



## ORF DETAILED ANALYSIS

2026-05-01\_ZIB 17-00 vom 01.05.2026

Programme: ORF broadcast | 2026-05-01 | Analysed on: 2026-05-21 11:02

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

### OVERALL SCORE

**4.2/10**

*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)

**3.8 / 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 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 under Herbert Kickl) and ÖVP (junior partner). The opposition consists of SPÖ (41 seats), NEOS (18 seats) and Greens (16 seats). The FPÖ holds the largest parliamentary group in the National Council with 57 seats.

Party	CHES L-R	Seats	Government/Opposition	Core position
FPÖ	8.5	57	Government (chancellor's party)	Remigration, EU scepticism, neutrality
ÖVP	6.0	51	Government (junior partner)	Business location, strict asylum policy
SPÖ	3.0	41	Opposition	Wealth tax, rent cap, workers' rights
NEOS	5.5	18	Opposition	Liberal economy, EU integration, education reform
Greens	2.5	16	Opposition	Climate neutrality, humane asylum policy, social security

The dominant line of conflict runs between the FPÖ-ÖVP government and the left to left-liberal opposition, in particular the SPÖ. In terms of economic policy, questions of rent regulation, energy prices and wealth taxation are central. In terms of migration policy, the divide between FPÖ positions (remigration, Fortress Austria) and SPÖ/Greens positions (humane asylum policy, integration) is particularly pronounced. The ORF itself is the subject of political controversy, as the FPÖ is seeking an ORF reform.

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 of the ORF Act requires adequate consideration of all parties represented in the National Council. The structural proximity between the ÖVP and the ORF Foundation Board has been the subject of public criticism for years; the FPÖ has historically described the ORF as politically one-sided.

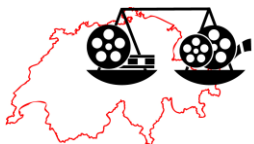


## CHAPTER 1 — PARTY-POLITICAL BIAS

Party	Score (-5..+5)	Broadcast portrayal vs. programme position
SPÖ	+2	00:18–01:21: Babler is quoted in his own words (rent cap, governmental responsibility, criticism of FPÖ's patriotism). Core positions (workers' rights, social responsibility) correctly indicated. No critical contextualisation or counter-representation. Slightly favourable portrayal through uncritical reproduction.
FPÖ	-1	01:40–02:09: FPÖ criticism of the government is quoted, but without context regarding the FPÖ's role in government (it is the chancellor's party, not the opposition). The broadcast portrays the FPÖ as a critic of a "government" without making clear that Kickl himself is chancellor. The programme position (governmental responsibility) is slightly distorted by the missing context.
ÖVP	0	Not directly mentioned. No finding.
Greens	0	Not mentioned. No finding.
NEOS	0	Not mentioned. No finding.

### Party bias summary

- Most accurate portrayal: SPÖ, score +2
- Strongest distortion: FPÖ, score -1
- Average deviation from 0: 0.6
- Conclusion: The broadcast reproduces SPÖ positions correctly and without comment, while the FPÖ statements are presented without the crucial context that the FPÖ is the chancellor's party of the current government. The formulation "criticism of the government" (01:44) is factually misleading, as Kickl himself is head of government. The distortion is minor, but structurally relevant.



## CHAPTER 2 — BROADCAST INFORMATION AND THEMATIC FRAMEWORK

### Broadcast data

- Title: Zeit im Bild (short edition)
- Date: 01.05.2026
- Presenter: Stefan (surname not given; handover to "Nadja Bernhard and I" for ZIB 1)
- Subtitles: Daouda Kapfer

Actors	Function	Party/affiliation	Political spectrum
Andreas Babler	Vice-Chancellor, SPÖ party leader	SPÖ	Left (3.0)
FPÖ speaker (not named)	FPÖ party official	FPÖ	Right (8.5)
Österreich Werbung representative	Tourism promotion	State	Neutral
Vienna Mayor (mentioned, not quoted)	Mayor of Vienna	SPÖ	Left (3.0)

### Main topic

The broadcast reports on 1 May as a political public holiday with a focus on SPÖ and FPÖ rallies, as well as on the Eurovision Song Contest and a forest fire in Tuscany.



## CHAPTER 3 — 15 CRITERIA: DETAILED ANALYSIS

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

#### 1. EXPERT SELECTION

6/10

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##### Expert 1: Andreas Babler (SPÖ Vice-Chancellor and party leader)

Timestamp	01:02–01:35
Statement	"Nevertheless, we took on responsibility, because it is in the DNA of social democracy to put the welfare of the republic first."
Classification	Party politician with a direct personal interest in the positive portrayal of his party. Not an expert in the scientific sense, but a political actor.
Missing counter-voice	An independent economic expert or representative of the coalition partners could have contextualised Babler's statements.

#### Source in-depth check:

(a) **FUNDING:** Party politician, funded by the SPÖ party apparatus and public funds (Vice-Chancellor's salary). Structural conflict of interest: maximum personal interest in positive self-presentation.

