



## CBC DETAILED ANALYSIS

20241230\_Canada : More Than Two-Third Canadians Feel Trudeau Should Resign / World News

Broadcast: | Analyzed: 2026-05-06 08:43

Version 2.0-detail | Konverter 3.0 (2026-03-19) | Standard: Broadcasting Act s. 3(1)(l)

### STEP 0 — BROADCAST INFO & TOPIC CONTEXT

#### ## Basic Broadcast Information

Broadcast Title: Power & Politics (CBC News Network)

File Reference: 20241230 — "Canada: More Than Two-Thirds of Canadians Feel Trudeau Should Resign"

Estimated Broadcast Date: December 30, 2024

Approximate Length: ~2–3 minutes (short segment, likely a news brief or package)

Moderator/Anchor: Not identifiable by name from transcript; single narrator voice apparent

Guests/Interviewees: None identifiable; no named guests appear in the transcript

Format: Narrated news package — no live guests, no panel, no interview

#### ## Main Topic

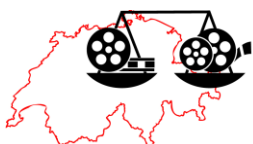
The broadcast reports on polling data indicating that a large majority of Canadians want Prime Minister Justin Trudeau to resign, situating this within the broader Liberal Party political crisis following the resignation of Finance Minister and Deputy Prime Minister Chrystia Freeland.

#### ## Current Context (State of Public Debate)

By late December 2024, the Canadian political landscape was experiencing one of its most turbulent periods in recent memory. Chrystia Freeland's resignation on December 16, 2024, accompanied by a public letter sharply critical of Trudeau's fiscal management, triggered an open internal revolt within the Liberal caucus, with multiple Liberal MPs publicly calling for Trudeau's resignation. Polling aggregators, including the CBC's own Poll Tracker, consistently showed the Conservative Party of Canada under Pierre Poilievre with commanding leads of approximately 20 percentage points over the Liberals, while the NDP under Jagmeet Singh had withdrawn supply-and-confidence support from the minority Liberal government in September 2024. The political debate at this time encompassed not only Trudeau's personal leadership but also substantive policy questions around fiscal management, housing affordability, immigration levels, cost-of-living pressures, and Canada-U.S. trade relations — none of which received meaningful treatment in this broadcast.

#### ## Relevant Perspectives a Balanced Broadcast Should Include

#	Perspective	Status
1	Liberal Party / Trudeau government's position and policy rationale	OMITTED



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



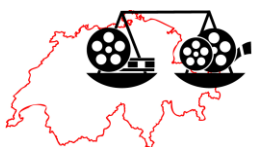
2	Conservative Party critique and alternative policy platform	MENTIONED (only via poll numbers)
3	NDP position on confidence withdrawal and policy demands	MENTIONED (only via poll numbers)
4	Bloc Québécois position and Quebec-specific concerns	MENTIONED (only via seat count)
5	Independent polling methodology and margin-of-error context	OMITTED
6	Academic/political science analysis of minority government dynamics	OMITTED
7	Historical context: comparable leadership crises in Canadian politics	OMITTED
8	Voter/citizen perspectives beyond raw polling numbers	OMITTED
9	Economic policy debate underlying the political crisis	OMITTED
10	International context (e.g., Trump tariff threats affecting Canadian politics)	OMITTED

Completeness Score: 2/10

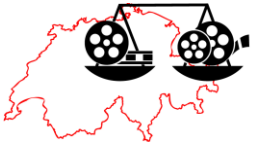
The broadcast presents only one dimension of a multi-dimensional political crisis. No government voice, no opposition voice, no expert voice, and no citizen voice is included. The segment functions as a polling summary with editorial framing rather than journalism.

#### ## Missing Voices

1. Liberal Party spokesperson or cabinet minister — to present the government's position and rationale
2. Conservative Party spokesperson — to articulate the opposition's platform, not merely its poll numbers
3. Political scientist or constitutional scholar — to contextualize minority government dynamics and leadership review processes
4. Polling methodologist — to explain margin of error, sample size, and limitations of the cited Leger survey
5. NDP spokesperson — to explain the rationale for withdrawing confidence support
6. Ordinary Canadian voters — representing diverse regional and demographic perspectives
7. Parliamentary procedure expert — to explain the mechanics of a potential leadership change or election call
8. Fiscal/economic policy analyst — to address the substantive policy disputes underlying the political crisis

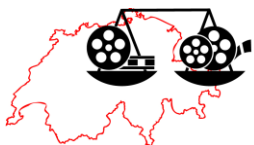


**Präsident:** Schläpfer, David  
**Kontakt:** [kontakt@SVFAB.ch](mailto:kontakt@SVFAB.ch)  
**Adresse:** SVFAB, Postfach, CH-8021 Zürich 1



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

## STEP 1 — DETAILED 15-CRITERIA ANALYSIS



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



## 1. FRAMING

7/10

1

2

3

4

5

6

7

8

9

10

Definition: How the topic is fundamentally constructed — what assumptions are treated as settled, what is presented as the natural or inevitable interpretation of events.

### Finding 1:

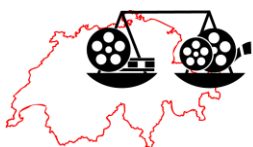
- Location: Opening sentence
- Quote: "well it seems like troubles for Canadian Prime Minister Justin Trudeau are unending"
- Technique: Cumulative negativity framing — the word "unending" presupposes a continuous, escalating pattern of failure rather than presenting discrete political events for viewer evaluation.
- Why problematic: This establishes the entire segment's interpretive lens before any evidence is presented. A viewer is primed to receive all subsequent information as confirmation of Trudeau's inevitable decline rather than as data points requiring independent assessment.

### Finding 2:

- Location: Mid-segment
- Quote: "according to analyst Trudeau has turned into a liability they claim that if he continues to lead the party's chances would only get worse"
- Technique: Unattributed authority framing — "analyst" (singular, unnamed) is presented as a consensus voice. The framing treats the liability conclusion as established fact rather than one analytical perspective among several.
- Why problematic: CBC Journalistic Standards and Practices require that analysis be attributed to identifiable, credible sources. An unnamed "analyst" cannot be evaluated for expertise, bias, or conflict of interest by the viewer.

### Finding 3:

- Location: Throughout segment
- Quote: Entire segment structure — polling data → internal revolt → more polling data → seat projections
- Technique: Inevitability framing — the narrative arc moves from "Canadians want him gone" to "his own MPs want him gone" to "the polls confirm it" to "they may even lose official opposition status," constructing a trajectory of total collapse with no counterweight.
- Why problematic: No scenario in which the Liberal Party recovers, no historical precedent for political comebacks, and no government response is offered. The framing presents political annihilation as the only plausible outcome.



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



## 2. WORD CHOICE & TERMINOLOGY

6/10

1

2

3

4

5

6

7

8

9

10

Definition: The use of loaded, connotative, or emotionally charged language that steers viewer interpretation beyond neutral description.

