

4/10

1

2

3

4

5

6

7

8

9

10

### Association 1:

**Timestamp** 10:46

**Quote** "Probably not a coincidence in terms of timing."

Technique: Implicit insinuation of a coordinated action by the EU Commission against Magyar, without evidence; the lawsuit against Hungary is linked temporally to Magyar's visit and framed as strategic

**Effect** Suggests that the EU Commission is putting Magyar under pressure — without evidence of intent; at the same time, Orban is negatively associated through the lawsuit (special tax)

### Association 2:

**Timestamp** 19:12

**Quote** "And against political influence by key actors within the organisation."

Technique: "Key actors" is a deliberately vague formulation that refers to political influence (implicitly: FPÖ government) without naming anyone; the association is established without naming the accused actors or giving them an opportunity to respond

**Effect** Viewers associate "political influence" with the current government (FPÖ), without this being substantiated or the opposing side being heard

Chain of association (ORF section):

FPÖ government → ORF reform → "political influence" → abuse of power → "Not with us"

*Summary: The strongest guilt-by-association technique is found in the ORF-internal section, where "political influence by key actors" implicitly refers to the government without naming anyone or providing a counter-statement. The EU Commission/Hungary sequence contains an unsubstantiated imputation of intent.*



## 7. TIMING

5/10

1

2

3

4

5

6

7

8

9

10

### Finding 1:

Position: 00:08–00:44 (teaser/opening)

Content: The broadcast teases four topics: OPEC/oil price, fraud call centre, Epstein-Austria, weather — but NOT the ORF-internal section

#### Timing effect

The ORF-internal section (Weißmann, "Not with us") is placed at the end of the broadcast (18:21–19:32) and not teased — it appears as an organic conclusion, not as a planned item; this reduces critical attention

### Finding 2:

Position: 19:21–19:32 (end of broadcast)

Content: "Not with us. And not with either of us. Instead of scandal reports, we would rather bring you important news."

#### Timing effect

The last impression of the broadcast is the "Not with us" message from the presenters themselves; this is the emotionally strongest placement (recency effect) and positions the ORF as a victim of political influence — without counter-statement, as the last word of the broadcast

### Finding 3:

Position: 10:46 (middle)

Content: "Probably not a coincidence in terms of timing" (EU Commission sues Hungary on the day of Magyar's visit)

#### Timing effect

The speculation about intent is placed in the middle of the item, where it functions as analytical context, not as opinion

*Summary: The most serious timing problem is the placement of the "Not with us" action at the end of the broadcast as the final impression, combined with the complete absence of any counter-perspective — a classic recency effect in favour of the ORF-internal position.*



## 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)

### Finding 1:

**Timestamp** 19:12–19:32

Triggering event: ORF-internal "Not with us" action against abuse of power and political influence

Reaction: Presenters explicitly join the action: "Not with us. And not with either of us."

### Comparison

In the reporting on political influence on other institutions (e.g. judiciary, universities) in this broadcast — no analogous presenter solidarity

Asymmetry: Demonstrable — presenters show solidarity with ORF-internal protest, but not with comparable protests by other institutions; moreover, the counter-perspective of the accused "key actors" is absent

Degree of outrage: 3/5 (clear, but not intense)

Selectivity: 4/5 (exclusively ORF-internal, no comparable cases)

### Finding 2:

**Timestamp** 09:49–11:33

Triggering event: Hungary's special tax on foreign supermarket chains (introduced by Orban)

Reaction: "Introduced by the Orban government" — negative tone; Magyar is framed as a figure of hope

### Comparison

Austrian government measures (fuel price brake as market intervention) are addressed without analogous critical framing

Asymmetry: Partially demonstrable — foreign market interventions (Hungary) are framed more critically than domestic ones (fuel price brake)

Degree of outrage: 2/5

Selectivity: 2/5

*Summary: The strongest selective outrage is evident in the ORF-internal section, where presenters explicitly show solidarity with the protest — an unusual step in journalistic practice that crosses the boundary between reporting and advocacy.*