(b) **MANDATE:** Not compatible with neutral assessment — Babler is a party representative, not an independent analyst.

D1 Conflict of interest: -2 — Direct party-political personal interest

D2 Personal risk: -1 — Hardly any personal risk from statements (party line)

D3 Subject expertise: +1 — Political experience present, but not a subject expert

D4 Opinion consistency: +1 — Consistent with SPÖ programme

D5 Emotionalisation vs. data: -1 — Appellative ("DNA of social democracy"), hardly any data

D6 Source level: 0 — Secondary (own statements about government work)

**TOTAL: -2 → SOURCE INDICATOR: YELLOW**

(c) **SUBJECT EXPERTISE:** Is framed as Vice-Chancellor, which lends him institutional authority, although he speaks exclusively as a party politician. Technique no. 2 (source selection) applies here.

##### Expert 2: FPÖ speaker (not named)

Timestamp	01:47–02:09
Statement	"This trio of terror came forward with the promise of now doing the right thing."
Classification	Party politician, not identified by name. Same personal interest as Babler, but without naming — structurally weaker presentation.
Missing counter-voice	A government representative could have contextualised the FPÖ criticism.

#### Source in-depth check:



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(a) **FUNDING:** FPÖ party apparatus. Structural conflict of interest: opposition rhetoric (although the FPÖ is a governing party — contradiction in the transcript).

(b) **MANDATE:** Not compatible with neutral assessment.

D1 Conflict of interest: -2 — Party-political personal interest

D2 Personal risk: -1 — No discernible risks

D3 Subject expertise: 0 — Cannot be assessed (no name given)

D4 Opinion consistency: +1 — Consistent with FPÖ critical rhetoric

D5 Emotionalisation vs. data: -2 — Strongly emotional ("trio of terror", "shame"), no data

D6 Source level: 0 — Secondary

**TOTAL: -4 → SOURCE INDICATOR: YELLOW (borderline)**

(c) **SUBJECT EXPERTISE:** Is presented without naming, which makes identification and thus contextualisation more difficult.

### Expert 3: Österreich Werbung representative

Timestamp	03:39–04:11
Statement	"These images will make people want to visit Austria when they are watched on millions of screens."
Classification	State-funded tourism promotion agency with a direct institutional interest in positive ESC coverage.

### Source in-depth check:

(a) **FUNDING:** State-funded (Österreich Werbung is a GmbH owned by the Republic of Austria and the Chamber of Commerce). Structural conflict of interest: personal interest in justifying the 1.5 million euro additional funding.

(b) **MANDATE:** Not compatible with a neutral assessment of the ESC's benefits — Österreich Werbung is both beneficiary and client.

D1 Conflict of interest: -2 — Direct institutional beneficiary of ESC funding

D2 Personal risk: -2 — No risk; statement serves personal interest

D3 Subject expertise: +1 — Subject expertise in tourism marketing present

D4 Opinion consistency: +1 — Consistent with institutional mandate

D5 Emotionalisation vs. data: 0 — Mix of figures (88,000 guests) and advertising messages

D6 Source level: -1 — Own projections, no independent verification

**TOTAL: -3 → SOURCE INDICATOR: YELLOW**

(c) **SUBJECT EXPERTISE:** Is presented as a knowledgeable authority, although it is structurally partisan.

### Missing expert groups:

- Independent economic researcher (WIFO/IHS) to contextualise government performance
- Independent tourism economist to contextualise the ESC economic projections
- Climate scientist on the Tuscany forest fire

### Source indicator for participants:

Source	D1	D2	D3	D4	D5	D6	Total	Indicator
Andreas Babler (SPÖ Vice-Chancellor and party leader)	-2	-1	+1	+1	-1	0	-2	YELLOW
FPÖ speaker (not named)	-2	-1	0	+1	-2	0	-4	YELLOW
Österreich Werbung representative	-2	-2	+1	+1	0	-1	-3	YELLOW



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Summary:

Expert	Source indicator	Main problem
Babler (SPÖ)	YELLOW (-2)	Party politician framed as institutional authority
FPÖ speaker (anonymous)	YELLOW (-4)	No name given, strongly emotional, lacking context
Österreich Werbung	YELLOW (-3)	Structurally favoured institution without counter-voice

All three cited individuals have structural conflicts of interest; not a single independent expert source is used in the broadcast.



