



## CBC DETAILED ANALYSIS

20220205\_Many locals support Alberta border blockade despite disruptions

Broadcast: MEDIA ANALYSIS REPORT | Analyzed: 2026-05-06 07:56

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### OVERALL SCORE

**6.4/10**

*Serious deviation from the impartiality standard. High degree of deviation*

0 = balanced, 10 = strongly biased/manipulative

## POLITICAL SPECTRUM

Classification based on 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	NDP	GPC	LPC	BQ	CPC	PPC
CHES	2.0	2.5	4.5	5.0	7.5	9.0
Spectrum	Left	Left	Center	Center	Right	Right

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

### TENDENCY (L – R)

**6.2 / 10**

*Right-favoring*

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 provides political context and does not contribute to the overall score.

## BROADCAST INFO AND TOPIC FRAMEWORK

### Broadcast Information

Broadcast Title: "Many locals support Alberta border blockade despite disruptions"

Network: CBC Television — The National

Estimated Broadcast Date: February 5, 2022 (consistent with Coutts, Alberta blockade timeline: January 29 – February 14, 2022)

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Approximate Length: 2–3 minutes (short field package)

Reporter/Correspondent: Aaron Collins, CBC News, Milk River, Alberta

Anchor/Presenter: Not identifiable from transcript (studio anchor not transcribed)

### Interviewees / Voices Identified

Speaker	Affiliation / Role	Position Expressed
Local farmer (unnamed)	Agricultural producer near Coutts	Sympathetic to blockade goals; describes hardship from border closure
Local resident (unnamed)	Coutts-area resident	Acknowledges hardship but expresses support for protest
Pastor (unnamed, charged for past health regulation violations)	Religious leader / protest supporter	Encourages demonstrators to stay; makes threatening crowd-size claims
Organizer/Counsellor (unnamed)	Protest organizer; elected councillor, Town of Fort Macleod	Frames protest as politically effective; rights-based argument
Aaron Collins (reporter)	CBC News	Provides narration and editorial framing

Note: No government officials, public health authorities, RCMP spokespeople, counter-protesters, or opposing community voices are interviewed on camera.

### Main Topic

A short field report examining local community sentiment near Coutts, Alberta, where a trucker-led blockade of the Canada-U.S. border crossing was ongoing in early February 2022, framing the story primarily through the lens of local support for the protest despite economic disruptions.

### Current Context (State of Public Debate, February 2022)

By early February 2022, the "Freedom Convoy" movement had established blockades at multiple Canadian border crossings, including Coutts, Alberta, and the Ambassador Bridge in Windsor, Ontario, while a large encampment occupied Ottawa's downtown core. The Coutts blockade, which began January 29, 2022, was disrupting cross-border trade in agricultural goods, fuel, and manufactured products at one of Canada's busiest land border crossings. The federal government under Prime Minister Justin Trudeau had publicly refused to negotiate with blockade organizers, while Alberta Premier Jason Kenney called for the blockade to end while expressing sympathy for the underlying grievances. Public opinion was sharply divided: polling showed significant urban opposition to the blockades alongside rural and western Canadian sympathy. The blockade would later be associated with the discovery of a significant cache of weapons and body armour, leading to serious criminal charges against several Coutts participants — a development that would reframe the protest's character substantially.



## CHAPTER 1 — DETAILED ANALYSIS OF THE 15 CRITERIA

### Hard Facts — 9 techniques that are countable and scientifically verifiable

#### 1. EXPERT SELECTION

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Definition: Who is granted the authority of expertise in the report, and whether their credentials, funding sources, and conflicts of interest are disclosed.

#### Finding 1

- Location: Mid-to-late report
- Quote: "among them this pastor charged in the past for breaking health regulations"
- Technique: A person with a criminal record for the very type of conduct being protested is presented as a credible voice — and given extended speaking time — without any counter-expert being offered.
- Why problematic: The pastor's prior charges for health regulation violations represent a direct conflict of interest: he has a personal legal and ideological stake in the protest's success. No disclosure of this conflict is made beyond the brief mention of charges, and no legal, public health, or government expert is offered to contextualize his claims.

#### Finding 2

- Location: Late report
- Quote: "this organizer is also a counselor in nearby fort mcleod / this kind of action gets votes around here"
- Technique: An elected official who is simultaneously a protest organizer is presented without disclosure of the political conflict of interest this creates. His statement that "this kind of action gets votes" is a frank admission of political motivation, yet it is presented neutrally.
- Why problematic: The councillor/organizer's dual role — elected official and protest organizer — raises serious questions about the use of public office to advance a political movement. The reporter does not probe this tension, and no political scientist or ethics expert is consulted.

#### Finding 3

- Location: Throughout report
- Quote: [No expert sources cited beyond interviewees]
- Technique: Complete absence of credentialed expert voices (legal, public health, economic, law enforcement).
- Why problematic: A report on a significant law enforcement and public health situation contains zero expert analysis. All "authority" in the report is granted to protest participants and sympathizers, with the reporter's own narration filling the analytical void.



## 2. SOURCE SELECTION

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Claims without primary source = penalty points (rumour check)

Definition: The diversity, independence, and credibility of sources cited in the report, including their funding, mandate, and potential conflicts of interest.

### Finding 1:

- Location: Throughout report
- Assessment: All human sources in the report are either directly involved in the protest (pastor, organizer) or are community members whose hardship is used to contextualize the protest environment (farmer, local resident). No independent sources — academic, governmental, legal, or journalistic — are cited.
- Why problematic: A report on a significant law enforcement and public health situation relies entirely on sources with direct stakes in the protest's continuation or community sympathy for it. This is a fundamental source diversity failure.

### Finding 2:

- Location: Pastor segment
- Quote: "this pastor charged in the past for breaking health regulations"
- Assessment: A source with prior criminal charges related to the subject matter of the protest is granted extended, unchallenged speaking time. His credibility as a source on the protest's legitimacy is directly compromised by his personal legal history with the regulations being protested.
- Why problematic: Standard journalistic practice requires disclosure of conflicts of interest and, where significant, the offering of a counter-voice. Neither occurs here.