Finding 1:

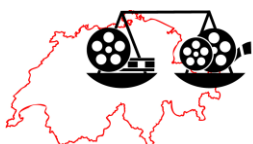
- Location: Opening
- Quote: "troubles for Canadian Prime Minister Justin Trudeau are unending"
- Technique: Dysphemistic accumulation — "troubles" and "unending" are both negatively loaded. A neutral formulation would be "challenges" or "political difficulties facing."
- Why problematic: The emotional register of "unending troubles" is more appropriate to tabloid commentary than public broadcaster journalism.

Finding 2:

- Location: Mid-segment
- Quote: "conflict and Rebellion inside the ruling Liberal party came out in the open"
- Technique: Militarized political language — "Rebellion" is a dramatically charged term. Standard journalistic terminology would be "dissent," "internal disagreement," or "caucus pressure."
- Why problematic: "Rebellion" implies illegitimacy and chaos, framing internal democratic party deliberation as something dangerous or destabilizing rather than as a normal feature of parliamentary democracy.

Finding 3:

- Location: Mid-segment
- Quote: "support for Trudeau's Liberals is at an all-time low right now"
- Technique: Superlative without qualification — "all-time low" is presented without a timeframe, baseline, or source citation. This is a strong empirical claim requiring substantiation.
- Why problematic: Without specifying the polling series, its history, and its methodology, "all-time low" is an unverifiable assertion that functions rhetorically rather than informationally.



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



### 3. EXPERT SELECTION

8/10

1

2

3

4

5

6

7

8

9

10

Definition: Who is chosen to provide analytical authority, and whether their selection reflects diversity of expertise and independence from conflicts of interest.

#### Finding 1:

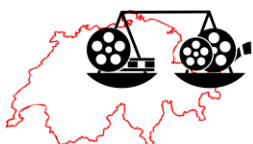
- Location: Mid-segment
- Quote: "according to analyst Trudeau has turned into a liability"
- Technique: Anonymous authority — no analyst is named, affiliated, or described. This is the only "expert" voice in the entire segment.
- Why problematic: This is a fundamental violation of journalistic attribution standards. An unnamed "analyst" cannot be assessed for credibility, expertise, political affiliation, or funding. The claim carries the rhetorical weight of expert opinion without any of its accountability.

#### Finding 2:

- Location: Entire segment
- Observation: No political scientist, constitutional expert, economist, or named commentator of any kind appears in the broadcast.
- Technique: Expert vacuum — the absence of any credentialed voice means the narrator's framing goes entirely unchallenged and uncontextualized.
- Why problematic: A segment making significant claims about the future of Canadian federal politics — including projections about official opposition status — requires expert contextualization. Its absence leaves viewers with raw data and editorial interpretation only.

#### Finding 3:

- Location: Entire segment
- Observation: No Liberal Party voice, no government spokesperson, no Trudeau ally or defender is cited or quoted.
- Technique: One-sided sourcing — all analytical weight is placed on sources critical of Trudeau (unnamed analyst, polling data framed negatively, internal Liberal critics).
- Why problematic: CBC JSP Section on Impartiality requires that "we present a wide range of perspectives." A segment about a sitting Prime Minister that contains zero representation of his position or that of his supporters fails this standard categorically.



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



#### 4. SELECTIVE OMISSION

8/10

1

2

3

4

5

6

7

8

9

10

Definition: Relevant facts, context, or perspectives that are absent from the broadcast and whose absence distorts the overall picture presented to viewers.

##### Finding 1:

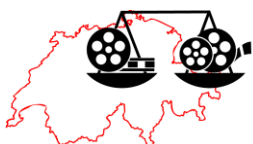
- Location: Throughout
- Omission: No polling methodology details — sample size, margin of error, fieldwork dates, or weighting methodology for the Leger survey are provided.
- Why problematic: A 69% figure presented without margin of error (typically  $\pm 3$ –4 percentage points for national polls) and without fieldwork context (was it conducted during the peak of the Freeland crisis?) cannot be properly evaluated by viewers. This is a basic standard of responsible polling journalism.

##### Finding 2:

- Location: Throughout
- Omission: No substantive policy context — the broadcast makes no reference to the actual policy disputes (fiscal policy, housing, immigration, cost of living, U.S. tariff threats) that underlie the political crisis.
- Why problematic: Presenting a political crisis purely as a personality/popularity story, without the policy substance that drives public opinion, reduces complex democratic deliberation to a horse-race narrative. This is a well-documented form of journalistic reductionism.

##### Finding 3:

- Location: Throughout
- Omission: No historical context — no reference to comparable leadership crises (e.g., Jean Chrétien/Paul Martin, Kim Campbell's 1993 collapse, or international parallels) that would allow viewers to assess the severity and precedent of the current situation.
- Why problematic: Without historical context, viewers cannot assess whether the current situation is unprecedented or relatively common in Canadian parliamentary democracy. The omission reinforces the "unending troubles" framing by making the crisis appear uniquely catastrophic.



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



## 5. MODERATION BEHAVIOR

5/10

1

2

3

4

5

6

7

8

9

10

Definition: Asymmetries in how the anchor or moderator treats different positions, guests, or perspectives through questioning style, interruptions, or sympathy signals.

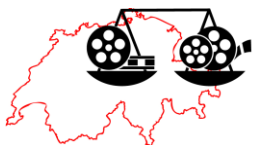
Note: This is a narrated package with no guests or live interview, which significantly limits the applicability of this criterion. Assessment is based on narrator behavior.

Finding 1:

- Location: Throughout
- Quote: "well it seems like troubles for Canadian Prime Minister Justin Trudeau are unending"
- Technique: Colloquial opening ("well") signals an informal, conversational register that implies shared understanding with the audience — a subtle sympathy signal directed away from Trudeau.
- Why problematic: Public broadcaster narration should maintain formal neutrality. The colloquial "well" functions as a knowing aside, implying the narrator and viewer share a pre-existing negative assessment of Trudeau.

Finding 2:

- Location: Mid-segment
- Observation: The narrator presents the unnamed analyst's conclusion ("Trudeau has turned into a liability") without any qualifier such as "some analysts argue" or "critics contend."
- Technique: Narrator endorsement by omission — presenting one analytical position without distancing language implies narrator agreement.
- Why problematic: CBC JSP requires anchors and narrators to maintain clear separation between reported opinion and established fact.



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



## 6. TIME DISTRIBUTION

7/10

1

2

3

4

5

6

7

8

9

10

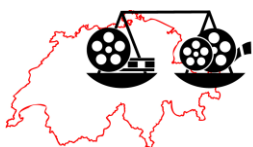
Definition: The proportional allocation of broadcast time to different positions, parties, or perspectives.

Finding 1:

- Location: Entire segment (~2–3 minutes)
- Observation: 100% of content is critical of or negative toward the Liberal Party and Trudeau. Zero seconds are allocated to Liberal Party response, government achievements, or any perspective favorable to the government.
- Technique: Total time asymmetry — one political direction receives all available time.
- Why problematic: Even in a segment focused on a political crisis, CBC standards require that the subject of criticism be given opportunity to respond. No such opportunity is present.