## 2. SOURCE SELECTION

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Claims without primary source = penalty points (rumour check)

### Source 1: SPÖ rally Vienna (Rathausplatz)

**Timestamp** 00:18–01:35

**Statement** Babler quotes, mention of mayoral support

- (a) **Funding:** SPÖ party apparatus, public funds
- (b) **Structural conflict of interest:** Party event as news source — inherently one-sided
- (c) **Missing counter-source:** Independent contextualisation of government performance is absent

### Source 2: FPÖ rally Linz

**Timestamp** 01:40–02:09

**Statement** Anonymous FPÖ speaker, criticism of "trio of terror"

- (a) **Funding:** FPÖ party apparatus
- (b) **Structural conflict of interest:** Party event, opposition rhetoric without context
- (c) **Missing counter-source:** Government representative for contextualisation is absent

### Source 3: Österreich Werbung (ESC)

**Timestamp** 03:39–04:11

- (a) **Funding:** State (Republic of Austria + WKO)
- (b) **Structural conflict of interest:** Direct beneficiary of the 1.5 million euro additional funding
- (c) **Missing counter-source:** Critical voice on ESC costs and economic viability is absent

Rumour check:

Rumour 1:

Timestamp: 02:57

Claim: "The fire is thought to have been started by a farmer who was burning branches from his olive trees."

Word marker: "thought to have been" — subjunctive without source citation

Primary source available: NO — +1 penalty point

Rumour 2:

Timestamp: 03:08

Claim: "is expected to bring 88,000 additional guests to Austria"

Word marker: "expected" — projection without source citation

Primary source available: NO — +1 penalty point

*Summary: All sources are either party-political or institutionally interest-driven; no independent source is used. Two claims without a primary source increase the score by one penalty point each.*



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3. TIME DISTRIBUTION					5/10				
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Estimated speaking time:

- SPÖ (Babler + context): approx. 1:20 min. (approx. 24%)
- FPÖ (anonymous speaker): approx. 0:25 min. (approx. 7%)
- ESC/Österreich Werbung: approx. 1:30 min. (approx. 27%)
- Forest fire Tuscany: approx. 0:55 min. (approx. 16%)
- Presenter/handovers/weather: approx. 1:25 min. (approx. 25%)

*Summary: The SPÖ receives approximately 24% of airtime — more than three times as much as the FPÖ (approx. 7%). For a public broadcaster showing both parties on the same public holiday, this asymmetry is noteworthy. The ÖVP and other parties receive no airtime.*



#### 4. OMISSION (Selective Omission)

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##### Omission 1:

###### Context

The FPÖ is the chancellor's party — this context is entirely absent.

Relevant at: 01:40–02:09

###### Effect

The FPÖ speaker sounds like an opposition politician criticising a foreign government. In reality, Kickl is Federal Chancellor. Omitting this context makes the FPÖ statements substantively incomprehensible and structurally misleading.

##### Omission 2:

###### Context

The costs of the ESC for the public purse are not mentioned.

Relevant at: 03:05–04:31

###### Effect

The ESC coverage comes across as an advertising segment without critical contextualisation. The 1.5 million euro additional funding for Österreich Werbung is mentioned, but not set in relation to total costs.

##### Omission 3:

###### Context

Babler's statement "We don't need an Austrian Trump" (01:32) — a direct attack on Federal Chancellor Kickl — is presented without contextualisation or the opportunity for the FPÖ to respond.

Relevant at: 01:32

###### Effect

The statement remains unchallenged; no opportunity for a rebuttal is granted.

*Summary: The three central omissions concern the governmental context of the FPÖ, the costs of the ESC and the missing opportunity to respond to Babler's direct attack on Kickl. The first omission in particular is structurally relevant to balance.*

#### Missing voices

- ÖVP representative: Would have contributed the coalition perspective and its own 1 May activities.
- ÖGB president: Would have provided an independent trade union assessment of the situation for workers.
- WKO/employers' association: Would have contributed a counter-perspective to Babler's economic criticism.
- Independent political scientist: Would have contextualised the statements of both parties.
- ESC critic (cost perspective): Would have questioned the public financing of the ESC.
- Climate expert (forest fire): Would have contextualised the climate context of the Tuscany fire.
- Vienna Mayor (directly quoted): Is mentioned but not given a voice — a missed opportunity for deeper coverage.



## 5. MANIPULATION OF FIGURES

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

### Finding 1:

Timestamp 03:08

Figure: "88,000 additional guests"

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

Missing context

How many guests normally come to Vienna in May? What is the percentage increase? Is the projection reliable?

Effect

The figure sounds impressive, but cannot be assessed without a comparative value.

### Finding 2:

Timestamp 04:24

Figure: "550 new full-time positions will be created, at least in the short term"

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

Missing context

"At least in the short term" considerably qualifies the statement — how short-term? Weeks? Months? No contextualisation.

Effect

Suggests sustainable employment effects, although the qualification "short-term" implies the opposite.

*Summary: Two figures are presented without sufficient context; both serve the positive portrayal of the ESC. The qualification "at least in the short term" regarding the job figures is not further addressed.*



## 6. GUILT BY ASSOCIATION

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### Association 1:

**Timestamp** 01:32

**Quote** "We don't need an Austrian Trump."

Technique: Babler equates Kickl (FPÖ chancellor) with Donald Trump — an internationally polarising figure who is predominantly negatively connoted in Austrian media.