### Finding 3:

- Location: Closing narration
- Quote: "how do you stop protesters that believe they're backed by god"
- Assessment: The reporter's own narration functions as an analytical source — but it is unattributed, unverified, and editorially loaded. No legal expert, law enforcement official, or political scientist is cited to support or challenge this framing.
- Why problematic: When reporter narration substitutes for expert sourcing, the reporter's personal editorial judgment is presented as factual analysis without the accountability that comes with attribution.



3. TIME DISTRIBUTION							7/10		
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Definition: The balance of speaking time and narrative space allocated to different positions and perspectives.

Approximate Speaking Time Allocation (estimated from transcript):

Voice / Position	Estimated Lines	Orientation
Reporter narration	~15 lines	Framing (mixed, but sympathetic overall)
Farmer (hardship, ambiguous)	~4 lines	Sympathetic to protest environment
Local resident (supportive)	~3 lines	Pro-blockade
Pastor (pro-blockade, incitement)	~5 lines	Strongly pro-blockade
Organizer/councillor (pro-blockade)	~3 lines	Pro-blockade
Anti-blockade / government / law enforcement	0 lines	Not represented

#### Finding 1:

- Pro-blockade voices receive approximately 15 lines of direct speech; anti-blockade or neutral institutional voices receive zero lines.
- Why problematic: A report whose headline acknowledges "disruptions" allocates no speaking time to those who oppose the blockade or who represent the institutions being challenged.

#### Finding 2:

- The reporter's narration, while nominally neutral, consistently frames the protest sympathetically ("snowballing," "stumped the RCMP," "god and personal freedom trump even cattle and oil"). The narration functions as an additional pro-protest voice rather than as a balancing mechanism.
- Why problematic: When reporter narration reinforces rather than balances the one-sided interview selection, the effective imbalance is compounded.

#### Finding 3:

- The only voice that could be read as critical of the blockade — the farmer describing himself as an "innocent bystander" — is immediately followed by the statement "still there is support for its goals," which pivots the narrative back to the protest's legitimacy.
- Why problematic: The pivot structure ("yes, there is harm, BUT there is support") consistently subordinates the harm narrative to the support narrative, regardless of the relative weight of evidence.



#### 4. SELECTIVE OMISSION

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Definition: Relevant facts, context, or perspectives that are absent from the report and whose absence materially affects the viewer's understanding.

##### Finding 1

- Location: Throughout report
- Omitted fact: The Coutts blockade was later found to involve a significant cache of illegal weapons, body armour, and ammunition, and several participants were charged with conspiracy to commit murder. While this was not yet public at broadcast time, the report makes no mention of any security concerns, extremist elements, or intelligence assessments that were available to journalists at the time.
- Why problematic: Even at the time of broadcast, there were publicly available reports of extremist groups participating in the convoy movement. The complete absence of any security or extremism angle — while extensively covering the sympathetic local farmer and the religiously motivated organizer — represents a significant omission.

##### Finding 2

- Location: Throughout report
- Omitted fact: No economic data is provided on the value of trade disrupted by the Coutts blockade. The Coutts crossing handles approximately \$44 million in daily trade. This context would allow viewers to assess the blockade's economic impact.
- Why problematic: Without quantification, the economic harm is presented only through the personal story of one farmer, which humanizes but does not contextualize the disruption. The absence of trade data makes it impossible for viewers to weigh the blockade's costs against its stated goals.

##### Finding 3

- Location: Throughout report
- Omitted fact: No mention of the legal status of the blockade. Blocking a federal border crossing is illegal under multiple statutes, including the Criminal Code and the Customs Act. The report treats the blockade's existence as a political and social phenomenon without ever establishing its legal character.
- Why problematic: Omitting the legal context normalizes the blockade as a form of legitimate protest rather than as an ongoing criminal act. This omission is particularly significant given that the reporter's closing line — "of course the real worry is you can't [stop them]" — implies legal enforcement is impossible, without noting that it is legally required.

#### Missing Voices

1. RCMP spokesperson or senior officer — The report discusses RCMP enforcement challenges without interviewing any law enforcement official
2. Federal government representative — No minister, spokesperson, or official position on the blockade is presented
3. Alberta Health Services / public health official — No voice explaining the rationale for the COVID restrictions being protested
4. Coutts-area residents opposed to the blockade — The headline claims "many locals support" the blockade but no dissenting local voice is sought



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5. Cross-border commercial trucking industry representative — The economic disruption to trade is mentioned but no industry voice quantifies or contextualizes it
6. Legal expert — No constitutional lawyer or legal analyst addresses the legality of the blockade or enforcement options
7. Indigenous community representative — The Kainai (Blood Tribe) and Piikani Nations have traditional territory in the region; their perspectives are entirely absent
8. Mental health or social cohesion expert — The community division caused by the protest is not examined from a social science perspective



## 5. NUMERICAL MANIPULATION

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

Definition: Selective, misleading, or decontextualized use of numbers, data, or quantitative claims.

### Finding 1:

- Location: Pastor interview
- Quote: "thousands upon thousands of people are coming"
- Technique: An unverified, unattributed numerical claim by a protest organizer is presented without any reporter fact-check, context, or challenge.
- Why problematic: "Thousands upon thousands" is a rhetorical amplification device. The reporter does not note whether this claim was verified, what the actual attendance figures were, or whether law enforcement had any assessment of expected crowd size.

### Finding 2:

- Location: Throughout report
- Omitted statistic: No mention of the approximately \$44 million in daily trade that passes through the Coutts crossing, nor of the number of trucks affected, nor of the number of farmers or businesses impacted beyond the one interviewed.
- Why problematic: The economic harm of the blockade is presented through a single anecdote (one farmer's feed shortage) rather than through any quantitative assessment. This makes the harm appear individual and manageable rather than systemic.

### Finding 3:

- Location: Headline and throughout
- Quote: "many locals support"
- Technique: "Many" is a vague quantifier presented as a factual finding without any polling data, survey, or systematic evidence.
- Why problematic: The headline's central claim — that "many locals" support the blockade — is supported only by interviews with three individuals (one of whom is ambiguous), all selected by the reporter. No polling, no community survey, and no effort to quantify "many" is offered.