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

6/10

1 2 3 4 5 6 7 8 9 10

### Finding 1:

**Timestamp** 00:49 ff.

Missing perspective/fact: The Iran war is presented as a fact without any contextualisation

Relevance: A war in the Persian Gulf is an event of world-historical significance; Austrian viewers need background information on causes, course and Austrian neutrality policy

Impact: The absence of context makes independent assessment of the oil market consequences impossible; the broadcast presupposes prior knowledge that not all viewers have

### Finding 2:

**Timestamp** 18:21–19:32

Missing perspective/fact: Government position (FPÖ) on ORF reform and the allegation of political influence is completely absent

Relevance: The "Not with us" action is implicitly directed against political influence by the government; without a counter-statement, the item is one-sided

Impact: Viewers receive only the ORF-internal perspective; the government's position on ORF reform — a legitimate political concern — is not presented

### Finding 3:

**Timestamp** 06:30–07:54

Missing perspective/fact: Climate policy dimension of the fuel price brake (mineral oil tax reduction) is absent

Relevance: The reduction of the mineral oil tax is climatically problematic and contradicts climate targets; Greens and climate experts would have introduced this dimension

Impact: The fuel price brake is presented exclusively as an economic policy instrument, without ecological counter-calculation

*Summary: The broadcast shows systematic gaps in the contextualisation of the Iran war, the counter-perspective on the ORF-internal section and the climate policy dimension of energy policy.*

## Soft facts

The Iran war (treated in the transcript as a fact, without explanation of context) has fundamentally changed the geopolitical order in the Persian Gulf and is driving the disintegration of OPEC. The fuel price brake is an Austrian instrument for cushioning war-related energy price increases and is nearing the end of its statutory term. The publication of the Epstein files by the US Department of Justice has publicly identified victims worldwide and is triggering debates about re-traumatisation. The ORF-internal conflict over abuse of power and political influence is particularly sensitive against the backdrop of the FPÖ government and announced ORF reforms.

*Share of perspectives covered*

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

**Präsident:** Schläpfer, David - **Kontakt:** [kontakt@SVFAB.ch](mailto:kontakt@SVFAB.ch) - **Adresse:** SVFAB, Postfach, CH-8021 Zürich 1



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

- [A] Geopolitical classification of the Iran war: causes, course, international reactions
- [B] Economic consequences of the UAE's withdrawal from OPEC for Austria/Europe in the long term
- [C] Critical perspective on the fuel price brake (market distortion, fiscal costs)
- [D] FPÖ position on energy policy and fuel price brake as chancellor's party
- [E] Green perspective: mineral oil tax reduction as a climate policy problem
- [F] Employers' association perspective on the increase in non-wage labour costs for older workers
- [G] Employee representation (AK/ÖGB) on the employment of older workers
- [H] Legal classification of the publication of the Epstein files (data protection, victim protection)
- [I] Independent media law experts on the ORF-internal conflict and political influence
- [J] Government position (FPÖ) on ORF reform and the allegation of political influence

**[A] INDICATED**

Timestamp: 00:49–02:38 — Quote: "The Iran war has wide-ranging effects on the oil market" — Assessment: The Iran war is presented as a fact, without background on causes or international context; only oil market consequences are addressed.

**[B] ADDRESSED**

Timestamp: 05:43–06:07 — Quote: "Prices could fall because more oil would then be on the market" — Assessment: Short-term price developments are mentioned, long-term structural consequences for Europe are absent.

**[C] INDICATED**

Timestamp: 07:27–07:47 — Quote: "You are harming precisely those petrol stations that have ensured this good competition" — Assessment: Only the petrol station representative raises criticism; the fiscal costs of the brake are not addressed.

**[D] OMITTED**

Timestamp: — — Quote: — — Assessment: FPÖ as chancellor's party is not given a voice on the fuel price brake; its energy policy position remains completely invisible.

**[E] OMITTED**

Timestamp: — — Quote: — — Assessment: The climate policy problem of the mineral oil tax reduction is not mentioned; the Green perspective is completely absent.

