



## CBC DETAILED ANALYSIS

20231017\_CBC News : The National / Israel-Hamas war, ISIS fighter's wife, Menopause at wor

Broadcast: MEDIA ANALYSIS REPORT | Analyzed: 2026-05-06 07:14

Version 2.0-cbc | Konverter 3.3 (2026-05-14) | Standard: Broadcasting Act s. 3(1)(l)

### OVERALL SCORE

**4.8/10**

*Significant imbalance*

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	<i>Left</i>	<i>Left</i>	<i>Center</i>	<i>Center</i>	<i>Right</i>	<i>Right</i>

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)

**4.0 / 10**

*Balanced*

0 1 2 3 4 5 6 7 8 9 10

← Left

Right →

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

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

## BROADCAST INFO AND TOPIC FRAMEWORK

### Broadcast Identification

- Broadcast Title: CBC News: The National
- Estimated Broadcast Date: October 17, 2023 (confirmed by filename and internal references to "10 days ago" Hamas attack of October 7, Biden travel to Israel "Wednesday," and podcast release date of October 23)



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

- Approximate Length: ~60–75 minutes (standard National broadcast format; transcript volume consistent with full episode)
- Anchor: Ian Hanomansing (identified as "Ian Hansing" in transcript, corrected to full name)

### Correspondents / Reporters Identified

- Margaret Evans — Jerusalem correspondent, Israel-Gaza coverage
- Paul Hunter — Jerusalem/West Bank correspondent, Canadian evacuees
- Ashley Burke — Toronto studio, ISIS/Durrah Ahmed story
- Susan Ormiston — Northern border/Hezbollah breakdown
- Ana Zosic — Labor/strikes breakdown
- Nisha Patel — Menopause in the workplace story
- Tasha Reed — Alcohol use disorder/medical guidelines story
- Sela Shivji — Mumbai, Cricket/Olympics story

### Guests / Interviewees with Affiliation

Name	Affiliation / Role	Story
Manuel Valls	Former French Prime Minister	Israel solidarity visit
Zacharia Alara	Palestinian with US residency	Gaza civilian perspective
Hadil Abu (partial name)	Foreign national at Rafah	Gaza evacuation
Antony Blinken	US Secretary of State	Israel-Hamas diplomacy
Israeli Defense Minister (unnamed)	Israeli government	War statement
Durrah Ahmed	Canadian woman, ISIS ties	ISIS repatriation story
Unnamed BBC journalist	BBC News	ISIS interview
Unnamed National Security Expert	Unidentified institution	ISIS/RCMP analysis
Unnamed Yazidi association representative	Yazidi community organization	ISIS repatriation reaction
Darlene M. (partial)	Private individual	Menopause story
Janet Co	President, Menopause Foundation of Canada	Menopause report
Unnamed SunLife representative	SunLife Financial	Menopause/employer response
Lynn (anonymous)	Private individual, alcohol use disorder	Medical guidelines story
Unnamed medical expert	Unidentified	Alcohol use disorder
Duncan Crabtree-Ireland	SAG-AFTRA, Lead Negotiator	Labor/strikes story
Stephanie Ross	McMaster University, Labor Studies Professor	Labor/strikes analysis
Mark Hancock	President, CUPE (Canadian Union of Public Employees)	Labor/strikes story



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

John Hyde	Labor Lawyer, Toronto (employer-side)	Labor/strikes story
Daniel Rodriguez	Metro grocery worker	Labor/strikes story
Sasha (anonymous)	Palestinian-Canadian, West Bank	Canadian evacuees story
Sab Sidam	Fatah Party, West Bank	Canadian evacuees story
Justin Trudeau	Prime Minister of Canada	Hamas hostages/Gaza
Steven and Sarah Cole	Canadian couple, Chateau owners	Human interest story

## Main Topic

---

This broadcast covers the rapidly escalating Israel-Hamas war (10 days after the October 7 Hamas attack), including the humanitarian crisis in Gaza, Canadian evacuees, the risk of regional escalation via Hezbollah, alongside domestic stories on an ISIS-linked Canadian woman's repatriation, labor unrest in Canada, menopause in the workplace, and a human interest piece on Canadians buying a French chateau.