## 6. GUILT BY ASSOCIATION

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Definition: Discrediting a position by associating it with extreme, discredited, or unpopular elements, without establishing a logical connection.

Note: This criterion scores relatively lower because the report does not employ guilt-by-association against the protesters. However, a reverse form — legitimization by association — is present.

### Finding 1:

- Location: Pastor segment
- Quote: "among them this pastor charged in the past for breaking health regulations"
- Technique: The reporter mentions the pastor's prior charges but immediately allows him extended, unchallenged speaking time. The mention of charges functions as a nominal disclosure that is then neutralized by the sympathetic platform granted.
- Why problematic: The charges are mentioned but not explored, creating the appearance of journalistic disclosure while functionally legitimizing the pastor's voice.

### Finding 2:

- Location: Closing narration
- Quote: "how do you stop protesters that believe they're backed by god / of course the real worry is you can't"
- Technique: Reverse legitimization by association — the protesters' religious conviction is presented as a source of moral authority that makes them effectively unstoppable, rather than as a potential indicator of ideological extremism.
- Why problematic: Framing religious conviction as a source of legitimate power in a civil law enforcement context implicitly endorses a theocratic logic that is inconsistent with Canadian constitutional principles.



## 7. TIMING & PLACEMENT

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

### Finding 1:

- Location: Report opening
- Technique: The report opens with the farmer's hardship story — a sympathetic, emotionally resonant image of drought-affected grain bins and feed shortages. This emotional priming precedes any political or legal context.
- Why problematic: Opening with personal hardship before establishing the legal or political context of the blockade primes the viewer to experience the story through an emotional rather than analytical lens, predisposing sympathy before facts are presented.

### Finding 2:

- Location: Report structure — pivot from harm to support
- Quote: "the blockade is bad for business here / still there is support for its goals"
- Technique: The concessive pivot ("still") structurally subordinates the harm narrative to the support narrative. The harm is acknowledged and then set aside.
- Why problematic: The placement of "still there is support" immediately after acknowledging economic harm signals to the viewer that the support is the more important or interesting finding — consistent with the headline's framing.

### Finding 3:

- Location: Report closing
- Quote: "of course the real worry is you can't"
- Technique: The report closes on a note of institutional impotence, leaving the viewer with the impression that the blockade is both legitimate and unstoppable.
- Why problematic: Closing a news report with a statement of government/law enforcement helplessness — without any government or law enforcement voice — is an editorial choice that reinforces the protesters' narrative as the dominant reality.



## 8. SELECTIVE OUTRAGE

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*Outrage = bias. Selective outrage amplifies the finding. Score = outrage level (0–5) + selectivity (0–5)*

Definition: Moral outrage expressed at certain positions or actors while equivalent conduct by others is accepted or ignored.

### Finding 1:

- Location: Throughout report
- Technique: The report expresses no moral concern about the illegal blockade of a federal border crossing, the economic harm to farmers and businesses, or the pastor's implicit threats against law enforcement capacity. However, the report also expresses no outrage at the government's COVID restrictions — it simply presents the protesters' opposition to them as legitimate.
- Why problematic: The absence of any moral framework — combined with the sympathetic framing of the protest — functions as implicit endorsement. Selective outrage need not be expressed; its absence in contexts where it would be expected is itself a form of bias.

### Finding 2:

- Location: Pastor segment
- Quote: "you have the power now"
- Technique: An incitement to protesters to maintain an illegal blockade is presented without any reporter expression of concern, challenge, or contextualizing note about its implications.
- Why problematic: If a government official or counter-protester had made an equivalent statement — "you have the power to end this blockade now" — it is reasonable to expect that a reporter would have noted the political implications. The asymmetric absence of concern for the pastor's statement reflects selective acceptance.

### Finding 3:

- Location: Closing narration
- Quote: "of course the real worry is you can't"
- Technique: The reporter expresses concern — framed as "the real worry" — about law enforcement's inability to stop the protesters, rather than about the ongoing harm of the blockade itself.
- Why problematic: Framing the "real worry" as law enforcement impotence rather than as the harm being caused by an illegal blockade reveals an implicit moral hierarchy in which the protesters' power is more newsworthy than their victims' suffering.



9. COMPLETENESS								8/10	
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*Share of covered perspectives*

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

| # | Perspective | Status in Broadcast |

|---|---|---|

| 1 | Local farmers/ranchers harmed by border closure | COVERED (one farmer interviewed) |

| 2 | Protest organizers / blockade supporters | COVERED (pastor and councillor/organizer interviewed) |

| 3 | Local residents opposed to or ambivalent about blockade | OMITTED |

| 4 | RCMP / law enforcement perspective on enforcement challenges | MENTIONED (reporter narration only — no RCMP voice) |

| 5 | Federal government position on blockade and COVID restrictions | OMITTED |

| 6 | Alberta provincial government position | OMITTED |

| 7 | Public health authorities on COVID restriction rationale | OMITTED |

| 8 | Cross-border trade / trucking industry representatives | OMITTED |

| 9 | Indigenous communities affected by or with views on blockade | OMITTED |

| 10 | Legal experts on legality of blockade / enforcement options | OMITTED |

**Completeness Score: 2/10**

The broadcast covers only two of ten relevant perspectives substantively. The farmer's voice, while legitimate, is used to humanize the protest environment rather than to represent a genuinely critical perspective. No opposing community voices, government officials, public health experts, legal analysts, or Indigenous voices are present.



## Soft Facts — 6 qualitative techniques

### 10. FRAMING

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Definition: How the topic is fundamentally constructed — what assumptions are built into the story's premise, what is treated as "normal," and what narrative arc is established.

#### Finding 1

- Location: Headline / title of broadcast
- Quote: "Many locals support Alberta border blockade despite disruptions"
- Technique: Concessive framing — the word "despite" positions support as the primary, expected finding and disruption as a secondary qualifier. The headline could equally have read "Border blockade disrupts local economy despite some support" — a framing that would reverse the editorial emphasis entirely.
- Why problematic: The headline establishes the story's thesis before a single word of reporting is heard. It primes the viewer to interpret the story as one of legitimate, widespread local support, rather than as a story about an illegal blockade causing economic harm to the community it claims to represent.