Finding 2:

- Location: Entire segment
- Observation: Conservative Party receives favorable implicit treatment (44% poll support cited approvingly) while NDP receives neutral treatment (mentioned as potential opposition leader). No other party receives substantive time.
- Technique: Differential time allocation by political valence — parties are mentioned in proportion to their threat to the Liberals, not in proportion to their policy relevance.
- Why problematic: The Bloc Québécois, which holds 33 seats and plays a significant role in confidence votes, receives only a passing mention in a seat-count list.



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



## 7. QUESTION ASYMMETRY

3/10

1

2

3

4

5

6

7

8

9

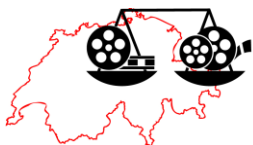
10

Definition: The use of harder, more confrontational questions for some guests and softer, more sympathetic questions for others.

Note: No interview questions are present in this broadcast. Score reflects the asymmetry embedded in the narrative structure — the implicit "questions" the segment poses are all directed critically at Trudeau, with no equivalent scrutiny of opposition parties.

Finding 1:

- Location: Throughout
- Observation: The segment implicitly asks "Why is Trudeau failing?" but never asks "What is the Conservative alternative?" or "Why did the NDP withdraw support?" or "What are the policy stakes of this election?"
- Technique: Asymmetric narrative interrogation — the critical lens is applied exclusively to one party.
- Why problematic: Balanced journalism would apply equivalent scrutiny to all major political actors in a story about a potential change of government.



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



## 8. GUILT BY ASSOCIATION

3/10

1

2

3

4

5

6

7

8

9

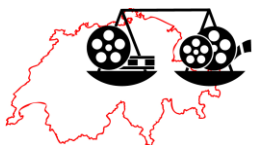
10

Definition: Discrediting a position or person by associating them with extreme, discredited, or unpopular entities or ideas.

Finding 1:

- Location: Mid-segment
- Quote: "conflict and Rebellion inside the ruling Liberal party came out in the open"
- Technique: The word "Rebellion" implicitly associates internal Liberal dissent with disorder and illegitimacy, without explicitly naming an extreme comparator.
- Why problematic: While not a classic guilt-by-association technique, the language choice carries associative connotations of political instability that go beyond neutral description.

Note: Classic guilt-by-association techniques are not prominently present in this broadcast. The score reflects a mild application of associative language rather than systematic deployment of this technique.



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



## 9. STATISTICAL MANIPULATION

7/10

1

2

3

4

5

6

7

8

9

10

Definition: The selective, decontextualized, or misleading use of numerical data to support a predetermined narrative.

Finding 1:

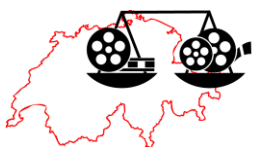
- Location: Early segment
- Quote: "a survey by Leger cited by National Post — 69% of Canadians feel that Trudeau should resign"
- Technique: Decontextualized polling — no sample size, no margin of error, no fieldwork dates, no question wording, and no breakdown by party affiliation or region is provided. The figure is presented as a simple, unqualified fact.
- Why problematic: The question wording of "should resign" polls is known to produce different results depending on framing. A poll conducted at the peak of a political crisis will produce different results than one conducted two weeks later. Without this context, 69% is a rhetorical figure, not a journalistic one.

Finding 2:

- Location: Mid-segment
- Quote: "72% of Canadians expressed dissatisfaction with the federal government as a whole"
- Technique: Stacking statistics — two large negative numbers (69%, 72%) are presented in rapid succession without any comparative baseline (e.g., historical dissatisfaction levels, comparable figures for other governments).
- Why problematic: Without knowing that dissatisfaction with federal governments is frequently high in Canada (and in most democracies), viewers cannot assess whether 72% is extraordinary or relatively normal. The stacking creates an impression of unprecedented crisis.

Finding 3:

- Location: Late segment
- Quote: "44% of respondents favor the conservative party while only 20.9% supports Trudeau's Liberals"
- Technique: The word "only" is an editorial insertion that frames 20.9% as shamefully low rather than as a data point. Additionally, the CBC Poll Tracker aggregates multiple polls — presenting it as a single survey result without explaining the aggregation methodology is misleading.
- Why problematic: "Only" is not a neutral descriptor. A public broadcaster's own polling aggregator should be described with methodological transparency, particularly when it is being used to support a narrative of political collapse.



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



## 10. TIMING & PLACEMENT

5/10

1

2

3

4

5

6

7

8

9

10

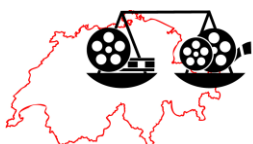
Definition: The strategic positioning of information within the broadcast — what leads, what is buried, what appears before or after commercial breaks.

Finding 1:

- Location: Opening
- Quote: "well it seems like troubles for Canadian Prime Minister Justin Trudeau are unending"
- Technique: Lead placement of most negative framing — the most emotionally charged characterization of Trudeau's situation is placed at the very opening, establishing the interpretive frame before any evidence is presented.
- Why problematic: Journalistic convention requires that the lead sentence be factual and neutral. An editorial characterization ("unending troubles") as the lead sentence violates this convention.

Finding 2:

- Location: End of segment
- Quote: "Trudeau and the Liberals were thrown into a crisis when the NDP stopped supporting the government in September"
- Technique: Burying of causal context — the NDP confidence withdrawal, which is arguably the most significant structural cause of the Liberal crisis, is mentioned only at the very end of the segment, after all the polling data has been presented.
- Why problematic: Placing the causal explanation after the emotional impact data means viewers receive the conclusion (Liberals in crisis) before the context (why the crisis occurred). This sequencing reinforces the "inevitable collapse" narrative rather than enabling causal understanding.



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



## 11. VISUAL/AUDIO LANGUAGE

5/10

1

2

3

4

5

6

7

8

9

10

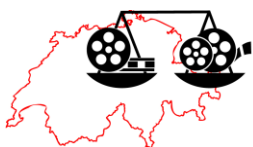
Definition: Inferred from transcript — described imagery, tone descriptions, music cues, and audio elements that shape emotional reception.

### Finding 1:

- Location: End of transcript
- Quote: "[Music]"
- Technique: Music cue at segment conclusion — the presence of music (likely a transition or closing theme) is noted in the transcript. Without knowing the specific music, it is impossible to assess its emotional valence, but the placement suggests a produced package with deliberate audio design.
- Why problematic: Music in news packages is a known emotional priming tool. Its use in a political news segment, even as a transition, warrants scrutiny.

### Finding 2:

- Location: Throughout
- Observation: The transcript contains multiple apparent speech errors and corrections ("excuse me for that"), suggesting either a live read or a poorly produced package. This affects the perceived authority and professionalism of the broadcast.
- Technique: Production quality as credibility signal — a stumbling, error-prone delivery may paradoxically increase perceived authenticity ("this is real, unscripted news") while reducing the likelihood that viewers will critically evaluate the content.
- Why problematic: The informal, error-prone delivery style is inconsistent with CBC's established production standards and may affect how critically viewers engage with the content.



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



## 12. SOURCE SELECTION

8/10

1

2

3

4

5

6

7

8

9

10

Definition: The diversity, independence, and credibility of sources cited in the broadcast.