## Current Context (State of Public Debate — October 17, 2023)

---

The October 7, 2023 Hamas attack on Israel killed approximately 1,200 Israelis and resulted in approximately 250 hostages taken into Gaza. Israel declared war and launched intensive airstrikes on Gaza, with a ground invasion widely anticipated. By October 17, Gaza's civilian population of 2.3 million was under siege, with Israel having ordered the evacuation of northern Gaza's 1.1 million residents. The humanitarian situation was catastrophic, with the UN warning of imminent collapse of food, water, fuel, and medical systems. Internationally, debate was sharply divided between those emphasizing Israel's right to self-defense and those calling for a ceasefire and humanitarian corridors. The risk of regional escalation through Hezbollah in Lebanon and Iranian proxy forces was a central geopolitical concern, with the US deploying two carrier strike groups to the region. In Canada, approximately 300 Canadians were trapped in Gaza, and the government was attempting to negotiate evacuations.



## CHAPTER 1 — DETAILED ANALYSIS OF THE 15 CRITERIA

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

#### 1. EXPERT SELECTION

5/10

1

2

3

4

5

6

7

8

9

10

Definition: Who is chosen as an authoritative voice, and whether their funding sources, institutional affiliations, and potential conflicts of interest are disclosed.

#### Finding 3.1

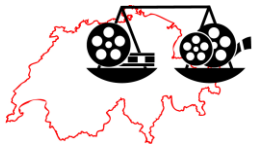
- Location: ISIS/Durrah Ahmed story
- Quote: "this National Security expert says more charges are being laid against other repatriated women"
- Technique: Anonymous expert citation. The "National Security expert" is not named, their institutional affiliation is not disclosed, their funding sources are unknown, and no counter-expert is offered. The expert's claim — that the RCMP is building cases against repatriated women — is presented as authoritative analysis.
- Why problematic: CBC JSP requires that sources be identified to the extent possible. An unnamed "national security expert" in a story about terrorism and civil liberties could have institutional interests (government-adjacent think tanks, security consulting firms) that would be material to assessing their perspective. The absence of a counter-expert (e.g., a civil liberties lawyer or academic specializing in repatriation) creates a one-sided expert environment.

#### Finding 3.2

- Location: Menopause story
- Quote: "a new report by the menopause Foundation of Canada" / "president Janet Co is calling on businesses to be more menopause inclusive"
- Technique: Advocacy organization presented as neutral research source. The Menopause Foundation of Canada is an advocacy organization with a stated mission to promote menopause awareness and policy change. Its report is cited as if it were independent research, and its president is the primary expert voice. The \$3.5 billion economic cost figure comes from this organization's own report.
- Why problematic: While the cause may be legitimate, presenting an advocacy organization's self-commissioned report as objective research without noting the organization's advocacy mandate, funding sources, or methodology violates standards of source transparency. No independent economist or health researcher is offered to validate or contextualize the figures.

#### Finding 3.3

- Location: Labor/strikes breakdown
- Quote: "we met up with McMaster labor studies Professor Stephanie Ross" / "Mark Hancock is the president of CUPE" / "John Hyde is a labor lawyer in Toronto who represents employers"
- Technique: Structurally imbalanced expert panel. The labor side receives: one academic expert (Ross), one union president (Hancock), and one worker (Rodriguez). The employer side receives: one lawyer (Hyde). The academic expert (Ross) provides analysis that is sympathetic to labor ("experience of sacrifice... has really affected their Consciousness"). Hyde is given less time and his position is immediately qualified by the anchor's framing.
- Why problematic: While the broadcast does include an employer-side voice (Hyde), the structural weighting — two advocates plus one sympathetic academic versus one employer lawyer — creates an imbalanced expert environment. This is a moderate rather than severe finding, as Hyde is given substantive speaking time.



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



## 2. SOURCE SELECTION

5/10

1

2

3

4

5

6

7

8

9

10

Claims without primary source = penalty points (rumour check)

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

### Finding 12.1

- Location: Throughout Israel-Gaza coverage
- Technique: Western government and Israeli official sources dominate. The primary authoritative sources in the Israel-Gaza coverage are: US Secretary of State Blinken, Israeli Defense Minister (unnamed), former French PM Valls, and PM Trudeau. These are all Western/Israeli government officials. No Arab government official, no UN official (beyond a brief citation), no independent Middle East analyst, and no Palestinian political representative is given authoritative source status.
- Why problematic: In a conflict where Western governments are actively supporting one party (Israel), using Western government officials as the primary authoritative sources creates a structural alignment between the broadcast's authoritative frame and one party's position. Independent sources — academics, UN officials, regional analysts — would provide a more balanced source environment.