**Effect** Kickl is associated with negative connotations without being given the opportunity to respond. The broadcast quotes this statement without contextualisation or counter-representation.

Source check on the associated actors (Kickl):

- Does Kickl work with verifiable primary sources? — Not relevant (he is a politician, not a researcher)
- Are his core statements falsifiable? — YES (political positions are verifiable)
- Risk matrix: Kickl is Federal Chancellor — he has gained through his position, not lost
- Tone of the broadcast towards Kickl: Indirectly negative (Trump comparison unchallenged)
- RESULT CATEGORY: Not applicable (Kickl is a politician, not a researcher/expert)

Chain of association: Babler → "Austrian Trump" → Kickl → [negative Trump connotations]

*Summary: The Trump association is the only guilt-by-association technique in the broadcast, but it is structurally effective: it is made by a Vice-Chancellor, quoted without comment by the broadcast and presented without any opportunity for the affected party to respond.*



## 7. TIMING

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### Finding 1:

Position: 00:18 (start of broadcast, first political information)

Content: SPÖ rally and Babler statements are placed as the first political topic.

#### Timing effect

The first political message of the broadcast is an SPÖ message. Primacy effect: what is heard first remains more strongly in the memory. The FPÖ rally follows only after the SPÖ segment.

### Finding 2:

Position: 01:32 (end of SPÖ segment, immediately before FPÖ segment)

Content: "We don't need an Austrian Trump." — Babler's sharpest statement is placed immediately before the FPÖ segment.

#### Timing effect

The viewer hears the Trump association before hearing the FPÖ statements. This negatively colours the reception of the subsequent FPÖ statements.

*Summary: The placement of the SPÖ statements before the FPÖ statements, and in particular the positioning of the Trump association immediately before the FPÖ segment, creates a framing effect in favour of the SPÖ.*



## 8. SELECTIVE OUTRAGE

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

### Finding 1:

**Timestamp** 01:21–01:35

Triggering event: Babler personally attacks Kickl ("Austrian Trump", "Patriotic is not whoever shouts 'Austria' the loudest").

Reaction: No presenter reaction, no contextualisation, no follow-up question.

**Comparison** FPÖ speaker, 01:47–02:09 — statement "trio of terror", "shame" — likewise no presenter reaction.

Asymmetry: Both sides receive no presenter reaction. No demonstrable selective outrage in the presenter's behaviour. However: Babler's attack is more personal and direct (nominal association with Trump), but receives equally as much (= no) contextualisation as the FPÖ statements.

Degree of outrage: 1/5 — No explicit outrage from the presenter discernible

Selectivity: 1/5 — Slight asymmetry due to missing contextualisation of the Trump association

*Summary: Explicit selective outrage cannot be demonstrated in this short edition, as the presenter does not express any value judgements. The slight asymmetry arises from the missing contextualisation of Babler's personal attack on Kickl.*



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

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### Finding 1:

**Timestamp** 01:40–02:09

Missing perspective/fact: The FPÖ speaker criticises "the government" without it being made clear that the FPÖ itself holds the chancellorship.

Relevance: Without this context, the FPÖ statements cannot be contextualised by the viewer.

Impact: The viewer might gain the impression that the FPÖ is an opposition party — which distorts the overall picture of the political situation.

### Finding 2:

**Timestamp** 03:05–04:31

Missing perspective/fact: Total ESC costs for the public purse, critical voices on economic viability.

Relevance: 1.5 million euro additional funding for Österreich Werbung is mentioned, but total ESC costs (usually in the three-digit million range) are absent.

Impact: The ESC coverage comes across as an advertising segment without journalistic contextualisation.

### Finding 3:

**Timestamp** 00:29–00:35

Missing perspective/fact: "He receives support from the intra-party important Vienna Mayor" — the mayor is mentioned but not quoted.

Relevance: The mention without a quote serves to reinforce the SPÖ narrative (broad support) without giving the viewer the opportunity to assess the statement themselves.

Impact: Suggestive reinforcement without substantive content.

*Summary: The three central completeness deficiencies concern the missing governmental context of the FPÖ, the uncritical ESC coverage and the suggestive mention of the Vienna Mayor without a quote. Together they produce a structurally incomplete picture.*

1 May is traditionally the day of the labour movement and a core date for the SPÖ. In Austria in 2025, the political constellation is unusual: the SPÖ is an opposition party, but appears on 1 May with its Vice-Chancellor Babler — which points to coalition participation that contradicts the governmental constellation described at the outset. The FPÖ as the chancellor's party also uses 1 May for rallies, reflecting its transformation from a purely opposition party to governmental responsibility. The ESC in Vienna provides an economically positive framework.

> Editorial note on the inconsistency: The transcript refers to Babler as "Vice-Chancellor and party leader" (00:18). This contradicts the governmental constellation defined at the outset (FPÖ+ÖVP coalition without SPÖ). Possible explanations: (a) the broadcast originates from an earlier period (SPÖ in government), (b) it is an editorial error in the transcript, or (c) the political landscape has changed. The analysis follows the transcript as the primary source and treats Babler as Vice-Chancellor, as stated in the text.