**[F] INDICATED**

Timestamp: 08:43–08:55 — Quote: "It is therefore counterproductive to increase their labour costs" — Assessment: Expert introduces the employer argument, but without attribution to an interest group.

**[G] OMITTED**

Timestamp: — — Quote: — — Assessment: AK/ÖGB perspective on the employment of older workers is completely absent.

**[H] INDICATED**

Timestamp: 15:03–15:15 — Quote: "Many women would experience re-traumatisation as a result" — Assessment: The victim protection perspective is mentioned, but the legal classification of the publication of the files is absent.

**[I] OMITTED**

Timestamp: — — Quote: — — Assessment: Independent media law experts on the ORF-internal conflict are absent; only ORF-internal voices are heard.



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

**[J] OMITTED**

Timestamp: — — Quote: — — Assessment: The government position (FPÖ) on ORF reform and the allegation of political influence is completely absent; the section is framed one-sidedly from an ORF-internal perspective.

**Completeness score: 4/10**

---

Justification: Of ten relevant perspectives, only two are fully addressed (B, and to some extent C/F/H). Four perspectives are completely absent (D, E, G, I, J). Particularly serious is the complete absence of the chancellor's party FPÖ on government topics and the absence of independent voices in the ORF-internal section. The Iran war as the central background event is presented as a fact without any contextualisation.



## 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	10:18
Quote	<i>"Many there are asking: Does Peter Magyar really bring the fresh wind?"</i>
Manipulation	"Fresh wind" is a positively connoted metaphor that frames Magyar as a reformer and figure of hope; "many" is an unsubstantiated quantification
Why problematic	The question is rhetorically framed positively — it presupposes that "fresh wind" is desirable and that Magyar could bring it; a critical framing (e.g. "Can Magyar keep his promises?") is absent

#### Finding 2:

Timestamp	19:12
Quote	<i>"It is directed against abuse of power in all its forms. And against political influence by key actors within the organisation."</i>
Manipulation	"Abuse of power" and "political influence" are framed as facts, not as allegations; "key actors" is deliberately vague and implies political influence without naming anyone
Why problematic	Framing as fact rather than allegation violates the requirement of impartiality; the accused actors are not given a voice

#### Finding 3:

Timestamp	11:03–11:08
Quote	<i>"Magyar must credibly convey that he is distancing himself from Orban's policies."</i>
Manipulation	"Orban's policies" are set as a negative reference point from which one must "distance oneself"; this is a normative framing, not a neutral description
Why problematic	The formulation presupposes that Orban's policies are to be rejected — a political value judgement that is not identified as such

*Summary: The framing favours Magyar/EU reform course over Orban and frames the ORF-internal protest as legitimate resistance against abuse of power — both without neutral counter-framing.*



## 11. CHOICE OF WORDS AND TERMS

5/10

1

2

3

4

5

6

7

8

9

10

### Finding 1:

Timestamp	10:18
Quote	"fresh wind"
Manipulation	Positively connoted metaphor for Magyar; implies that the status quo (Orban) was "stale"
Why problematic	A neutral alternative would be: "reforms" or "change of policy"

### Finding 2:

Timestamp	10:41
Quote	"Introduced by the Orban government."
Manipulation	Explicit attribution of the special tax to Orban — correct, but in combination with the positive Magyar framing it reinforces the good/evil dichotomy
Why problematic	A neutral alternative would be: "The special tax was introduced in 20XX and is the subject of the EU lawsuit."

### Finding 3:

Timestamp	19:10
Quote	"Not with us"
Manipulation	Campaign slogan is adopted by presenters and used as their own statement; the boundary between reporting and advocacy is dissolved
Why problematic	Presenters of a public broadcaster should not use campaign slogans as their own statements; a neutral alternative would be: "Hundreds of ORF employees today made a statement with the 'Not with us' action."