Finding 1:

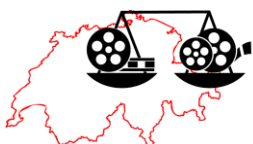
- Location: Early segment
- Quote: "a survey by Leger cited by National Post"
- Technique: Double-mediated sourcing — the broadcast cites a poll (Leger) as reported by a newspaper (National Post), rather than citing the primary source directly. The National Post is a known center-right publication with an editorial position generally critical of the Trudeau government.
- Why problematic: Citing a poll through a politically positioned newspaper rather than directly from the polling firm introduces an additional layer of potential editorial selection. CBC should cite polling data directly from the polling firm's published report, including full methodology.

Finding 2:

- Location: Mid-segment
- Quote: "according to analyst"
- Technique: Single anonymous source — one unnamed analyst is the only human source in the entire broadcast.
- Why problematic: This fails every standard of source attribution in journalism. The analyst's identity, affiliation, expertise, and potential conflicts of interest are entirely unknown.

Finding 3:

- Location: Late segment
- Quote: "according to the most recent results on CBC News Poll tracker"
- Technique: Self-citation — CBC cites its own polling aggregator as an authoritative source without explaining the aggregator's methodology, the polls it includes, or its weighting approach.
- Why problematic: While the CBC Poll Tracker is a legitimate tool, self-citation without methodological transparency is a form of circular authority. Viewers are not given the tools to independently evaluate the data.



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



### 13. SELECTIVE OUTRAGE

4/10

1

2

3

4

5

6

7

8

9

10

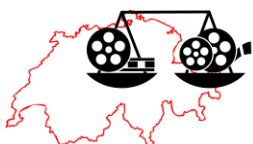
Definition: The expression of moral concern or alarm at certain political positions or actors while equivalent positions or actors are treated neutrally or approvingly.

Finding 1:

- Location: Throughout
- Observation: The broadcast expresses consistent implicit alarm at Liberal Party performance and Trudeau's leadership, while presenting Conservative polling strength (44%) without any equivalent scrutiny or concern.
- Technique: Asymmetric alarm — the Liberal situation is framed as a crisis requiring urgent attention; the Conservative position is presented as a neutral data point.
- Why problematic: A balanced broadcast would apply equivalent analytical scrutiny to the party poised to form government. What are the policy implications of a Conservative majority? What are the concerns about Poilievre's platform? These questions are entirely absent.

Finding 2:

- Location: Mid-segment
- Quote: "conflict and Rebellion inside the ruling Liberal party came out in the open"
- Technique: Selective dramatization — internal Liberal dissent is described as "rebellion," while the NDP's withdrawal of confidence support (a significant political act) is described neutrally as having "stopped supporting the government."
- Why problematic: The same level of dramatic language is not applied to opposition party actions, suggesting a differential standard of scrutiny.



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



## 14. FALSE BALANCE

6/10

1

2

3

4

5

6

7

8

9

10

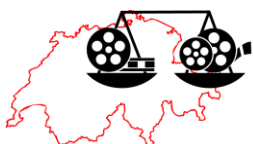
Definition: The artificial presentation of balance that misrepresents the actual state of evidence or consensus, or conversely, the absence of balance where it is required.

Finding 1:

- Location: Mid-segment
- Quote: "despite Trudeau's tremendous unpopularity the issue is not unique to him — according to the survey 72% of Canadians expressed dissatisfaction with the federal government as a whole"
- Technique: Pseudo-contextualization — this appears to offer balance ("it's not just Trudeau") but actually compounds the negative framing by extending the criticism from the leader to the entire government. This is not genuine balance; it is expanded criticism presented as mitigation.
- Why problematic: True balance would include a perspective favorable to the government's record or a voice defending its policy achievements. Expanding the scope of criticism is not the same as presenting an alternative perspective.

Finding 2:

- Location: Throughout
- Observation: The broadcast contains no genuine counterpoint to its dominant narrative. The closest it comes to balance is noting that dissatisfaction extends beyond Trudeau personally — which, as noted above, actually reinforces rather than challenges the negative framing.
- Technique: Absence of genuine balance — the broadcast does not meet the threshold of false balance (which requires at least the appearance of opposing views); it simply presents one perspective throughout.
- Why problematic: This is a more serious failure than false balance — it is the complete absence of balance, which is a categorical violation of CBC JSP requirements.



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



## 15. AGENDA-SETTING

8/10

1

2

3

4

5

6

7

8

9

10

Definition: What topics, questions, and frames are elevated to the status of "the issue," and what is systematically excluded from the agenda of public concern.

### Finding 1:

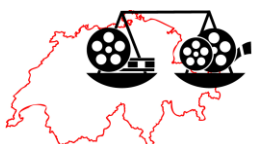
- Location: Entire segment
- Observation: The broadcast sets the agenda as: "Trudeau's personal political survival." This crowds out all substantive policy questions.
- Technique: Horse-race journalism as agenda — by focusing exclusively on polling numbers, seat projections, and leadership survival, the broadcast defines Canadian politics as a competition between personalities rather than a contest of policy ideas.
- Why problematic: CBC's mandate under the Broadcasting Act includes contributing to "the cultural, political, social and economic fabric of Canada." A broadcast that reduces federal politics to a popularity contest fails this mandate.

### Finding 2:

- Location: Entire segment
- Omission: No mention of: housing crisis, cost of living, immigration policy, fiscal deficit, U.S. tariff threats under incoming Trump administration, climate policy, or any other substantive policy issue.
- Technique: Policy exclusion — the complete absence of policy substance from a political broadcast is a form of agenda-setting that defines politics as personality-driven.
- Why problematic: Voters making decisions about their government need policy information, not only polling data. A public broadcaster has a particular responsibility to provide this context.

### Finding 3:

- Location: Entire segment
- Omission: No mention of Pierre Poilievre by name, no description of Conservative policy platform, no scrutiny of the party that polls show is likely to form the next government.
- Technique: Selective agenda focus — the broadcast is entirely about who is losing, with no attention to who is winning and what they propose to do with power.
- Why problematic: In a democracy, the scrutiny of the likely incoming government is at least as important as the scrutiny of the outgoing one. The complete absence of Conservative policy scrutiny represents a significant agenda-setting failure.