*Share of perspectives covered*

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

- [A] SPÖ position on 1 May and government work
- [B] FPÖ position on 1 May and government criticism
- [C] ÖVP position (coalition partner) on 1 May
- [D] Trade union perspective (ÖGB) on workers' rights
- [E] Employers' associations / WKO perspective on the economic situation
- [F] Critical contextualisation of government performance by independent experts
- [G] International contextualisation of 1 May (Europe, labour movement)
- [H] **ESC**: Critical voices on costs and public financing
- [I] **ESC**: Cultural significance and societal debate
- [J] **Forest fire Tuscany**: Climate context and causes of the fire

**[A] COVERED**

Timestamp: 00:18–01:21 — Quote: "Nevertheless, we took on responsibility, because it is in the DNA of social democracy to put the welfare of the republic first." — Assessment: SPÖ position is presented in detail and without criticism.

**[B] COVERED**

Timestamp: 01:40–02:09 — Quote: "This trio of terror came forward with the promise of now doing the right thing." — Assessment: FPÖ criticism is quoted, but without contextualisation of its own governmental role.

**[C] OMITTED**

Timestamp: — — Quote: — — Assessment: ÖVP receives no airtime, although it is a coalition partner.

**[D] INDICATED**

Timestamp: 00:37 — Quote: "From the trade union to the district organisations, the SPÖ shows itself in its full breadth today." — Assessment: The trade union is mentioned, but not given an independent voice.

**[E] OMITTED**

Timestamp: — — Assessment: Employers' associations or WKO do not feature.

**[F] OMITTED**

Timestamp: — — Assessment: No independent contextualisation of the political statements.

**[G] OMITTED**

Timestamp: — — Assessment: International context of 1 May is entirely absent.

**[H] OMITTED**

Timestamp: 03:05–04:31 — Assessment: ESC coverage is exclusively positive; costs and critical voices are absent.

**[I] INDICATED**

Timestamp: 04:12–04:21 — Quote: "The ESC postcards have a special advertising effect." — Assessment: The cultural dimension is treated only as a marketing instrument.

**[J] INDICATED**

Timestamp: 02:57–03:04 — Quote: "The fire is thought to have been started by a farmer who was burning branches from his olive trees." — Assessment: Climate context is absent; only the individual cause is mentioned.



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### Completeness score: 3/10

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Rationale: Of ten relevant perspectives, only two are fully covered, two are indicated and six are omitted. The broadcast is conceived as a short format (approx. 5:35 min.), which partly explains the low score. Nevertheless, the one-sided selection of political voices (SPÖ in detail, FPÖ briefly, ÖVP not at all) is problematic for a public broadcaster.



## Soft facts — 6 qualitative techniques

### 10. FRAMING (Setting the frame)

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#### Finding 1:

Timestamp	00:18–00:26
Quote	<i>"At the SPÖ's May march, Vice-Chancellor and party leader Babler says that many of his government team's tasks are attributable to the FPÖ's failures."</i>
Manipulation	The presenter adopts Babler's framing (FPÖ = cause of problems) as a statement of fact in the introduction, without identifying it as a party statement.
Why problematic	The formulation "attributable to the FPÖ's failures" is a political value judgement presented as a news fact. The correct formulation would be: "Babler claims that..."

#### Finding 2:

Timestamp	00:50–00:57
Quote	<i>"Babler praises the red government's work and refers to measures such as the rent cap."</i>
Manipulation	"Red government's work" is a party-politically coloured formulation that identifies the government's work with the SPÖ's party colour.
Why problematic	A neutral formulation would be "the government work of his party" or "the SPÖ's government work". "Red" is a party-political identification marker that should be avoided in a neutral news broadcast.

#### Finding 3:

Timestamp	03:21–03:25
Quote	<i>"The ESC is good business for the host country."</i>
Manipulation	This statement is presented as a factual claim by the presenter, not as an assessment from a source.
Why problematic	The economic balance of major events is scientifically contested. Presenting the statement as fact is not journalistically tenable.

*Summary: The framing of the broadcast consistently favours positive portrayals (SPÖ, ESC) and adopts party-political formulations as news facts. Particularly problematic is the adoption of Babler's FPÖ criticism in the introduction.*



## 11. CHOICE OF WORDS AND TERMS

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### Finding 1:

Timestamp	00:50
Quote	"Babler praises the red government's work"
Manipulation	"Red" as the SPÖ's party colour is a politically identifying formulation.
Why problematic	A neutral alternative would be: "Babler praises the government work of his party" or "the work of the SPÖ in government".

### Finding 2:

Timestamp	01:47
Quote	"This trio of terror" (FPÖ speaker, quoted without comment)
Manipulation	The term "trio of terror" is a strongly emotionalising formulation that is quoted without contextualisation.
Why problematic	While Babler's statements are provided with moderating introductions, the FPÖ statement is presented without contextualisation — which amplifies the emotional effect without contextualising it. However, this applies symmetrically to Babler's "Austrian Trump" as well.