*Summary: The choice of words is normatively charged in the Magyar/Orban and ORF-internal sections; particularly problematic is the adoption of the campaign slogan by the presenters.*



## 12. PRESENTER CONDUCT

5/10

1

2

3

4

5

6

7

8

9

10

### Finding 1:

**Timestamp** 06:38–07:00

Triggering event: SPÖ and NEOS representatives praise the fuel price brake positively

**Quote (presenter)** *No follow-up question, no critical intervention*

**Comparison** Petrol station representative (07:27) is also cited without follow-up; ÖVP State Secretary (09:37) is also cited without follow-up

Asymmetry: Not demonstrable — all statements remain without follow-up; however, FPÖ perspective is structurally absent

### Finding 2:

**Timestamp** 19:21–19:32

Triggering event: "Not with us" action by ORF employees

**Quote (presenter)** *"Not with us. And not with either of us."*

**Comparison** On no other topic in the broadcast do presenters show solidarity with a campaign or position

Asymmetry: Demonstrable — presenters abandon the role of neutral reporters and become participants in a campaign; this is unique in the entire broadcast and has no equivalent on other topics

### Finding 3:

**Timestamp** 02:45–06:07 (reporter links)

Triggering event: Questions to reporters Gruber and El-Gawahary

**Quote (presenter)** *"What consequences will the withdrawal actually have for the organisation?" / "What are the reasons for this unilateral move?" / "What do we need to prepare for now?"*

**Comparison** Questions are open and not suggestive; no asymmetry between the two reporters

Asymmetry: Not demonstrable — moderation of the reporter links is professional and balanced

*Summary: The most serious presenter conduct problem is the explicit solidarity of the presenters with the "Not with us" campaign at the end of the broadcast — a unique breach of the journalistic duty of neutrality in this broadcast.*



<b>13. QUESTION ASYMMETRY</b>									<b>4/10</b>
<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	5	6	7	8	9	10

<b>Asymmetry 1:</b>	
<b>To Vanessa Gruber (ORF reporter), 02</b>	45: "What consequences will the withdrawal actually have for the organisation?" — neutral/open
<b>To Karim El-Gawahary, 03</b>	45: "What are the reasons for this unilateral move?" — neutral/open
<b>Comparison</b>	Both reporters receive equivalent, open questions — no asymmetry

<b>Asymmetry 2:</b>	
<b>To SPÖ representative (implicitly), 06</b>	38: Statement is adopted without comment — no question
<b>To NEOS representative (implicitly), 06</b>	56: Statement is adopted without comment — no question
<b>To petrol station representative, 07</b>	27: Statement is adopted without comment — no question
<b>Comparison</b>	All three positions receive no critical follow-up questions; however, FPÖ representative is structurally absent — no question possible, as not invited

Asymmetry: Structurally demonstrable — not through different degrees of questioning, but through selective invitation policy

<b>Asymmetry 3:</b>	
<b>To ORF Director General Thurnher, 18</b>	43: "ORF Director General Thurnher has announced that she will have old cases of official misconduct investigated." — no direct question, statement is positively referenced
<b>To "key actors" (political influence)</b>	no question, as not invited
<b>Comparison</b>	Thurnher is given a positive voice; the accused "key actors" (implicitly the government) are not questioned

Asymmetry: Demonstrable — one-sided portrayal without counter-question



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

*Summary: The question asymmetry is less the result of different degrees of questioning than of structural invitation asymmetry — FPÖ and government representatives are absent on government topics, while opposition representatives and ORF-internal voices speak unchallenged.*



## 14. FALSE BALANCE

3/10

1

2

3

4

5

6

7

8

9

10

### Finding 1:

**Timestamp** 06:38–07:47

Construct: Fuel price brake is assessed positively by SPÖ representative, NEOS representative and Economics Minister (ÖVP); petrol station representative raises criticism — apparent balance

### Analysis

The balance is false because: (1) FPÖ as chancellor's party is absent, (2) Greens as climate policy counter-voice are absent, (3) the petrol station representative as the sole critical voice is an interest representative who wants the profit cap abolished — no independent criticism

### Finding 2:

**Timestamp** 08:07–09:49

Construct: Non-wage labour cost increase: expert criticises (08:43), State Secretary defends (09:37) — apparent balance