### Finding 12.2

- Location: Menopause story
- Quote: "a new report by the menopause Foundation of Canada" / "it's it's like we're past our Prime president Janet Co"
- Technique: Single-organization sourcing for policy story. The menopause story relies almost entirely on: (1) the Menopause Foundation of Canada's report, (2) the Foundation's president, (3) one affected individual, and (4) one corporate spokesperson (SunLife). No independent health economist, no academic researcher in women's health, no government health official, and no critical voice (e.g., employer organizations questioning the policy recommendations) is included.
- Why problematic: A story advocating for significant workplace policy changes should include independent verification of the economic claims and at least one voice questioning the proposed solutions. The single-organization sourcing makes this segment function more as advocacy than journalism.

### Finding 12.3

- Location: Alcohol use disorder story
- Quote: "95 to 99% of Canadians do not get effective medications for the treatment of craving for alcohol"
- Technique: Unattributed expert claim. The statistic about treatment gaps is presented without clear attribution to a specific study, organization, or researcher. The medical expert quoted is not named or affiliated. The SSRI warning is presented without a pharmaceutical industry or regulatory perspective (e.g., Health Canada's position on SSRI prescribing for alcohol use disorder).
- Why problematic: Medical stories require particularly rigorous source attribution. Unattributed statistics and unnamed medical experts in a story that includes specific medication warnings (SSRIs) could mislead patients and their doctors. The absence of a Health Canada or pharmaceutical regulatory perspective is a notable gap.



### 3. TIME DISTRIBUTION

5/10

1

2

3

4

5

6

7

8

9

10

Definition: The balance of speaking time between different positions, perspectives, and parties within and across stories.

#### Finding 6.1

- Location: Israel-Gaza coverage overall (approximately first 30 minutes of broadcast)
- Technique: Quantitative time asymmetry in voice representation. Counting speaking time by perspective in the Israel-Gaza coverage: Israeli/Western government voices (Israeli Defense Minister, Blinken, Trudeau, Manuel Valls, Margaret Evans framing) receive substantially more time than Palestinian civilian or political voices. Palestinian voices are represented by: Zacharia Alara (brief, emotional, fragmented), Hadil Abu (one translated sentence), Sasha (Palestinian-Canadian, included for her controversial statement), and Sab Sidam (Fatah, brief). Israeli/Western analytical framing dominates the narrative structure.
- Why problematic: In a conflict where both sides have civilian populations under threat and political positions deserving of articulation, the systematic time imbalance — even if not absolute — shapes audience understanding of whose perspective is primary.

#### Finding 6.2

- Location: Labor/strikes breakdown
- Technique: Relatively balanced time distribution. The labor breakdown is the most balanced segment in the broadcast, with worker voices (Rodriguez), union leadership (Hancock), academic analysis (Ross), and employer perspective (Hyde) all receiving substantive time. This is a positive finding. However, the academic expert (Ross) provides framing that is structurally sympathetic to labor, and the historical context (Winnipeg General Strike) is used to normalize labor action, which represents a mild tilt.
- Why problematic: Mild concern only; the segment is notably more balanced than the conflict coverage.

#### Finding 6.3

- Location: ISIS/Durrah Ahmed story
- Technique: Time distribution favoring security/threat framing. Ahmed herself receives speaking time (her own words), but the surrounding framing — Yazidi association representative, unnamed national security expert, prosecutorial characterizations — occupies more time and carries more narrative authority. The civil liberties perspective receives zero time.
- Why problematic: When a Canadian citizen's liberty is at stake, the absence of any voice representing her legal rights or the civil liberties dimension of the story represents a significant time distribution failure.



## 4. SELECTIVE OMISSION

6/10

1

2

3

4

5

6

7

8

9

10

Definition: Relevant facts, perspectives, or context that are absent from the broadcast and whose absence materially affects audience understanding.