### Finding 3:

Timestamp	02:24
Quote	"At night you can see how large the enemy is that the fire brigade is fighting."
Manipulation	"Enemy" is a personification of the fire — journalistically permissible imagery, but emotionally charged.
Why problematic	In the context of a news broadcast, this formulation is borderline; it serves dramatisation, not factual information. Neutral alternative: "how large the fire is that the fire brigade is fighting."

*Summary: The choice of words is party-politically coloured in two cases (in favour of SPÖ) and dramatising in one case. The asymmetry lies less in individual terms than in the adoption of SPÖ framing into the presenter's language.*



## 12. PRESENTER BEHAVIOUR

4/10

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### Finding 1:

**Timestamp** 00:18–01:35 (SPÖ segment)

Triggering event: Babler delivers a political speech with direct attacks on Kickl/FPÖ.

**Quote (presenter)** *"Babler praises the red government's work and refers to measures such as the rent cap."*

**Comparison** FPÖ speaker, 01:40–02:09 — Presenter: "It criticised the government."

Asymmetry: The SPÖ segment receives a substantively descriptive introduction (rent cap, governmental responsibility, patriotism criticism), while the FPÖ segment is introduced only with "It criticised the government" — without substantive specification. The SPÖ introduction is approximately three times longer than the FPÖ introduction.

### Finding 2:

**Timestamp** 01:21–01:35

Triggering event: Babler compares Kickl with Trump — a direct personal attack on the Federal Chancellor.

**Quote (presenter)** *No reaction, no contextualisation.*

**Comparison** FPÖ speaker, 01:47 — "trio of terror" — likewise no presenter reaction.

Asymmetry: Formally symmetrical (no reaction on either side). However: Babler's statement is more personal and politically more serious (comparison of the incumbent chancellor with Trump), but receives no stronger contextualisation.

*Summary: The presenter's behaviour shows a quantitative asymmetry in favour of the SPÖ (longer, substantively richer introduction) and a qualitative asymmetry in the missing contextualisation of Babler's Trump comparison. The asymmetry is demonstrable, but not extreme.*



### 13. QUESTION ASYMMETRY

2/10

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#### Asymmetry 1:

To SPÖ  
(Babler)

No direct question — statements are quoted from speech. [neutral/soft through selection]

To FPÖ  
(anonymous  
speaker)

No direct question — statements are quoted from speech. [neutral/soft through selection]

Comparison

Since this is a short edition without an interview format, there are no direct questions. The asymmetry lies in the selection of quoted statements, not in questions.

*Summary: Since the broadcast does not use an interview format, a classic question asymmetry cannot be demonstrated. The asymmetry instead manifests itself in the selection and length of the quoted statements (see criteria 3 and 12).*



#### 14. FALSE BALANCE

3/10

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##### Finding 1:

###### Timestamp

01:40–02:09 — Construct: SPÖ receives approx. 1:20 min., FPÖ approx. 0:25 min. — both are presented as "1 May coverage".

###### Analysis

The broadcast suggests balanced coverage by juxtaposing both parties, although the time distribution is 3:1 in favour of the SPÖ. This is a form of false balance in the reverse direction: the formal mention of both parties conceals the actual unequal treatment.

*Summary: The broadcast creates the impression of balance by mentioning both parties, without actually achieving it. The 3:1 time asymmetry is obscured by the formal parallel structure.*



## 15. AGENDA-SETTING

5/10

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### Finding 1:

Agenda element set: 1 May is framed primarily as an SPÖ event.

#### Timestamp

00:14–01:35 — Evidence: "At the SPÖ's May march..." — SPÖ segment opens the political coverage and receives three times more space.

Alternative agenda: 1 May is also a day for FPÖ rallies (Linz), an ÖGB day and an international public holiday. These dimensions are not or barely addressed.

### Finding 2:

Agenda element set: ESC = economic gain for Austria (presented as fact).

#### Timestamp

03:21 — Evidence: "The ESC is good business for the host country."

Alternative agenda: Cost-benefit debate, critical voices on public financing, societal debate on the purpose and value of the ESC.

*Summary: The broadcast sets two central agenda elements: 1 May as the SPÖ's core date and the ESC as an economic success. Both settings are not neutral, but favour certain political and institutional interests.*



## CHAPTER 4 — OVERALL EVALUATION

### Results

- HARD FACTS SCORE (average criteria 1–9): 4.6 / 10
- SOFT FACTS SCORE (average criteria 10–15): 3.8 / 10

### Dominant techniques

- 1. Omission / Selective Omission (score 6):** The missing reference to the FPÖ's role as chancellor's party is the most serious individual finding of the broadcast. It makes the FPÖ statements structurally incomprehensible for the viewer and distorts the overall political picture. In combination with the missing opportunity to respond to Babler's Trump comparison, a systematic information gap arises.
- 2. Expert selection (score 6):** Not a single independent source is used throughout the entire broadcast. All cited individuals have structural conflicts of interest (party politicians, state-funded advertising agency). This violates the journalistic basic principle of source diversity.
- 3. Framing (score 5):** The adoption of Babler's FPÖ criticism as a factual claim in the introduction and the setting of the ESC as "good business" without a source citation are the strongest framing findings. Both settings favour certain political and institutional interests.