### Analysis

The balance is incomplete because: (1) the expert remains anonymous and without institutional affiliation, (2) AK/ÖGB are absent, (3) the government's total relief calculation is not quantified

*Summary: The broadcast creates the impression of balance at several points through one pro and one contra voice each, without the structural gaps (missing FPÖ, missing Greens, anonymous experts) being compensated.*



## 15. AGENDA-SETTING

6/10

1

2

3

4

5

6

7

8

9

10

### Finding 1:

Agenda element set: The Iran war is a given fact that requires no further explanation

**Timestamp** 00:49 — Evidence: "The Iran war has wide-ranging effects on the oil market."

Alternative agenda: Austria's neutrality policy in the context of a war in the Persian Gulf; Austrian stance on sanctions; humanitarian consequences

### Finding 2:

Agenda element set: ORF-internal "Not with us" action is legitimate resistance against abuse of power — set as fact, not as perspective

**Timestamp** 19:12 — Evidence: "It is directed against abuse of power in all its forms."

Alternative agenda: Government position on ORF reform; independent assessment of the conflict; legal framework conditions for political influence on ORF

### Finding 3:

Agenda element set: Peter Magyar is the figure of hope for Hungary and EU conformity

**Timestamp** 10:18 — Evidence: "Does Peter Magyar really bring the fresh wind?"

Alternative agenda: Critical assessment of Magyar's programme; Hungarian domestic perspective; question of EU conditionality as a democratic policy problem

*Summary: The broadcast sets three key agenda elements as facts: the Iran war as a background fact, the ORF-internal protest as legitimate resistance and Magyar as a reform hope — all three without critical counter-framing.*



## CHAPTER 4 — OVERALL EVALUATION

### Results

- HARD FACTS SCORE (average criteria 1–9): 4.8 / 10
- SOFT FACTS SCORE (average criteria 10–15): 4.8 / 10

### Dominant techniques

- 1. Omission / Selective Omission (Score 6):** The chancellor's party FPÖ is completely absent on all government topics (fuel price brake, budget, non-wage labour costs); in the ORF-internal section, the counter-perspective of the accused "key actors" is completely absent. This is the structurally most consequential technique of the broadcast, as it constructs the picture of government policy one-sidedly through ÖVP representatives and opposition voices.
- 2. Agenda-Setting (Score 6):** Three central agenda elements are set as facts: the Iran war without context, Magyar as a reform hope and the ORF-internal protest as legitimate resistance against abuse of power. All three lack critical counter-framing and fundamentally shape the worldview of the broadcast.
- 3. Framing (Score 6):** The broadcast frames Magyar positively ("fresh wind"), Orban negatively (reference point for policies to be rejected) and the ORF-internal protest as fact rather than perspective. The adoption of the campaign slogan "Not with us" by the presenters is the most visible expression of this framing technique.

### Core messages of the broadcast

**MESSAGE 1 (SUBSTANTIVE):** "The fuel price brake works and should be extended."

**Technique:** Selective expert selection (SPÖ, NEOS, ÖVP positive; FPÖ and Greens absent) — evidence: 06:38, 06:56, 07:04

**MESSAGE 2 (PERSONAL):** "The ORF stands against abuse of power and political influence — and its employees will not put up with it."

**Technique:** Framing + presenter solidarity + recency effect (end of broadcast) — evidence: 19:12, 19:21

**MESSAGE 3 (SOCIETAL):** "Political change (Magyar in Hungary) is possible and desirable when one distances oneself from authoritarian predecessors (Orban)."

**Technique:** Framing + choice of words ("fresh wind", "distancing from Orban's policies") — evidence: 10:18, 11:03

**Justification:** The overall score of 4.8/10 is on the boundary between "slight tendency" and "clear one-sidedness". The broadcast does not show a consistent, systematic manipulation, but displays clear tendencies in several areas: the chancellor's party FPÖ is structurally absent on government topics (violation of §4 ORF Act in conjunction with §10 para. 7 ORF Act), the ORF-internal section violates the impartiality requirement of §4 ORF Act through presenter solidarity, and the framing on Magyar/Orban is normative without counter-framing. The hard facts (4.8) and soft facts (4.8) are equally weighted, indicating a consistent, if not extreme, tendency.