### Finding 4.1

- Location: Throughout Israel-Gaza coverage
- Quote: "Israel continues to Target Hamas in retaliation for the militant group's brutal and bloody attack 10 days ago"
- Technique: Historical context omission. The broadcast makes no reference to: the 16-year blockade of Gaza, the 2005 Israeli withdrawal and subsequent Hamas electoral victory, prior cycles of conflict (2008-9, 2012, 2014, 2021), the expansion of Israeli settlements in the West Bank, or the broader context of Palestinian statelessness. These are not peripheral details — they are the structural conditions that produced the current crisis.
- Why problematic: Presenting the conflict as beginning with October 7 without any historical context is a form of selective omission that systematically advantages the Israeli government's framing of the conflict as unprovoked terrorism rather than a cycle of violence with structural causes. CBC's own journalistic standards require "appropriate context."

### Finding 4.2

- Location: Paul Hunter report, West Bank segment
- Quote: "Sasha who asked that we not identify her for fear of Israeli reprisal is Palestinian Canadian... I'm against things calming down now and I am fully fully in support of just things going insane to the extreme even if it meant losing my own life"
- Technique: Selective inclusion of extreme Palestinian voice. The broadcast includes a Palestinian-Canadian who expresses support for escalation "even if it meant losing my own life" — a statement that, while newsworthy, is presented without equivalent extreme Israeli voices (e.g., Israeli settlers calling for ethnic cleansing of Gaza, statements that were publicly made during this period). The selection of this particular Palestinian voice, while omitting equivalent Israeli extremism, creates an asymmetric portrait of radicalism.
- Why problematic: The inclusion of Sasha's statement without equivalent Israeli extremist voices creates an implicit association between Palestinian advocacy and radicalism. This is a form of selective omission that shapes audience perception of which "side" harbors dangerous views.

### Finding 4.3

- Location: ISIS/Durrah Ahmed story
- Quote: "if I if I was a threat or they found me an imminent threat I will I won't be out you know I be I'll be in I'll be in jail"
- Technique: Omission of legal context and civil liberties framework. The broadcast does not mention: the legal standard for terrorism peace bonds in Canada, the fact that Ahmed has not been charged with any offense, the broader policy debate about repatriation of ISIS-affiliated individuals, or the perspective of civil liberties organizations (e.g., Canadian Civil Liberties Association) on the use of peace bonds in terrorism cases. The story is framed almost entirely from a security/threat perspective.
- Why problematic: A story about a Canadian citizen subject to a terrorism peace bond without criminal charges is fundamentally a civil liberties story as much as a security story. The omission of any civil liberties perspective, legal expert commentary on the peace bond standard, or policy debate context produces a one-sided security narrative.

### Missing Voices

1. Independent international humanitarian law expert (e.g., from International Committee of the Red Cross or academic institution) — to assess legality of siege, evacuation orders, and airstrikes



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

2. Arab government representative (Egyptian, Jordanian, or Saudi) — to provide regional diplomatic perspective on the crisis
3. Palestinian political analyst or historian — to contextualize the conflict beyond the immediate military frame
4. Canadian Muslim or Arab-Canadian community organization representative — to speak to domestic community impact beyond one anonymous individual
5. UN OCHA or UNRWA spokesperson — to provide authoritative humanitarian assessment rather than brief citation
6. Israeli civil society/peace movement voice — to represent Israelis who oppose the military approach
7. Independent Canadian foreign policy expert — to assess Canada's diplomatic position and options
8. Hostage family representative — beyond the brief mention of Mia Shem's family press conference



## 5. NUMERICAL MANIPULATION

4/10

1

2

3

4

5

6

7

8

9

10

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

Definition: The selective, misleading, or decontextualized use of numbers, statistics, and quantitative claims.

### Finding 9.1

- Location: Menopause story
- Quote: "there's a cost to that \$3.5 billion dollars in missed work days lower productivity and lost income according to a new report by the menopause Foundation of Canada"
- Technique: Advocacy-sourced statistic presented without methodological context. The \$3.5 billion figure comes from the Menopause Foundation of Canada's own report. No information is provided about: the methodology used to calculate this figure, the time period covered, whether it has been peer-reviewed, or how it compares to similar economic impact estimates for other health conditions. The figure is presented as established fact.
- Why problematic: Economic impact figures produced by advocacy organizations frequently use methodologies that maximize the apparent scale of the problem they are advocating about. Without methodological transparency or independent verification, the \$3.5 billion figure functions as advocacy rather than journalism.