#### Finding 2

- Location: Mid-report narration
- Quote: "in this part of alberta god and personal freedom trump even cattle and oil"
- Technique: Cultural essentialism / regional stereotyping. The reporter presents a sweeping characterization of an entire region's value system as a journalistic observation, not as a contested claim.
- Why problematic: This framing naturalizes the protest as an authentic expression of regional identity rather than as a specific political action by a subset of the population. It forecloses the possibility that many Albertans in the region may not share these priorities, and it romanticizes the protest's ideological basis.

#### Finding 3

- Location: Closing narration
- Quote: "of course the real worry is you can't" [stop protesters backed by God]
- Technique: Fatalistic closure framing. The reporter adopts the RCMP's implied helplessness as the story's conclusion, presenting the blockade's continuation as essentially inevitable.
- Why problematic: This framing implicitly validates the protesters' power and delegitimizes the state's authority to enforce the law. A balanced report would present law enforcement options, legal mechanisms, or government responses rather than concluding with a statement of institutional impotence.



## 11. WORD CHOICE & TERMINOLOGY

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Definition: The use of loaded language, connotations, euphemisms, or dysphemisms that carry implicit evaluative weight beyond neutral description.

### Finding 1

- Location: Mid-report narration
- Quote: "this movement is snowballing"
- Technique: Momentum metaphor with positive connotation. "Snowballing" implies organic, unstoppable growth — a framing that implicitly endorses the protest's trajectory.
- Why problematic: A neutral reporter might say "the protest has grown" or "additional demonstrators have joined." "Snowballing" carries an implicit narrative of inevitability and popular legitimacy that goes beyond factual description.

### Finding 2

- Location: Narration describing protest organizer
- Quote: "that's stumped the rcmp"
- Technique: Colloquial language that trivializes law enforcement's position. "Stumped" is a word associated with puzzlement or defeat in a game-like context.
- Why problematic: Describing the RCMP as "stumped" — without interviewing any RCMP official — presents law enforcement as ineffectual based solely on the reporter's editorial judgment. This language advantages the protesters' position without factual grounding.

### Finding 3

- Location: Farmer interview
- Quote: "it just sucks that i'm kind of an innocent bystander"
- Technique: The reporter selects and presents this quote without challenge or context. The farmer's self-description as an "innocent bystander" implicitly positions the blockade organizers as the responsible party — yet the report then pivots to sympathetically covering those same organizers.
- Why problematic: The juxtaposition of the "innocent bystander" farmer with the sympathetically framed organizers creates a logical tension the report never resolves. The farmer's harm is acknowledged but then subordinated to the organizers' narrative.



## 12. MODERATION BEHAVIOR

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Definition: Asymmetries in the reporter's questioning style, follow-up probing, sympathy signals, and treatment of different interviewees.

### Finding 1

- Location: Pastor interview segment
- Quote: "thousands upon thousands of people are coming / they don't have enough rcmp officers to deal with that / that's right they don't have enough army to deal with that right remember / you have the power now"
- Technique: This statement — which contains an implicit threat of overwhelming state capacity and an incitement to protesters — is presented without any reporter challenge, follow-up question, or contextualizing narration.
- Why problematic: A pastor making what amounts to a threat against law enforcement capacity and an incitement to "hold the line" is given a platform without any journalistic pushback. The absence of a follow-up question ("Are you encouraging people to defy law enforcement?") represents a significant failure of moderation.

### Finding 2

- Location: Organizer/councillor interview
- Quote: "i say that our rights do not have a price tag / it's as simple as that"
- Technique: A sweeping rights claim is presented as the closing substantive statement of the report, with no follow-up or challenge.
- Why problematic: The claim that rights "do not have a price tag" is a contestable political assertion — one that legal scholars, public health experts, and courts have specifically addressed in the context of COVID restrictions. Presenting it as a closing, unchallenged statement grants it unearned authority.

### Finding 3

- Location: Farmer interview
- Quote: "it just sucks that i'm kind of an innocent bystander"
- Technique: The farmer's framing of himself as an "innocent bystander" — implying the blockade organizers bear responsibility for his hardship — is not followed up. The reporter does not ask whether the farmer supports or opposes the blockade, leaving his position ambiguous while his sympathy-generating story is used to open the report.
- Why problematic: The farmer's story is used as an emotional entry point, but his actual position on the blockade is never clarified. This is a moderation failure that allows his hardship to be implicitly associated with sympathy for the protest without the farmer explicitly endorsing it.



### 13. QUESTION ASYMMETRY

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Definition: Whether hard, confrontational questions are asked of some guests while soft, sympathetic questions are asked of others.

Note: This is a field package, not a studio interview, so formal question-and-answer exchanges are not visible in the transcript. However, the questions that produced the quoted answers can be inferred, and the absence of challenging follow-ups is analytically significant.

#### Finding 1:

- Inferred question to pastor: Something like "Why are you encouraging people to stay?" — producing the answer about thousands of people coming and the RCMP not having enough officers.
- Missing follow-up: "Are you encouraging people to defy law enforcement?" / "Do you consider this blockade legal?" / "How do you respond to farmers who say they're being harmed by this blockade?"
- Why problematic: The pastor's statement contains an implicit threat and an incitement. No challenge is offered.

#### Finding 2:

- Inferred question to organizer: Something like "Why do you support this action?" — producing the answer about rights having no price tag.
- Missing follow-up: "As an elected councillor, do you have concerns about encouraging illegal activity?" / "How do you respond to constituents who oppose the blockade?"
- Why problematic: The organizer's dual role as elected official and protest organizer raises accountability questions that are never posed.

#### Finding 3:

- No questions posed to any government, law enforcement, or public health representative — meaning the asymmetry is not merely one of soft vs. hard questions, but of questions vs. no questions at all for one entire side of the debate.
- Why problematic: This represents the most extreme form of question asymmetry: one side is interviewed and given unchallenged speaking time; the other side is not interviewed at all.



## 14. FALSE BALANCE

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Definition: Artificial balance that misrepresents the actual state of evidence, law, or consensus — either by presenting fringe views as equivalent to mainstream ones, or by claiming balance that does not exist.