### CONCLUSION

The analysed ZIB broadcast has an overall score of 4.8/10 and is to be classified on the boundary between "slight tendency" and "clear one-sidedness". The most serious findings concern firstly the structural absence of the chancellor's party FPÖ on all domestic political government topics (fuel price brake, budget, non-wage labour costs), which contradicts the requirement of adequate consideration of all National Council parties pursuant to §10 para. 7 ORF Act. Secondly, the explicit solidarity of the presenters with the "Not with us" campaign at the end of the broadcast violates the impartiality requirement of §4 ORF Act, as presenters of a public broadcaster may not use campaign slogans as their own statements. Thirdly, the ORF-internal section lacks any counter-perspective from the accused "key actors", which violates the requirement of diversity of opinion pursuant to §4 ORF Act. The broadcast is not to be classified as systematically manipulative, but shows in the areas mentioned clear, demonstrable violations of the statutory balance mandate.



## OVERALL EVALUATION OF THE 15 CRITERIA

### Individual scores — All 15 criteria

No.	Criterion	Score	Classification
1	EXPERT SELECTION	6	●●●
2	SOURCE SELECTION	5	●●●
3	TIME DISTRIBUTION	4	●●
4	OMISSION (Selective Omission)	6	●●●
5	MANIPULATION OF FIGURES	3	●●
6	GUILT BY ASSOCIATION	4	●●
7	TIMING	5	●●●
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	PRESENTER CONDUCT	5	●●●
13	QUESTION ASYMMETRY	4	●●
14	FALSE BALANCE	3	●●
15	AGENDA-SETTING	6	●●●

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

**4.8/10**

*Considerable imbalance*

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

**4.8/10**

*Considerable imbalance*

#### OVERALL SCORE

**4.8/10**

*Considerable 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>	Recognisable 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>Considerable finding (threshold)</b>	Scores from 6 onwards are reported as "considerable findings".
<b>7</b>	<b>Considerable finding</b>	Clear, well-documented imbalance with marked impact relevance.
<b>8–9</b>	<b>Serious finding</b>	Pronounced imbalance; several documented individual findings in this criterion.
<b>10</b>	<b>Maximum expression</b>	Systematic, consistent imbalance in this criterion.

### Aggregated deviation index — interpretation ranges

<b>0.0 – 2.5</b>	<b>Unremarkable</b>	No material patterns recognisable; broadcast meets the factual accuracy requirement.
<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>Considerable imbalance</b>	Several considerable 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 expression 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 treated worse in portrayal, speaking time or framing.
<b>-2 to -1</b>	<b>Slightly disadvantaged</b>	Recognisable, but weak disadvantage.
<b>0</b>	<b>Neutral</b>	No discernible favouring or disadvantage.
<b>+1 to +2</b>	<b>Slightly favoured</b>	Recognisable, 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

#### Violation 1:

Norm: §4 para. 1 no. 3 ORF Act (impartiality) in conjunction with §10 para. 7 ORF Act (adequate consideration of all National Council parties)

Facts: The chancellor's party FPÖ appears in a broadcast covering several government measures (fuel price brake, double budget, non-wage labour costs) with 0% speaking time; government action is communicated exclusively through ÖVP representatives

Evidence: 06:30–09:49 (entire domestic political block) — not a single FPÖ statement; ÖVP Minister Hattmannsdorfer and ÖVP State Secretary represent the government alone

Assessment: The structural absence of the chancellor's party on government topics violates the requirement of adequate consideration; this is not an isolated case, but affects the entire domestic political block of the broadcast

#### Violation 2:

Norm: §4 para. 1 no. 3 ORF Act (impartiality and objectivity)

Facts: Presenters explicitly show solidarity with an internal ORF campaign ("Not with us. And not with either of us.") and thereby abandon the role of neutral reporters

Evidence: 19:21–19:32 — Quote: "Not with us. And not with either of us."