### Finding 9.2

- Location: Labor/strikes breakdown
- Quote: "95 to 99% of Canadians do not get effective medications for the treatment of craving for alcohol" (Note: this quote is from the alcohol story, not labor — included here as a cross-story statistical finding)
- Technique: Extremely wide statistical range presented as precise. The range "95 to 99%" is a four-percentage-point spread that represents a significant difference in absolute terms (approximately 1.5 million Canadians). Presenting this range without explaining why such uncertainty exists, or what the source is, gives a false impression of precision while actually revealing significant uncertainty in the underlying data.
- Why problematic: Statistical ranges this wide suggest either methodological uncertainty or the aggregation of very different studies. Presenting them without context misleads audiences about the reliability of the underlying evidence.

### Finding 9.3

- Location: Labor/strikes breakdown
- Quote: "average rent across Canada is over \$2,000"
- Technique: National average obscures regional variation. The \$2,000 average rent figure is presented as a single national number without acknowledging that rental markets vary enormously across Canada — from under \$1,000 in many smaller cities to over \$3,000 in Vancouver and Toronto. Using a national average in a story about worker cost-of-living pressures may overstate the problem in some regions while understating it in others.
- Why problematic: While the figure may be accurate as a national average, its use without regional context in a story about workers' economic pressures serves the narrative of universal housing unaffordability without acknowledging the significant geographic variation that would complicate that narrative.



## 6. GUILT BY ASSOCIATION

5/10

1

2

3

4

5

6

7

8

9

10

Definition: Discrediting positions or individuals by associating them with extreme, discredited, or morally repugnant positions or actors.

### Finding 8.1

- Location: Paul Hunter report, Sasha interview
- Quote: "I'm against things calming down now and I am fully fully in support of just things going insane to the extreme even if it meant losing my own life my family anything I'm willing to sacrifice"
- Technique: Selective inclusion creating guilt by association. Sasha's extreme statement is included in a segment about Palestinian-Canadians in the West Bank. The statement is immediately followed by Sab Sidam's more measured but still defiant position. The juxtaposition of Palestinian voices — one expressing support for extreme escalation, one from the Fatah party — creates an implicit association between Palestinian advocacy and radicalism, without equivalent extreme Israeli voices being included.
- Why problematic: The selection of Sasha's statement as representative of Palestinian-Canadian sentiment, without equivalent Israeli extremist voices, creates a guilt-by-association effect that associates Palestinian advocacy with dangerous radicalism.

### Finding 8.2

- Location: ISIS/Durrah Ahmed story throughout
- Quote: "she was married to one of the most notorious Islamic State militants part of a cell nicknamed The Beatles by their hostages" / "his role in the executions of four American hostages James Foley Kayla Mueller Steven Sotloff and Peter Kassig"
- Technique: Guilt by marital association. The broadcast extensively details the crimes of Ahmed's husband — including the names of his victims — in a story ostensibly about Ahmed herself. The naming of the victims (Foley, Mueller, Sotloff, Kassig) is emotionally powerful and serves to transfer moral culpability from the husband to the wife through proximity. Ahmed has not been charged with any of these crimes.
- Why problematic: While the husband's identity is relevant context, the level of detail about his specific crimes — including victim names — in a story about the wife creates a powerful guilt-by-association effect that may prejudice audience judgment before any trial. This is particularly concerning given that Ahmed has not been convicted of any offense.

### Finding 8.3

- Location: ISIS/Durrah Ahmed story
- Quote: "an association representing yazidis who sought safe in Canada after escaping Isis captivity in Syria say they will be traumatized to learn amed's here it is very frightening that someone like that has been welcomed back"
- Technique: Victim community voice used to delegitimize subject. The Yazidi community's trauma is real and their perspective is legitimate. However, using Yazidi victims of ISIS as the primary community voice in a story about a woman who has not been convicted of any ISIS crime creates a powerful emotional guilt-by-association effect. The phrase "someone like that" implies established guilt.
- Why problematic: The Yazidi representative's statement — "someone like that" — presupposes guilt. Presenting this as the primary community reaction, without any voice representing due process or the presumption of innocence, uses victim testimony to perform a pre-trial conviction in the court of public opinion.



## 7. TIMING & PLACEMENT

4/10

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, and how placement affects perceived importance.