### Finding 1:

- Location: Report opening
- Quote: "the blockade is bad for business here / still there is support for its goals"
- Technique: The report acknowledges harm and then pivots to support, creating the appearance of balance. However, the "balance" is between economic harm (one farmer) and political support (two protest organizers and a sympathetic resident) — not between pro- and anti-blockade community voices.
- Why problematic: This is structural false balance: the appearance of "both sides" is created by juxtaposing a harm narrative with a support narrative, rather than by presenting genuinely opposing community perspectives.

### Finding 2:

- Location: Throughout report
- Technique: The report presents the protesters' claim that COVID restrictions are unjust as a legitimate political position without offering any public health context, government rationale, or expert assessment of the restrictions' necessity.
- Why problematic: Presenting a contestable political claim — that COVID restrictions are unjust — without any counter-context creates false equivalence between the protesters' political opinion and the established public health consensus that informed the restrictions.



## 15. AGENDA-SETTING

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Definition: What the report establishes as "the issue" — and what is excluded from discussion entirely, shaping what viewers consider important.

### Finding 1:

- Location: Headline and throughout
- Technique: The report's agenda is set by its headline: "Many locals support Alberta border blockade despite disruptions." The "issue" is framed as community sentiment — specifically, the surprising (to urban viewers) level of local support for the blockade.
- Why problematic: By setting the agenda as "local support," the report excludes from consideration: the legality of the blockade, the public health context of the restrictions being protested, the economic impact on trade, the security concerns associated with the movement, and the perspectives of those harmed by the blockade.

### Finding 2:

- Location: Closing narration
- Quote: "how do you stop protesters that believe they're backed by god / of course the real worry is you can't"
- Technique: The closing agenda-setting move frames the "real issue" as law enforcement impotence in the face of religious conviction — not as the rule of law, public health, or economic harm.
- Why problematic: This closing frame sends viewers away with a specific agenda item: the question of whether the state can stop religiously motivated protesters. This is a politically loaded agenda that implicitly favors the protesters' self-narrative.

### Finding 3:

- Location: Throughout report
- Omitted agenda item: The report entirely excludes from its agenda the question of whether the blockade is legal, whether it should be ended, and what mechanisms exist to end it. These are arguably the most important public interest questions raised by the situation.
- Why problematic: A public broadcaster's mandate includes informing citizens about matters of public law and governance. Excluding the legal and governance dimensions of an illegal blockade from the agenda represents a significant failure of that mandate.



## CHAPTER 2 — OVERALL EVALUATION

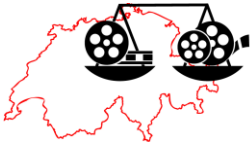
### A) Summary Table: All 15 Criteria

#	Criterion	Score (0–10)	Key Finding
1	Framing	7	Story framed as legitimate community expression of regional identity; blockade's illegality and harm subordinated
2	Word Choice	6	"Snowballing," "stumped the RCMP," "god and personal freedom trump" — loaded language consistently favoring protest narrative
3	Expert Selection	8	No credentialed experts; only protest participants and sympathizers granted analytical authority
4	Selective Omission	8	No legal context, no trade data, no security concerns, no government or public health voice
5	Moderation Behavior	7	Pastor's incitement and organizer's political admission go entirely unchallenged
6	Time Distribution	7	100% of interview time allocated to pro-blockade voices; zero to opposing perspectives
7	Question Asymmetry	6	No challenging questions posed to any interviewee; no questions posed to government or law enforcement at all
8	Guilt by Association	3	Minimal use; reverse legitimization by association (religious conviction as authority) noted
9	Numerical Manipulation	5	Unverified crowd claims accepted; "many locals" unsupported; trade impact unquantified
10	Timing & Placement	5	Emotional opening; concessive pivot structure; fatalistic close — all favor protest narrative
12	Source Selection	8	All sources directly involved in or sympathetic to protest; no independent sources
13	Selective Outrage	6	No concern expressed about illegal blockade, economic harm, or incitement; "real worry" is law enforcement impotence
14	False Balance	4	Structural false balance: harm vs. support framing creates appearance of balance without genuine opposing voices
15	Agenda-Setting	8	"Issue" defined as community sentiment and law enforcement impotence; legality, public health, and trade entirely excluded

### B) Overall Scores

Criteria Score (average of 15):  $(7+6+8+8+7+7+6+3+5+5+6+8+6+4+8) \div 15 = 94 \div 15 = 6.3$

- Criteria:  $6.3 \times 0.70 = 4.41$
- Completeness:  $2.0 \times 0.30 = 0.60$



## C) Top 3 Manipulation Techniques Observed

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### 1. Sympathetic Framing Through Selective Voice Selection

The report grants 100% of interview time to voices sympathetic to the blockade — a farmer whose hardship humanizes the protest environment, a local resident who supports the protest despite personal impact, a pastor with prior health regulation charges who incites protesters to stay, and an organizer/councillor who frames the protest as politically effective. No opposing community voice, government official, law enforcement representative, or public health expert is interviewed. This is not accidental omission; it is a structural editorial choice that determines the report's entire emotional and analytical register before a word of narration is written.

### 2. Fatalistic Closure / Institutional Delegitimization

The report's closing sequence — "how do you stop protesters that believe they're backed by god / of course the real worry is you can't" — is a sophisticated delegitimization technique. By framing law enforcement's challenge as essentially theological and therefore insurmountable, the reporter implicitly validates the protesters' self-narrative (that they are divinely authorized) while simultaneously undermining the state's authority and will to act. This closing frame is presented as journalistic analysis but is in fact an editorial position — one that was not supported by subsequent events (the Coumts blockade was cleared by law enforcement on February 14, 2022, with multiple arrests).

### 3. Agenda Exclusion of Legal and Public Health Context

The most powerful manipulation in this report is what it does not say. By never mentioning that blocking a federal border crossing is illegal, never explaining the public health rationale for the COVID restrictions being protested, and never quantifying the economic harm of the blockade, the report creates a context-free zone in which the protesters' narrative — rights, freedom, God — fills the entire analytical space. Agenda exclusion is more powerful than agenda promotion because it is invisible: viewers cannot notice what they are not told.