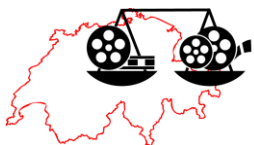
**Präsident:** Schläpfer, David  
**Kontakt:** [kontakt@SVFAB.ch](mailto:kontakt@SVFAB.ch)  
**Adresse:** SVFAB, Postfach, CH-8021 Zürich 1



## STEP 2 — OVERALL ASSESSMENT

### ## A) Summary Table: All 15 Criteria

#	Criterion	Score (0–10)	Key Finding
1	Framing	7	"Unending troubles" framing constructs inevitable Liberal collapse before evidence is presented
2	Word Choice	6	"Rebellion," "unending," "only 20.9%" — loaded language throughout
3	Expert Selection	8	Single unnamed "analyst" is the only human source; no named expert of any kind
4	Selective Omission	8	No policy context, no polling methodology, no historical comparison, no government voice
5	Moderation Behavior	5	Colloquial narrator tone implies shared negative assessment of Trudeau
6	Time Distribution	7	100% of content is critical of Liberals; zero time for government perspective
7	Question Asymmetry	3	No interviews present; implicit narrative questions directed exclusively at Liberals
8	Guilt by Association	3	Mild — "Rebellion" language carries associative connotations of illegitimacy
9	Statistical Manipulation	7	Polling data presented without methodology, margin of error, or comparative baseline
10	Timing & Placement	5	Most negative framing leads; causal context buried at end



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



11	Visual/Audio Language	5	Music cue noted; informal delivery style affects critical engagement
12	Source Selection	8	Poll cited through politically positioned newspaper; single anonymous analyst; CBC self-citation
13	Selective Outrage	4	Liberal crisis dramatized; Conservative strength presented neutrally
14	False Balance	6	No genuine counterpoint; pseudo-contextualization expands rather than balances criticism
15	Agenda-Setting	8	Politics reduced to horse-race; all policy substance excluded; incoming government unscrutinized

#### ## B) Overall Scores

Criteria Score (average of 15):  $(7+6+8+8+5+7+3+3+7+5+5+8+4+6+8) \div 15 = 90 \div 15 = 6.0$

Completeness Score (from Step 0):  $2/10 \rightarrow 2.0$

Combined Score:

- Criteria:  $6.0 \times 0.70 = 4.20$
- Completeness:  $2.0 \times 0.30 = 0.60$
- Combined Score:  $4.80 / 10.0$

#### ## C) Top 3 Manipulation Techniques Observed

##### 1. Inevitability Framing (Primary Technique)

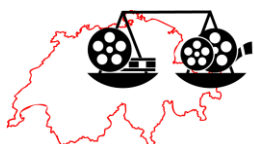
The broadcast constructs a narrative of inevitable Liberal collapse through cumulative negative evidence — polling data, internal revolt, more polling data, seat projections — with no counterweight, no historical context, and no government response. Each piece of evidence is presented as confirmation of the opening premise ("unending troubles") rather than as independent data requiring evaluation. This is the most pervasive and consequential technique in the broadcast.

##### 2. Anonymous Authority

The use of an unnamed "analyst" to deliver the broadcast's central analytical conclusion ("Trudeau has turned into a liability") is a significant manipulation technique. It grants the weight of expert opinion to what is, in effect, an unattributed editorial assertion. Viewers cannot evaluate the analyst's credentials, political affiliation, or potential conflicts of interest. The technique allows the broadcaster to make a strong political claim while maintaining the appearance of journalistic attribution.

##### 3. Decontextualized Statistical Stacking

The rapid presentation of multiple large negative numbers (69%, 72%, 44% vs. 20.9%) without methodological context, margin of error, historical baseline, or comparative data creates a cumulative impression of crisis that the individual numbers, properly contextualized, might not support. The insertion of the editorial word "only" before 20.9% is a particularly clear example of statistical framing rather than statistical reporting.



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



#### ## D) Three Core Messages Embedded in the Broadcast

Content Message (What the viewer learns):

*"Justin Trudeau is politically finished, his party is in freefall, and Canadians overwhelmingly want him gone."*

- Technique used: Inevitability framing + statistical stacking
- Transcript evidence: "troubles for Canadian Prime Minister Justin Trudeau are unending" → "69% of Canadians feel that Trudeau should resign" → "support for Trudeau's Liberals is at an all-time low" → "Trudeau has turned into a liability" — a linear narrative of total collapse

Personal Message (Who is presented positively/negatively):

*"Trudeau is a failed, unpopular leader whose own party has turned against him; the Conservatives represent the clear preference of Canadians."*

- Technique used: Asymmetric framing + selective omission
- Transcript evidence: Trudeau is described through the lens of "troubles," "rebellion," "liability," and "all-time low." The Conservative Party's 44% support is presented as a neutral, positive data point with no critical scrutiny. Pierre Poilievre is not named, and no Conservative policy position is examined.

Societal Message (What worldview is reinforced):

*"Canadian politics is a competition between personalities and polling numbers, not a contest of policy ideas; the public's role is to register approval or disapproval, not to engage with substantive policy choices."*

- Technique used: Horse-race journalism + agenda-setting by omission
- Transcript evidence: The entire broadcast contains zero policy content. Housing, cost of living, fiscal policy, climate, and trade are entirely absent. The only "issues" are poll numbers and seat counts. This reinforces a consumerist model of democratic participation in which citizens are audiences for political drama rather than participants in policy deliberation.

#### ## E) Classification

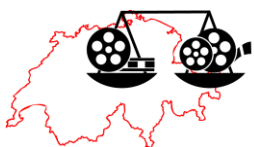
Combined Score: 4.80

Classification: 4.1–6.0 — CLEAR ONE-SIDEDNESS

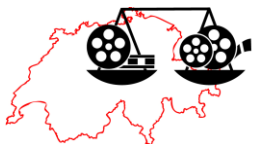
This broadcast demonstrates clear, systematic one-sidedness in its framing, source selection, statistical presentation, and agenda-setting. While it does not reach the threshold of systemic skew (which would require evidence of coordinated editorial direction), it represents a significant departure from the standards expected of a public broadcaster.

#### ## F) Summary

This broadcast segment, aired on CBC News Network on approximately December 30, 2024, fails to meet the core standards established in CBC's Journalistic Standards and Practices across multiple dimensions: accuracy (polling data presented without methodological context), fairness (no Liberal Party or government voice included), balance (100% of content is critical of one political party), and impartiality (narrator employs loaded language and anonymous authority to advance a predetermined narrative). The segment's reduction of a complex federal political crisis to a series of negative polling numbers, without policy context, expert attribution, or government response, is inconsistent with the public broadcaster's mandate under Section 3(1)(l) of the Broadcasting Act, which requires that CBC programming "reflect Canada's regions and their diverse needs and concerns" and contribute to informed democratic participation. The use of an unnamed "analyst" as the sole human source, the citation of polling data through a politically positioned newspaper rather than directly from the polling firm, and the complete absence of any scrutiny of the party positioned to form the next government represent particularly significant journalistic failures. While the brevity of the segment (approximately 2–3 minutes) limits the depth of coverage that could reasonably be expected, it does

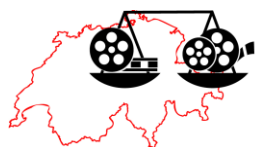


**Präsident:** Schläpfer, David  
**Kontakt:** [kontakt@SVFAB.ch](mailto:kontakt@SVFAB.ch)  
**Adresse:** SVFAB, Postfach, CH-8021 Zürich 1



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

not excuse the systematic framing choices, loaded language, and source failures documented in this analysis; a shorter segment demands more disciplined neutrality, not less.