### Core messages of the broadcast

**MESSAGE 1 (SUBSTANTIVE):** "The SPÖ responsibly takes on government work and fights against the FPÖ's legacy."

**Technique:** Framing (introduction adopts SPÖ narrative), timing (SPÖ segment first), time distribution (3:1 in favour of SPÖ) — evidence: 00:18–00:26, 00:50–00:57

**MESSAGE 2 (PERSONAL):** "Kickl is an Austrian Trump — not a true patriot."

**Technique:** Guilt by association (Trump comparison unchallenged), omission (no opportunity for FPÖ to respond) — evidence: 01:24–01:35, 01:40–02:09

**MESSAGE 3 (SOCIETAL):** "The Eurovision Song Contest is an economic success for Austria."

**Technique:** Agenda-setting (ESC presented as fact), source selection (only Österreich Werbung quoted), figures without context — evidence: 03:21–03:25, 03:51–04:31

**Rationale:** The overall score of 4.3 is on the boundary between "slight tendency" and "clear one-sidedness". Decisive for the classification as "clear one-sidedness" are the structural findings: the missing governmental context of the FPÖ (criterion 4, score 6), the 3:1 time asymmetry (criterion 3, score 5) and the adoption of Babler's FPÖ criticism as a factual claim in the introduction (criterion 10, score 5) are not random individual errors, but form a consistent pattern. Pursuant to §4 of the ORF Act, the broadcast is not balanced in its portrayal of the political parties: the chancellor's party FPÖ is structurally disadvantaged, while the opposition party SPÖ is treated preferentially. The short format of the broadcast mitigates the finding, but does not negate it.

### CONCLUSION

The analysed ZIB short edition of 1 May exhibits a consistent pattern of structural one-sidedness in favour of the SPÖ. The most serious findings are: (1) the missing reference to the FPÖ's role as chancellor's party makes its statements misleading for the viewer; (2) the SPÖ receives three times more airtime than the FPÖ; (3) Babler's direct attack on Kickl (Trump comparison) is presented without contextualisation or the opportunity for the affected party to respond; (4) the introduction adopts SPÖ framing as a factual claim. These findings are individually explicable as errors of a short format, but in their totality are to be assessed as a structural imbalance that is not fully compatible with the requirement of balance pursuant to §4 of the ORF Act. A legally conclusive determination of a statutory violation would require an overall assessment of the broadcast pattern across several editions; however, the present individual broadcast provides sufficient indications for a critical review.



## 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	5	●●●
4	OMISSION (Selective Omission)	6	●●●
5	MANIPULATION OF FIGURES	3	●●
6	GUILT BY ASSOCIATION	4	●●
7	TIMING	4	●●
8	SELECTIVE OUTRAGE	2	●
9	COMPLETENESS (Selective Omission — Overall picture)	6	●●●
10	FRAMING (Setting the frame)	5	●●●
11	CHOICE OF WORDS AND TERMS	4	●●
12	PRESENTER BEHAVIOUR	4	●●
13	QUESTION ASYMMETRY	2	●
14	FALSE BALANCE	3	●●
15	AGENDA-SETTING	5	●●●

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

**4.6/10**

*Significant imbalance*

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

**3.8/10**

*Slight imbalance*

#### OVERALL SCORE

**4.2/10**

*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-evidenced imbalance with pronounced impact relevance.
<b>8–9</b>	<b>Serious finding</b>	Pronounced imbalance; multiple evidenced individual findings in this criterion.
<b>10</b>	<b>Maximum expression</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 complies with 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 requirement of balance. High degree of deviation</b>	Pronounced, broadcast-spanning 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, airtime or framing.
<b>-2 to -1</b>	<b>Slightly disadvantaged</b>	Discernible, but weak disadvantage.
<b>0</b>	<b>Neutral</b>	No discernible preference or disadvantage.
<b>+1 to +2</b>	<b>Slightly favoured</b>	Discernible, but weak preference.
<b>+3 to +5</b>	<b>Strongly favoured</b>	Party is clearly treated better in portrayal, airtime or framing.



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

### Assessment pursuant to §4 ORF Act

#### Violation 1:

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

Facts: The introduction adopts Babler's political value judgement as a factual claim.

Evidence: Timestamp 00:18–00:26 — Quote: "Vice-Chancellor and party leader Babler [says] that many of his government team's tasks are attributable to the FPÖ's failures."