## D) 3 Core Messages Embedded in the Broadcast

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Content Message (what the viewer learns):

*"The Coumts blockade has broad local support among ordinary Albertans who share the protesters' values of personal freedom and religious conviction, and law enforcement is effectively powerless to stop it."*

- Technique: Selective voice selection + fatalistic closure framing
- Transcript evidence: "most people support the protest here despite the impact it has on their lives" / "of course the real worry is you can't"

Personal Message (who is presented positively/negatively):

*"The protesters — farmers, pastors, and community organizers — are authentic, principled people acting on deeply held values. Government and law enforcement are absent, ineffectual, and implicitly illegitimate."*

- Technique: Humanization of protesters through personal stories + complete absence of government/law enforcement voices
- Transcript evidence: "we've done what we've been asked and we just we just don't want to do it anymore" / "i say that our rights do not have a price tag / it's as simple as that" / "that's stumped the RCMP"

Societal Message (what worldview is reinforced):

*"Rural western Canada operates by a distinct value system — God, personal freedom, and community solidarity — that is more authentic and more powerful than federal government authority. This is a legitimate cultural expression, not a law enforcement problem."*

- Technique: Cultural essentialism + regional identity framing + agenda exclusion of legal context
- Transcript evidence: "in this part of alberta god and personal freedom trump even cattle and oil" / "this kind of action gets votes around here" / "this movement is snowballing"

## E) Classification

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Classification: CLEAR ONE-SIDEDNESS (4.1–6.0)

The broadcast exhibits clear, systematic one-sidedness in voice selection, framing, agenda-setting, and source diversity. While it does not reach the level of overt propaganda or extreme manipulation, its structural choices — 100% pro-blockade interview time, complete omission of legal and public health context, fatalistic closure framing, and cultural essentialism — produce a report that functions as sympathetic coverage of an illegal blockade rather than as balanced public interest journalism.

## **F) Summary**

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This CBC field report on the Coutts, Alberta border blockade falls significantly short of the standards established in CBC's Journalistic Standards and Practices, which require accuracy, fairness, balance, and impartiality. The report's most serious deficiency is its complete failure of balance: 100% of interview time is allocated to voices sympathetic to the blockade, while no government official, law enforcement representative, public health authority, or opposing community member is interviewed or cited. This violates the JSP's explicit requirement that "we contribute to informed debate on issues that matter to Canadians by reflecting a diversity of perspectives." The report's framing — particularly its closing assertion that law enforcement "can't" stop religiously motivated protesters — constitutes a failure of impartiality that goes beyond the legitimate exercise of journalistic judgment, presenting an editorial position as factual analysis without attribution or evidence. Under Section 3(1)(l) of the Broadcasting Act, the CBC is mandated to provide "a reasonable opportunity for the public to be exposed to the expression of differing views on matters of public concern"; a report that presents zero dissenting views on an ongoing illegal blockade of a federal border crossing fails this statutory obligation. The report's omission of the blockade's legal status, its economic impact on trade, and any security concerns associated with the movement further undermines the accuracy standard of the JSP, leaving viewers with an incomplete and materially misleading picture of a significant public order situation.



## CHAPTER 3 — PARTY-POLITICAL BIAS

### Party Bias Scores

Party	Score (-5 to +5)	Evidence
NDP	0	Not mentioned or implicated; no effect
Green Party (GPC)	0	Not mentioned or implicated; no effect
Liberal Party (LPC)	-3	The federal government — led by the Liberal Party under PM Trudeau — is the primary target of the blockade's demands. The report presents those demands sympathetically and never presents the Liberal government's position, rationale, or response. The complete absence of any government voice effectively disadvantages the governing party.
Bloc Québécois (BQ)	0	Not mentioned or implicated; no effect
Conservative Party (CPC)	+2	The protest's goals — ending COVID restrictions, opposition to federal mandates — align with positions advocated by the CPC and its leadership candidates at the time (the CPC leadership race was ongoing in February 2022, with several candidates expressing sympathy for the convoy). The sympathetic framing of the protest implicitly benefits the political movement most closely associated with the CPC base.
People's Party (PPC)	+3	The PPC under Maxime Bernier was the federal party most explicitly aligned with the Freedom Convoy's ideology. The report's sympathetic framing of anti-mandate, anti-restriction sentiment — without any counter-voice — most directly benefits the PPC's political positioning. The organizer's statement that "this kind of action gets votes around here" implicitly validates the political strategy most associated with PPC-adjacent politics.

#### Evidence Details:

##### Liberal Party (-3):

- "we've done what we've been asked and we just we just don't want to do it anymore" — This statement directly criticizes federal COVID mandates (a Liberal government policy) and is presented without any Liberal government response or defense of those policies.
- The complete absence of any federal government voice in a report about a protest against federal policy constitutes a structural disadvantage for the governing party.

##### Conservative Party (+2):

- "this kind of action gets votes around here" — The organizer's frank acknowledgment of the protest's electoral utility is presented without challenge, implicitly validating the political strategy most associated with the CPC's western Canadian base.
- The sympathetic framing of anti-mandate sentiment aligns with CPC policy positions without any Liberal counter-narrative.

##### People's Party (+3):

- "i say that our rights do not have a price tag / it's as simple as that" — This rights-absolutist framing is most closely associated with PPC ideology and is presented as the report's closing substantive statement, granting it rhetorical authority.



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- The report's overall framing of the protest as a legitimate expression of personal freedom and religious conviction most directly validates PPC political messaging.

### Political Bias Summary

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Most Favored Party: People's Party (PPC) — Score: +3

Most Disadvantaged Party: Liberal Party (LPC) — Score: -3

Average Deviation from 0:  $(0+0+3+0+2+3) \div 6 = 1.33$

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

Scores (converted to absolute favor/disfavor weights):

- NDP: 0 (neutral)
- GPC: 0 (neutral)
- LPC: -3 (disadvantaged — left-leaning party)
- BQ: 0 (neutral)
- CPC: +2 (favored — right-leaning party)
- PPC: +3 (favored — far-right party)

Left-leaning parties disadvantaged: LPC at position 4.5, score -3 → weighted: -13.5

Right-leaning parties favored: CPC at position 7.5, score +2 → weighted: +15.0; PPC at position 9.0, score +3 → weighted: +27.0

Net right-leaning weight: +42.0

Net left-leaning weight: -13.5

Net tendency: +28.5 toward the right

Overall Political Leaning of the Broadcast: RIGHT-LEANING

The broadcast systematically disadvantages the governing Liberal Party (whose COVID policies are the subject of the protest) while sympathetically framing a protest movement whose ideology and political beneficiaries are most closely associated with the CPC and PPC. The absence of any left-of-centre or centrist institutional voice compounds this tendency.