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



## STEP 3 — PARTY-POLITICAL BIAS

### ## Bias Scores by Party

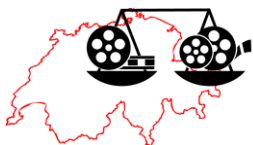
Party	Bias Score (-5 to +5)	Evidence
NDP (New Democratic Party)	+0.5	Mentioned neutrally as potential official opposition leader: "the chances of the NDP leading the opposition may be better if the Liberals perform as poorly as polls indicate" — presented as a beneficiary of Liberal decline without criticism
Green Party (GPC)	0.0	Not mentioned at all — neither advantaged nor disadvantaged; simply absent
Liberal Party (LPC)	-4.5	Described through "unending troubles," "rebellion," "all-time low," "liability," and collapsing poll numbers throughout; no positive framing, no government voice, no policy achievements referenced
Bloc Québécois (BQ)	-0.5	Mentioned only in a seat-count list ("Bloc Québécois 33") with no policy context, no voice, and no role in the narrative despite holding the balance of power in confidence votes
Conservative Party (CPC)	+2.5	44% poll support presented approvingly and without scrutiny; framed as the clear preference of Canadians; no policy examination, no critical question, no named leader scrutinized
People's Party (PPC)	0.0	Not mentioned — neither advantaged nor disadvantaged

### ## Party Bias Summary

Most Favored Party: Conservative Party (CPC) — Score: +2.5

The CPC's polling strength is presented as a straightforward positive data point. No scrutiny of Pierre Poilievre, no examination of Conservative policy positions, and no critical framing is applied. The 44% figure is allowed to stand as implicit validation of the Conservative alternative without any journalistic interrogation.

Most Disadvantaged Party: Liberal Party (LPC) — Score: -4.5



**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

The LPC is the subject of every critical framing device in the broadcast. No Liberal voice is included, no policy achievement is referenced, and the party is described through a consistent vocabulary of failure, rebellion, and collapse.

Average Deviation from 0 (absolute values):

$$|0.5| + |0.0| + |-4.5| + |-0.5| + |2.5| + |0.0| = 8.0 \div 6 = 1.33$$

## Left-Right Tendency Calculation

Using assigned positions: NDP=2.0, GPC=2.5, LPC=4.5, BQ=5.0, CPC=7.5, PPC=9.0

Bias scores (converted to treatment weights, using absolute bias + directional sign):

- NDP: +0.5 → slight positive treatment → weight 0.5 at position 2.0
- GPC: 0.0 → neutral → excluded from calculation
- LPC: -4.5 → strong negative treatment → weight 4.5 at position 4.5 (disadvantaged)
- BQ: -0.5 → slight negative → weight 0.5 at position 5.0 (disadvantaged)
- CPC: +2.5 → positive treatment → weight 2.5 at position 7.5
- PPC: 0.0 → neutral → excluded

Parties treated favorably (positive scores):

- NDP:  $0.5 \times 2.0 = 1.0$
- CPC:  $2.5 \times 7.5 = 18.75$
- Total favorable weight: 3.0 | Weighted position:  $19.75 \div 3.0 = 6.58$

Parties treated unfavorably (negative scores):

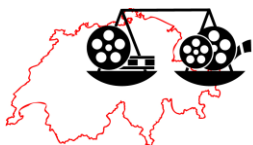
- LPC:  $4.5 \times 4.5 = 20.25$
- BQ:  $0.5 \times 5.0 = 2.5$
- Total unfavorable weight: 5.0 | Weighted position:  $22.75 \div 5.0 = 4.55$

Left-Right Tendency:

The broadcast favors parties at position 6.58 on the right (CPC-dominant) and disadvantages parties at position 4.55 (center-left, LPC-dominant).

Overall Political Leaning: CENTER-RIGHT TO RIGHT

The broadcast's treatment pattern — strongly negative toward the Liberal Party, mildly positive toward the NDP (as a vehicle for Liberal decline), and clearly positive toward the Conservative Party — produces a net rightward lean. This is consistent with the sourcing choice (National Post as intermediary for polling data) and the framing choices throughout.



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



## STEP 4 — REGULATORY ASSESSMENT

### ## A) CBC Journalistic Standards and Practices (JSP)

#### ACCURACY

- Standard: CBC JSP requires that "the information we present is accurate, and that we do not knowingly convey false or misleading impressions."
- Violation: The claim that "support for Trudeau's Liberals is at an all-time low" is presented without source citation, timeframe, or methodological basis. The Leger poll is cited without sample size, margin of error, or fieldwork dates.
- Evidence: "support for Trudeau's Liberals is at an all-time low right now" (mid-segment, unsourced)
- Severity: Moderate — The claim may be accurate but is presented in a manner that cannot be verified by viewers.

#### FAIRNESS

- Standard: CBC JSP requires that "we ensure that the relevant facts are not suppressed and that the persons or institutions whose reputations may be affected by our reporting are given a reasonable opportunity to respond."
- Violation: The Liberal Party and Prime Minister Trudeau are the subjects of sustained criticism throughout the broadcast. No opportunity for response is provided, no Liberal spokesperson is quoted, and no government position is represented.
- Evidence: Entire broadcast — zero Liberal Party voice present
- Severity: Significant — This is a categorical failure of the fairness standard. A broadcast about a sitting Prime Minister's political survival that contains no representation of his position is not defensible under CBC JSP.

#### BALANCE

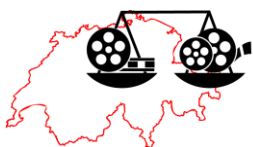
- Standard: CBC JSP requires that "we present a wide range of perspectives and that we do not promote any particular point of view on matters of public debate."
- Violation: The broadcast presents a single perspective — that Trudeau is a failed leader whose party is in collapse — without any counterweight, alternative analysis, or competing interpretation.
- Evidence: "Trudeau has turned into a liability they claim that if he continues to lead the party's chances would only get worse and the survey's findings buck such an assertion" — even this apparent qualification ("the survey's findings buck such an assertion") is immediately followed by more negative polling data, making it a false qualification.
- Severity: Significant — The complete absence of balance on a major political story is a serious violation.

#### IMPARTIALITY

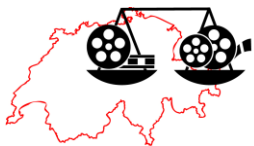
- Standard: CBC JSP requires that anchors and reporters "do not express personal opinions on matters of controversy."
- Violation: The narrator's use of "unending troubles," "only 20.9%," and the uncritical adoption of the unnamed analyst's "liability" conclusion constitute expressions of editorial opinion embedded in news narration.
- Evidence: "well it seems like troubles for Canadian Prime Minister Justin Trudeau are unending" (opening sentence)
- Severity: Moderate — The language choices, while not explicit opinion statements, carry clear editorial valence inconsistent with impartiality standards.

#### INDEPENDENCE

- Standard: CBC JSP requires that editorial decisions be made independently of external political or commercial influence.



**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**

- Finding: The sourcing of polling data through the National Post (a center-right publication) rather than directly from Leger raises questions about editorial independence, though no direct evidence of external influence is present in the transcript.
- Severity: Minor — Insufficient evidence to make a finding of external influence, but the sourcing choice warrants scrutiny.