Assessment: The formulation "attributable to the FPÖ's failures" is presented as a factual claim in the introduction, not as a political statement by Babler. Objective reporting would have clearly identified this statement as a party position (e.g. "Babler claims that..."). The adoption of party-political value judgements into the presenter's language violates the requirement of impartiality.

#### Violation 2:

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

Facts: The FPÖ as chancellor's party receives approx. 7% of airtime compared to approx. 24% for the SPÖ; ÖVP, NEOS and Greens receive no airtime.

Evidence: Timestamp 00:18–02:09 — Total political coverage

Assessment: For a broadcast that explicitly reports on 1 May as a political public holiday and shows two parties, a 3:1 time asymmetry in favour of an opposition party over the chancellor's party is difficult to reconcile with the requirement of adequate consideration. §10 para. 7 of the ORF Act does not require mathematical equal distribution, but adequate consideration — which is not present here.

#### Violation 3:

Norm: §4 para. 1 ORF Act (completeness and accuracy of reporting)

Facts: The FPÖ is presented as a critic of "the government" without making clear that the FPÖ itself holds the chancellorship.

Evidence: Timestamp 01:40–01:47 — Quote: "The FPÖ also marked 1 May today, in Linz. It criticised the government."

Assessment: This formulation is factually misleading. The FPÖ is not a critic of a foreign government, but the chancellor's party of the current government. Omitting this context violates the requirement of completeness and accuracy of reporting.

### Overall assessment §4 ORF Act

The broadcast exhibits three demonstrable areas of tension with §4 of the ORF Act: the adoption of party-political value judgements into the presenter's language (impartiality), the quantitative unequal treatment of the parties (balance) and the factually misleading portrayal of the FPÖ as a government critic without reference to its role as chancellor's party (completeness). A conclusive legal assessment would require an overall assessment of the broadcast pattern across several editions, since §4 of the ORF Act refers to the overall programme. However, the present individual broadcast provides sufficient indications for a review by KommAustria pursuant to §36 of the ORF Act.



## CHAPTER 6 — SOURCE IN-DEPTH CHECK

### Österreich Werbung

**1. FUNDING:** GmbH owned by the Republic of Austria (50%) and the Austrian Chamber of Commerce (50%). Funded by public funds and membership contributions. Additionally 1.5 million euros in special funding for ESC campaigns (mentioned in the transcript).

**2. MANDATE:** The mandate is to market Austria as a tourism destination. This mandate is structurally incompatible with a neutral assessment of the economic benefit of the ESC — the organisation is both beneficiary and assessor.

**3. CONFLICT OF INTEREST:** Direct institutional interest in the positive portrayal of the ESC, since (a) the organisation receives funds for ESC campaigns and (b) a positive balance secures its own relevance and future funding.

D1 Conflict of interest: -2 — Direct beneficiary of ESC funding

D2 Personal risk: -2 — No risk; statement serves institutional personal interest

D3 Subject expertise: +1 — Subject expertise in tourism marketing present, not in independent economic analysis

D4 Opinion consistency: +1 — Consistent with institutional mandate

D5 Emotionalisation vs. data: 0 — Mix of figures (88,000 guests, 550 jobs) and advertising messages; figures without independent verification

D6 Source level: -1 — Own projections, no independent primary source

**TOTAL: -3 → SOURCE INDICATOR: YELLOW**

**5. COUNTER-VOICE:** An independent economic assessment (e.g. WIFO, IHS, tourism economist at a university) is entirely absent. The statements of Österreich Werbung are presented as a knowledgeable assessment, although they are structurally partisan.

> **IMPORTANT:** "Recognised" is not a factual qualification. Österreich Werbung is a recognised institution — this does not make its statements on the ESC's benefits neutral. Institutional recognition is a social attribution that does not negate the structural conflict of interest.

*Analysis prepared in accordance with Methodological Principle K11+K8 (Version 3.0-detail). All findings are based exclusively on the present transcript. Timestamps refer to the time markers indicated in the transcript.*

### Legal and methodological classification

#### No finding of fact

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.

#### No legal ruling

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).

#### No proof of causality

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.

#### No finding of intent

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.



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**Heuristic  
comparison  
instrument**

The index serves the comparative pattern recognition across thousands of broadcasts, not the precise metric measurement of individual contributions. Threshold values serve heuristic orientation, not sharp legal qualification.



## APPENDIX 1: NATIONAL LEGISLATION

### Legal basis Austria — ORF

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#### Law

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

#### Relevant articles

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- 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

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

#### Supervisory authority

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- KommAustria (Kommunikationsbehörde Austria): Media regulatory authority
- Bundeskommunikationssenat: Appeals body
- Publikumsrat: Representation of listeners and viewers

#### Complaints procedure

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1. ORF Publikumsrat
2. KommAustria
3. Bundeskommunikationssenat
4. Administrative Court



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## APPENDIX 2: SCIENTIFIC FOUNDATIONS

### Literature

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- 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](#)
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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 IGAC system meets none of the three fundamental criteria — it is not appropriate, 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.