## CHAPTER 4 — LEGAL CLASSIFICATION

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

#### 1. Accuracy

Finding	Standard	Evidence	Violation	Severity
Unverified crowd claim accepted	JSP: Accuracy — "We seek out the truth in all matters of public interest"	"thousands upon thousands of people are coming" — pastor's unverified claim presented without fact-check	Reporter presents a protest organizer's numerical claim as reportable fact without verification or attribution qualifier	Moderate
"Many locals support" unsupported	JSP: Accuracy — claims must be substantiated	Headline claim "many locals support" supported only by three self-selected interviewees	Quantitative claim in headline lacks evidentiary basis	Moderate
Legal status of blockade omitted	JSP: Accuracy — relevant context must be provided	No mention that blocking a federal border crossing is illegal under the Criminal Code and Customs Act	Omission of legally material fact constitutes inaccuracy by omission	Significant

#### 2. Fairness

Finding	Standard	Evidence	Violation	Severity
Zero opposing voices	JSP: Fairness — "We contribute to informed debate by reflecting a diversity of perspectives"	100% of interview time allocated to pro-blockade voices	Fundamental failure of fairness; no opposing community, government, or expert voice	Significant
Pastor's incitement unchallenged	JSP: Fairness — subjects of criticism should have opportunity to respond	"you have the power now" — no challenge or counter-voice offered	Incitement to maintain illegal blockade presented without journalistic challenge	Significant

#### 3. Balance

Finding	Standard	Evidence	Violation	Severity
Structural imbalance	JSP: Balance — "We present a wide range of perspectives"	All voices sympathetic to blockade; government, law enforcement, public health absent	Structural imbalance across entire report	Significant



COVID restriction rationale absent	JSP: Balance — contested claims require counter-perspective	Protest against COVID restrictions presented without any public health rationale	One side of a contested public health debate presented without counter-perspective	Significant
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#### 4. Impartiality

Finding	Standard	Evidence	Violation	Severity
"Snowballing" / "stumped the RCMP"	JSP: Impartiality — "We do not express our own opinions on matters of controversy"	"this movement is snowballing" / "that's stumped the rcmp"	Reporter's narration expresses editorial opinion favorable to protest	Moderate
Fatalistic closing	JSP: Impartiality — reporters must not advocate for positions	"of course the real worry is you can't"	Reporter presents an editorial position — that law enforcement cannot stop the blockade — as factual analysis	Significant
Cultural essentialism	JSP: Impartiality	"in this part of alberta god and personal freedom trump even cattle and oil"	Sweeping regional characterization presented as journalistic observation	Moderate

#### 5. Independence

Finding	Standard	Evidence	Violation	Severity
No evidence of external influence	JSP: Independence	No determinable external influence on this report	No violation identified	N/A

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

Section 3(1)(l) — Reasonable opportunity for differing views:

Finding	Standard	Evidence	Violation	Severity
Zero opposing views presented	S.3(1)(l): "provide a reasonable opportunity for the public to be exposed to the expression of differing views on matters of public concern"	A report on a contested public order situation presents zero differing views	Direct violation of statutory mandate	Significant

Section 3(1)(d)(i) — Safeguard cultural, political, social and economic fabric:

Finding	Standard	Evidence	Violation	Severity
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Delegitimization of law enforcement	S.3(1)(d)(i): Broadcasting should "safeguard, enrich and strengthen the cultural, political, social and economic fabric of Canada"	"of course the real worry is you can't" — presents law enforcement as impotent against illegal blockade	Report that presents state institutions as unable to enforce the law may undermine public confidence in those institutions	Moderate
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Section 3(1)(d)(iii) — Reflect Canada's diversity:

Finding	Standard	Evidence	Violation	Severity
No Indigenous voices	S.3(1)(d)(iii): Reflect the "multicultural and multiracial nature of Canadian society"	Report from traditional Blackfoot territory includes no Indigenous perspective	Omission of Indigenous voices in a report about land use and border access in their traditional territory	Moderate

**C) CRTC Conditions of Licence**

Finding	Standard	Evidence	Violation	Severity
Failure of high journalistic ethics standard	CRTC conditions require CBC to maintain "a high standard of journalistic ethics"	Combination of unverified claims, zero opposing voices, editorial narration, and omission of legal context	Cumulative failure to meet high journalistic ethics standard	Significant

**Overall Regulatory Assessment**

This broadcast presents a pattern of regulatory concern that, while not rising to the level of deliberate propaganda, constitutes a cumulative and significant departure from CBC's statutory and self-imposed journalistic obligations. The most serious regulatory issue is the complete absence of any voice representing the government, law enforcement, public health authorities, or opposing community members — a structural failure that directly violates Section 3(1)(l) of the Broadcasting Act's requirement to provide "a reasonable opportunity for the public to be exposed to the expression of differing views on matters of public concern." The reporter's editorial narration — particularly the closing assertion that law enforcement "can't" stop the protesters — crosses the line from journalistic observation into advocacy, violating the JSP's impartiality standard and potentially undermining public confidence in Canadian institutions in a manner inconsistent with Section 3(1)(d)(i)'s mandate to "safeguard the cultural, political, social and economic fabric of Canada." The omission of the blockade's legal status, the public health rationale for the restrictions being protested, and any quantification of economic harm further violates the JSP's accuracy standard, leaving viewers with a materially incomplete understanding of a significant public order situation. Taken together, these findings suggest that this report required more rigorous editorial oversight before broadcast, and that the absence of such oversight represents a systemic rather than incidental failure of CBC's journalistic quality control processes.