## B) Broadcasting Act, S.C. 1991, c. 11, Section 3(1)

Section 3(1)(l) — Safeguarding the cultural, political, social and economic fabric of Canada:

- Finding: A broadcast that reduces federal politics to polling numbers and personality crisis, with no policy content, no government voice, and no scrutiny of the likely incoming government, does not contribute to an informed citizenry capable of participating meaningfully in democratic life. This falls short of the Broadcasting Act's requirement that CBC programming contribute to Canada's political fabric.
- Evidence: Complete absence of policy content throughout the broadcast
- Severity: Moderate

Section 3(1)(d)(i) — Reflecting Canada's diversity:

- Finding: The broadcast contains no regional perspective, no francophone perspective (despite the Bloc Québécois's significance), no Indigenous perspective, and no demographic diversity of any kind.
- Evidence: Bloc Québécois mentioned only in seat count: "Bloc Québécois 33"
- Severity: Moderate

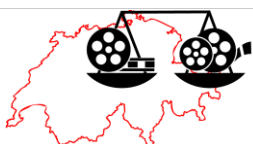
## C) CRTC Conditions of Licence

High Standard of Journalistic Ethics:

- Finding: The use of a single anonymous source ("analyst") as the only human voice in a political broadcast, combined with the absence of any named expert, government spokesperson, or opposition voice, falls below the high standard of journalistic ethics required under CBC's CRTC licence conditions.
- Evidence: "according to analyst Trudeau has turned into a liability" — sole human source, unnamed
- Severity: Significant

## Source Credibility Assessment

Source	Funding/Ownership	Conflicts of Interest	Credibility	Counter-Voice Offered?
Leger Survey	Private polling firm; clients include government, media, and corporate entities	Commissioned polling can reflect client interests; no commissioner identified in broadcast	Medium — Leger is a reputable firm, but without knowing who commissioned this poll, potential conflicts cannot be assessed	No
National Post (intermediary)	Postmedia Network; historically center-right editorial position	Known editorial opposition to Trudeau government; using NP as intermediary for polling data introduces editorial selection risk	Medium — reputable newspaper but with known political lean	No
CBC Poll Tracker	CBC/Radio-Canada (public broadcaster)	Self-citation; CBC has institutional interest in appearing	High — methodology is publicly available, but not explained in broadcast	No



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



		authoritative on Canadian politics		
Unnamed "Analyst"	Unknown	Unknown — no affiliation, no credentials, no funding source	Low — cannot be assessed	No

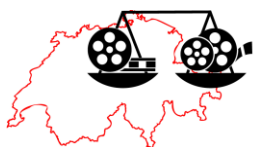
#### ## Overall Regulatory Assessment

This broadcast segment presents significant compliance concerns under CBC's Journalistic Standards and Practices, the Broadcasting Act, and CRTC licence conditions. The most serious violations are the complete absence of the subject's right of response (a fundamental fairness requirement), the use of a single anonymous source as the broadcast's only analytical voice, and the systematic framing of a complex political situation through exclusively negative language without counterweight or context. While the segment's brevity may explain some limitations in depth, it does not excuse the categorical failures in source attribution, balance, and impartiality documented above. CBC's mandate as Canada's public broadcaster carries a heightened obligation to model the journalistic standards it is required to uphold; a segment of this character, broadcast on the national news network during a period of significant political sensitivity, falls materially short of that obligation and warrants editorial review.

*End of Analysis Report — Version 1.0-cbc*

*Prepared by: Senior Media Accountability Review*

*Reference File: 20241230\_Canada\_Trudeau\_Resignation\_Polling*



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



## OVERALL EVALUATION

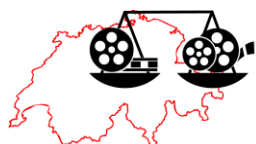
### Individual Scores — All 15 Criteria

No.	Criterion	Score	Rating
1	FRAMING	7	●●●●
2	WORD CHOICE & TERMINOLOGY	6	●●●
3	EXPERT SELECTION	8	●●●●
4	SELECTIVE OMISSION	8	●●●●
5	MODERATION BEHAVIOR	5	●●●
6	TIME DISTRIBUTION	7	●●●●
7	QUESTION ASYMMETRY	3	●●
8	GUILT BY ASSOCIATION	3	●●
9	STATISTICAL MANIPULATION	7	●●●●
10	TIMING & PLACEMENT	5	●●●
11	VISUAL/AUDIO LANGUAGE	5	●●●
12	SOURCE SELECTION	8	●●●●
13	SELECTIVE OUTRAGE	4	●●
14	FALSE BALANCE	6	●●●
15	AGENDA-SETTING	8	●●●●

### COMPLETENESS SCORE

**2.0/10**

*Share of covered perspectives*



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



## KEY — Score Definitions

### Individual Scores per Criterion (0–10)

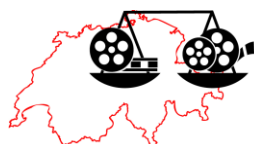
<b>0</b>	<b>No finding</b>	No relevant anomaly detected.
<b>1–2</b>	<b>Weak finding</b>	Minor anomaly without substantial impact on balance.
<b>3–4</b>	<b>Slight to moderate finding</b>	Recognizable tendency; low to moderate impact relevance.
<b>5</b>	<b>Moderate finding with impact</b>	Relevant imbalance affecting the audience's opinion-forming potential.
<b>6</b>	<b>Significant finding (threshold)</b>	Scores of 6 and above are classified as 'significant findings.'
<b>7</b>	<b>Significant finding</b>	Clear, well-documented imbalance with distinct impact relevance.
<b>8–9</b>	<b>Severe finding</b>	Pronounced imbalance; multiple documented individual findings in this criterion.
<b>10</b>	<b>Maximum severity</b>	Systematic, pervasive imbalance in this criterion.

### Aggregated Deviation Index — Interpretation Ranges

<b>0.0 – 2.5</b>	<b>Unremarkable</b>	No significant patterns detected; broadcast meets the impartiality standard.
<b>2.6 – 4.0</b>	<b>Slight imbalance</b>	Isolated anomalies; statistically visible but within tolerance range.
<b>4.1 – 6.0</b>	<b>Significant imbalance</b>	Multiple significant findings; relevant impairment of perspective diversity.
<b>6.1 – 8.0</b>	<b>Serious deviation from the impartiality standard. High degree of deviation</b>	Pronounced, cross-broadcast patterns; high impact relevance.
<b>8.1 – 10</b>	<b>Fundamental systemic one-sidedness. Very high bias degree</b>	Maximum severity across nearly all criteria; systematically one-sided reporting.

### Party-Political Bias (-5 to +5)

<b>-5 to -3</b>	<b>Strongly disadvantaged</b>	Party is significantly underrepresented in framing, airtime, or presentation.
<b>-2 to -1</b>	<b>Slightly disadvantaged</b>	Recognizable but minor disadvantage.
<b>0</b>	<b>Neutral</b>	No detectable favoritism or disadvantage.
<b>+1 to +2</b>	<b>Slightly favored</b>	Recognizable but minor favoritism.
<b>+3 to +5</b>	<b>Strongly favored</b>	Party is significantly overrepresented in framing, airtime, or presentation.