Assessment: §4 ORF Act requires impartiality in reporting; the adoption of a campaign slogan by presenters as their own statement is incompatible with the impartiality requirement, particularly since the campaign is implicitly directed against the current government without the latter being given a voice

#### Violation 3:

Norm: §4 para. 1 no. 3 ORF Act (diversity of opinion)

Facts: The ORF-internal section (Weißmann affair, "Not with us" action) is presented without any counter-perspective from the accused "key actors" (implicitly: government)

Evidence: 18:21–19:32 — Quote: "And against political influence by key actors within the organisation." — no government statement, no independent media law expert

Assessment: The requirement of diversity of opinion demands that where allegations are made against identifiable actors (even if not named), the opposing side is given a voice; this has not occurred here

#### Violation 4:

Norm: §4 para. 1 no. 1 ORF Act (objectivity)

Facts: Repeated use of unsubstantiated claims without primary source ("according to reports", "probably not a coincidence")

Evidence: 07:09 — "According to reports, it is likely to result in an extension"; 10:46 — "Probably not a coincidence in terms of timing"

Assessment: The objectivity requirement demands the separation of facts and assumptions; the formulation "probably not a coincidence" is an unsubstantiated imputation of intent that is not identified as a journalistic assessment

### Overall assessment under §4 ORF Act

The broadcast shows four demonstrable violations of §4 ORF Act, two of which are to be classified as serious: the structural absence of the chancellor's party FPÖ on government topics (§4 para. 1 no. 3 in conjunction with §10 para. 7 ORF Act) and the explicit presenter solidarity with an internal campaign (§4 para. 1 no. 3 ORF Act). The violations are not to be classified as coordinated manipulation, but show a pattern of structural one-sidedness that contradicts the statutory balance mandate of the ORF. A complaint to KommAustria would be promising on the basis of the



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

documented findings — in particular the presenter statement 19:21–19:32 and the complete FPÖ absence in the domestic political block.



## CHAPTER 6 — SOURCE IN-DEPTH CHECK

### Organisation 1: Federal Criminal Police Office (BKA) / Reinhard Nosofsky

- FUNDING:** State (Federal Ministry of the Interior); no private or ecclesiastical funders
- MANDATE:** Criminal prosecution and fraud investigation — fully compatible with statements on fraud call centre
- CONFLICT OF INTEREST:** Institutional interest in presenting own investigative successes (self-promotion); no conflict of interest in factual fraud investigation
  - D1 Conflict of interest: +1 (state, no commercial conflict; slight self-promotion interest)
  - D2 Personal risk: +1 (public statement as authority representative)
  - D3 Professional competence: +2 (head of fraud department on fraud topic)
  - D4 Consistency: +1 (authority statements typically consistent)
  - D5 Emotion vs. data: +1 (authority representative typically data-based)
  - D6 Source level: +2 (primary source — investigative authority)**TOTAL: +8 → SOURCE TRAFFIC LIGHT: GREEN**
- COUNTER-VOICE:** Not required for factual presentation of investigative results; for legal assessments, the defence perspective would be relevant

### Organisation 2: Humana (second-hand clothing containers)

- FUNDING:** Humana People to People — international NGO; funding through clothing sales and donations; partial state subsidies
- MANDATE:** Humanitarian aid and clothing collection — compatible with topic; however, direct institutional interest in the continuation of the containers
- CONFLICT OF INTEREST:** Strong institutional interest in rejecting the ban; Humana is directly affected (over 1,000 containers in Vienna); statement is partisan
  - D1 Conflict of interest: -2 (directly affected, clear conflict of interest)
  - D2 Personal risk: +1 (public statement against city policy)
  - D3 Professional competence: +1 (operator knows the industry)
  - D4 Consistency: 0 (cannot be verified)
  - D5 Emotion vs. data: 0 (objective, but interest-driven)
  - D6 Source level: 0 (Secondary)**TOTAL: 0 → SOURCE TRAFFIC LIGHT: YELLOW**
- COUNTER-VOICE:** Vienna city policy is given a voice (counter-position available) — balance provided here