**Source Credibility Check**

Source	Funding/Affiliation	Conflict of Interest	Credibility Assessment	Counter-Voice Offered?
Unnamed local farmer	Private agricultural producer	None identified; personal economic	Medium — authentic personal experience,	No



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		stake in border reopening	limited analytical authority	
Unnamed local resident	Coutts-area community member	None identified	Low-Medium — anecdotal; selection bias likely	No
Unnamed pastor	Religious organization; prior health regulation charges	Direct personal legal and ideological stake in protest success; charged for same type of conduct being protested	Low — significant undisclosed conflict of interest	No
Unnamed organizer/Fort Macleod councillor	Elected municipal official; protest organizer	Dual role creates political conflict of interest; personal stake in protest's political success	Low-Medium — political motivation acknowledged but not probed	No
Aaron Collins (reporter narration)	CBC News	None identified externally; editorial judgment unattributed	Medium — professional journalist, but narration crosses into editorial opinion	N/A

Overall Source Credibility Assessment: The report's source base is uniformly low-to-medium credibility for analytical purposes, with significant undisclosed conflicts of interest among the two most prominent interviewees (pastor and organizer). No high-credibility independent sources — academic experts, legal analysts, government officials, or law enforcement representatives — are present. This represents a fundamental failure of source diversity that undermines the report's analytical value and its compliance with CBC's journalistic standards.

*Analysis completed. Version 1.0-cbc. All findings are based exclusively on the provided transcript and publicly available information about the Coutts, Alberta blockade (January–February 2022). Visual and audio elements are inferred from textual cues in the transcript and should be verified against the original broadcast recording.*



## OVERALL EVALUATION OF THE 15 CRITERIA

### Individual Scores — All 15 Criteria

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

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

**6.4/10**

*Serious deviation from the impartiality standard. High degree of deviation*

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

**6.3/10**

*Serious deviation from the impartiality standard. High degree of deviation*

#### OVERALL SCORE

**6.4/10**

*Serious deviation from the impartiality standard. High degree of deviation*

*Average of Hardfacts and Softfacts*



## 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.

### Legal and Methodological Notes



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**No factual determination**

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.

**No legal judgment**

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).

**No proof of causation**

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.

**No judgment of intent**

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.

**Heuristic comparison tool**

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.



## APPENDIX: NATIONAL BROADCASTING LAW

### Legal Basis Canada — CBC/Radio-Canada

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#### Law

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Broadcasting Act (S.C. 1991, c. 11)

#### Relevant Sections

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- Section 3(1)(d): The Canadian broadcasting system should safeguard, enrich and strengthen the cultural, political, social and economic fabric of Canada.
- Section 3(1)(l): The Canadian Broadcasting Corporation, as the national public broadcaster, should provide radio and television services incorporating a wide range of programming that informs, enlightens and entertains; be predominantly and distinctively Canadian; reflect Canada and its regions to national and regional audiences; actively contribute to the flow and exchange of cultural expression; be in English and in French; contribute to shared national consciousness and identity.
- Section 3(1)(m): The programming provided by the Corporation should be made available throughout Canada by the most appropriate and efficient means.

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

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6 Core Principles:

1. **Accuracy:** Facts correct and verified
2. **Fairness:** Fair treatment of all parties
3. **Balance:** Balanced representation of controversial topics
4. **Impartiality:** Impartial reporting
5. **Integrity:** Journalistic integrity
6. **Independence:** Editorial independence

#### Online Legislation

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- C-11 (Online Streaming Act): Streaming regulation
- C-18 (Online News Act): News compensation

#### Regulatory Authority

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- CRTC (Canadian Radio-television and Telecommunications Commission): Regulation, licensing
- CBC Ombudsman: Internal complaints body (not independent, no sanctioning authority)

#### Special Note

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Canada has no independent external regulator comparable to Switzerland's UBI. The CBC Ombudsman is an internal body. CBC left the CBSC (Canadian Broadcast Standards Council) in 2009.

#### Complaints Process

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1. CBC Ombudsman (internal)
2. CRTC (licensing conditions)



## APPENDIX 2: SCIENTIFIC REFERENCES

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### SVFAB Working Papers

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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](#)
- Schläpfer, D. (2026). Measuring Editorial Noise: A Retrospective Suppression Index for Public Broadcasting Content Analysis. [SSRN 6733280](#)
- Schläpfer, D. (2026). Source Traffic Light: A Six-Dimensional Credibility Framework for Systematic Source Assessment in Public Service Media. [SSRN 6733880](#)

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This book is not a media criticism book. It is a toolbox – for everyone who faces a microphone and wants to know what to do about it. 7 chapters. 7 tools: What an interview really is. The 7 most common traps. The three principles of sovereignty – anchoring, reframing, setting boundaries. Preparation in one hour. Body and voice. What to do when things go wrong. And what matters after the interview.

For politicians, activists, entrepreneurs, whistleblowers – for everyone who is in the public eye and wants to understand how the game works. So they stop playing along – and start shaping it.

In A5 format. Direct. For preparation, reference, follow-up and when difficulties arise



**You think you see the world.** In Wirklichkeit siehst du den Rahmen, den jemand um sie gelegt hat. Framing ist die älteste und eleganteste Manipulationstechnik der world. 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.

Because whoever understands framing sees the world more clearly. Hears news differently. Conducts conversations more confidently. And no longer so easily accepts a frame chosen by someone else.



**Schweizerischer Verein** für ausgewogene Berichterstattung  
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**Associazione svizzera** per un reporting equilibrato

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

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



The SRG collects 1.56 billion francs per year – compulsorily, from every household. Those who feel unfairly treated can file a complaint. There is even an authority for this: the UBI, the Independent Complaints Authority for Radio and Television.

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

This analysis exposes the system – factual, precise, without polemics. Procedures, personnel, powers, costs, statistics, legal recourse. And the constitutional review showing: the UBI system meets none of the three fundamental criteria – it is not proportionate, not separated by powers, not market-based.

The authority supposed to protect citizens primarily protects the system it should be overseeing.

Essential reading for anyone considering a complaint – and for anyone who wants to understand why genuine media oversight in Switzerland is still pending.