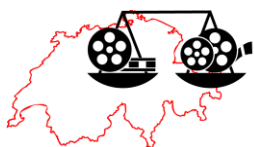
**Präsident:** Schläpfer, David  
**Kontakt:** [kontakt@SVFAB.ch](mailto:kontakt@SVFAB.ch)  
**Adresse:** SVFAB, Postfach, CH-8021 Zürich 1



## Legal and Methodological Notes

<b>No factual determination</b>	The results presented do not constitute factual determinations about individual persons, editorial teams, or broadcasts. They are the product of a standardized operationalization, not a finding of individual responsibility.
<b>No legal judgment</b>	The aggregated deviation index does not replace a legal assessment under Broadcasting Act s. 3(1)(l). The determination of whether a specific broadcast violates legal requirements is exclusively the responsibility of the competent authorities (in particular CRTC).
<b>No proof of causation</b>	Statistical correlations are not to be interpreted as proof of causal relationships or editorial intent. Deviation values may be influenced by topic selection, news environment, political controversy, or format logic.
<b>No judgment of intent</b>	The analysis measures observable structural characteristics of broadcasts. A score of 7 means a significant imbalance was detected — not that the editorial team intended it. The methodology makes no claims about motives or strategic objectives.
<b>Heuristic comparison tool</b>	The index serves comparative pattern recognition across thousands of broadcasts, not precise metric measurement of individual segments. Threshold values serve heuristic orientation, not sharp legal qualification.

SVFAB — Schweizerischer Verein für ausgewogene Berichterstattung | Postfach, 8021 Zürich 1 | [www.svfab.ch](http://www.svfab.ch) | [kontakt@svfab.ch](mailto:kontakt@svfab.ch) | Methodenbericht März 2026 | Konverter 3.0 (2026-03-19)



**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

## Auswertungen und Mitgliedschaft beim SVFAB

Beim SVFAB.ch erhalten Sie nicht nur weitere detaillierte Auswertungen, sondern können sich solche zu beliebigen Sendungen erstellen lassen (das verrechnen wir).

Um unsere Arbeit solide zu machen, sind wir auf Mitglieder- und Gönnerbeiträge angewiesen.

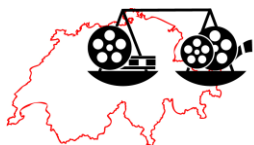
### Kontakt und weitere Informationen:

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

**Bankverbindung:** PostFinance – POFICHBE

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

**Empfänger:** SVFAB, Postfach, CH-8021 Zürich 1



**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

## Sie erhalten beim SVFAB folgende Bücher

Bestellungen über [www.svfab.ch](http://www.svfab.ch) oder [kontakt@svfab.ch](mailto:kontakt@svfab.ch)



**Unausgewogene Berichterstattung** ist die Antwort auf die Halbierungsinitiative in der Schweiz: Hier werden die Manipulationstechniken im Detail erläutert, angefangen bei der Auswahl der Mitarbeiter und der Quellen-selektion. Danach werden 15 Prinzipien erläutert: Auslassung, Framing, zeitliches Framing, Kontaktschuld, Emotionalisierung, Kontextentfernung und viele mehr, erläutert an vielen Beispielen. Zusätzlich wird erkennbar, wo wir selbst diese Techniken anwenden – das fördert nicht nur die Erkenntnis sondern auch das Mitgefühl.

Optional kommt das Buch mit **Spielkarten**  
Auch erhältlich als **Hörbuch**

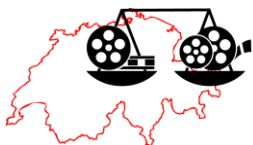


Das Interview ist kein Gespräch. Es ist eine Bühne – und jemand anderes hat das Drehbuch geschrieben.

Wer das nicht weiss, liefert Material. Gute Zitate, die falsch geschnitten werden. Richtige Aussagen, die im falschen Kontext landen. Ehrliche Antworten, die als Geständnisse gerahmt werden. Dieses Buch ist kein Medienkritik-Buch. Es ist ein Werkzeugkasten – für alle, die ein Mikrofon vor der Nase haben und wissen wollen, was sie dagegen tun können. 7 Kapitel. 7 Werkzeuge: Was ein Interview wirklich ist. Die 7 häufigsten Fallen. Die drei Grundprinzipien der Souveränität – Anker, Umrahmen, Abgrenzen. Vorbereitung in einer Stunde. Körper und Stimme. Was tun, wenn es schief läuft. Und was nach dem Interview zählt.

Für Politiker, Aktivisten, Unternehmer, Whistleblower – für alle, die exponiert sind und verstehen wollen, wie das Spiel funktioniert. Damit sie aufhören, es mitzuspielen – und anfangen, es zu gestalten.

In A5. Direkt. Zur Vorbereitung, zum Nachschlagen, zur Nachbereitung und bei Schwierigkeiten



**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**



**Du denkst, du siehst die Welt.** In Wirklichkeit siehst du den Rahmen, den jemand um sie gelegt hat. Framing ist die älteste und eleganteste Manipulationstechnik der Welt. Sie verändert nicht die Fakten – sie verändert, was wir aus den Fakten machen. Wie wir fühlen. Was wir glauben. Wie wir entscheiden. Und sie funktioniert – weil wir alle mitmachen. Täglich. Unbewusst. Auch du. Dieses Buch ist kein trockenes Lehrbuch. Es ist ein Übungsbuch – spielerisch, direkt, voller Beispiele aus dem echten Leben. Du lernst nicht nur, wie andere dich framen. Du lernst, wie du selbst framest – und wie du es bewusst und fair einsetzen kannst.

Denn wer Framing versteht, sieht die Welt klarer. Hört Nachrichten anders. Führt Gespräche souveräner. Und lässt sich nicht mehr so leicht einen Rahmen aufzwingen, den jemand anderes gewählt hat. Mit vielen Übungen und konkreten Beispielen aus Politik, Medien und Alltag – und dem einen oder anderen Schmunzeln.

**Framing mit Stil. Weil der Rahmen alles verändert.**

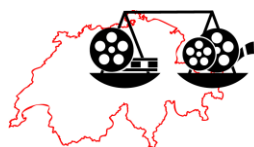


Die SRG kassiert 1.56 Milliarden Franken pro Jahr – zwangsweise, von jedem Haushalt. Wer sich ungerecht behandelt fühlt, kann sich beschweren. Es gibt sogar eine Instanz dafür: die UBI, die Unabhängige Beschwerdeinstanz für Radio und Fernsehen.

Nur: Sie ist nicht unabhängig. Sie hat keine Sanktionsmöglichkeiten. Und sie entscheidet in 99.6% aller Fälle: nichts.

Diese Analyse legt das System offen – sachlich, präzise, ohne Polemik. Verfahren, Personal, Befugnisse, Kosten, Statistik, Rechtsweg. Und die staatsrechtliche Prüfung, die zeigt: Das UBI-System erfüllt keines der drei grundlegenden Kriterien – es ist nicht angemessen, nicht gewaltenteilig, nicht marktwirtschaftlich. Die Instanz, die Bürger schützen soll, schützt vor allem das System, das sie kontrollieren sollte.

Ein Pflichtlektüre für alle, die eine Beschwerde erwägen – und für alle, die verstehen wollen, warum echte Medienaufsicht in der Schweiz noch aussteht.



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