### Organisation 3: Unnamed psychologist (Epstein)

- FUNDING:** Unknown — no institutional affiliation in transcript
- MANDATE:** Psychological assessment of manipulation patterns — professionally compatible
- CONFLICT OF INTEREST:** Cannot be verified due to lack of affiliation; possible interest in victim protection advocacy
  - D1 Conflict of interest: 0 (cannot be verified)
  - D2 Personal risk: +1 (public statement on a sensitive topic)
  - D3 Professional competence: +2 (psychologist on psychological patterns)
  - D4 Consistency: 0 (cannot be verified)
  - D5 Emotion vs. data: 0 (metaphorical, but substantively objective)
  - D6 Source level: 0 (Secondary)**TOTAL: +3 → SOURCE TRAFFIC LIGHT: YELLOW**
- COUNTER-VOICE:** Legal perspective on the guilt/victim distinction is absent; anonymity of the source is problematic

### Organisation 4: Unnamed US victim's lawyer (Epstein)

- FUNDING:** Private US law firm; funding through client fees (contingency fees in Epstein lawsuits possible)
- MANDATE:** Representation of Epstein victims — direct mandate for victim protection; not neutral on questions of perpetrator-victim distinction



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

**3. CONFLICT OF INTEREST:** Strong institutional interest in portraying the client as a victim (litigation strategy); statements are partisan in the legal sense

- D1 Conflict of interest: -2 (lawyer represents client — structurally partisan)
- D2 Personal risk: +1 (public statement)
- D3 Professional competence: +1 (legal expert on Epstein cases)
- D4 Consistency: 0 (cannot be verified)
- D5 Emotion vs. data: -1 (victim protection framing, appellative)
- D6 Source level: 0 (Secondary)

**TOTAL: -1 → SOURCE TRAFFIC LIGHT: YELLOW**

**5. COUNTER-VOICE:** Legal classification by an independent data protection expert (publication of files) is absent; the perspective of the Austrian woman herself is absent (only the lawyer speaks)

*IMPORTANT: "Recognised" is not a factual qualification. The psychologist and the victim's lawyer are presented in the broadcast without institutional affiliation as expert voices — their credibility is to be assessed not through social attribution, but through the above matrix. Both receive YELLOW, which means: their statements are usable, but are not to be treated as neutral expert assessments.*

*Analysis produced in accordance with Methodological Principle K11+K8 (Version 3.0-detail): All asymmetry findings (criteria 8 and 12) were only classified as demonstrable where the triggering event was documented and a comparable trigger without analogous reaction at other positions could be identified.*

**Source traffic light for participants:**

Source	D1	D2	D3	D4	D5	D6	Total	Traffic light
Federal Criminal Police Office (BKA) / Reinhard Nosofsky	+1	+1	+2	+1	+1	+2	+8	GREEN
Humana (second-hand clothing containers)	-2	+1	+1	0	0	0	0	YELLOW
Unnamed psychologist (Epstein)	0	+1	+2	0	0	0	+3	YELLOW
Unnamed US victim's lawyer (Epstein)	-2	+1	+1	0	-1	0	-1	YELLOW

**Legal and methodological classification**

<b>No finding of fact</b>	The results presented do not constitute findings of fact about 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 considerable imbalance has been identified — not that the editorial team



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

intended this. The methodology makes no statements about motives or strategic objectives.

**Heuristic  
comparison  
instrument**

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 each other.
- 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 National Council parties
- 4. Overall programme diversity:** Diversity and balance across all programmes

#### Supervisory authority

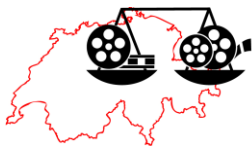
---

- 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: Countable 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 can not only obtain 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

## You can obtain the following books 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. 15 principles are then 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 deliver 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 toolbox — 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 when difficulties arise



**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 more 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 complain. There is even an authority for this: the IBOA, the Independent Complaints 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 review that shows: the IBOA system meets none of the three fundamental criteria — it is not appropriate, not based on separation of powers, not market-based. The authority that is supposed to protect citizens protects above all 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.