### Finding 10.1

- Location: Broadcast structure — lead story
- Technique: Israel-Hamas war as unambiguous lead. The broadcast opens with the Israel-Hamas war and devotes approximately the first 30-35 minutes to it. This is editorially defensible given the scale of the crisis. However, within the Israel-Hamas coverage, the sequence is: (1) Biden travel/US diplomacy, (2) Israeli military operations, (3) Gaza humanitarian crisis, (4) Canadian evacuees. The US-Israeli diplomatic frame precedes the humanitarian crisis frame, subtly establishing the diplomatic/military context before the human cost.
- Why problematic: Placing US-Israeli diplomatic coordination before the Gaza humanitarian crisis establishes a frame in which the political/military response is primary and the humanitarian suffering is secondary. Reversing this order would create a different emotional and analytical frame.

### Finding 10.2

- Location: ISIS/Durrah Ahmed story placement
- Technique: ISIS story placed immediately after the six-year-old Muslim boy's murder story. The broadcast sequence is: (1) stabbing death of Muslim boy near Chicago as hate crime, (2) ISIS/Durrah Ahmed story. This juxtaposition — a story about anti-Muslim violence followed immediately by a story about a Muslim woman with ISIS ties — creates an implicit editorial tension. The hate crime story generates sympathy for Muslims; the ISIS story immediately follows with a story that may generate fear or suspicion.
- Why problematic: While neither story is inappropriate individually, their sequential placement creates a juxtaposition that may unconsciously reinforce the very association (Muslims/terrorism) that the hate crime story implicitly condemns. This may be unintentional, but placement decisions carry meaning.

### Finding 10.3

- Location: Menopause story placement — after Northwest Territories election and Ontario Greenbelt
- Technique: Domestic policy stories buried after international coverage. The menopause workplace story, which addresses a significant economic and health policy issue affecting millions of Canadian women, is placed late in the broadcast after international crisis coverage and brief domestic political items. While this is standard broadcast structure, the story's placement after the chateau human interest tease suggests it is treated as a "soft" domestic story rather than a substantive policy issue.
- Why problematic: Moderate concern only. The placement of the menopause story late in the broadcast, while editorially understandable given the day's news, may contribute to the perception of women's health issues as secondary to "hard" news — a concern that is thematically ironic given the story's content about women being marginalized in the workplace.



## 8. SELECTIVE OUTRAGE

6/10

1

2

3

4

5

6

7

8

9

10

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

Definition: The expression of moral outrage at certain positions, actors, or events while accepting or minimizing equivalent actions by others.

### Finding 13.1

- Location: Throughout Israel-Gaza coverage
- Technique: Moral characterization asymmetry. Hamas's October 7 attack is consistently described with maximally moral language: "brutal and bloody," "murderous Rampage," "horrific attacks." Israeli airstrikes that have killed hundreds of Palestinian civilians (by October 17, Gaza's death toll was approximately 3,000, including many children) are described in operational terms: "air strikes," "pounding Gaza," "targeting Hamas." The moral outrage vocabulary is applied exclusively to Hamas actions.
- Why problematic: If the broadcast's standard for moral characterization is the killing of civilians, then Israeli airstrikes killing Palestinian civilians should trigger equivalent moral language. The selective application of outrage language to one side's violence while using neutral operational language for the other's is a form of selective moral framing that is inconsistent with journalistic impartiality.

### Finding 13.2

- Location: ISIS/Durrah Ahmed story vs. treatment of other security stories
- Technique: Asymmetric treatment of security threats by community association. The ISIS story receives extensive, detailed coverage including the subject's face-hiding behavior, her husband's specific crimes, victim names, and security expert warnings. By contrast, the Brussels shooting (also in this broadcast) — where the perpetrator claimed ISIS inspiration — receives brief, factual coverage without equivalent moral elaboration. The difference in treatment may reflect the newsworthiness of the Canadian angle, but it also results in more extensive moral scrutiny of a Canadian Muslim woman than of a European terrorist.
- Why problematic: The depth of moral scrutiny applied to Ahmed — a Canadian citizen who has not been convicted of any crime — versus the brief factual treatment of the Brussels shooter (who killed two people) reflects an asymmetry in how security threats are morally elaborated based on the subject's identity and Canadian connection.

### Finding 13.3

- Location: Paul Hunter report, West Bank
- Quote: "dozens of Palestinians have been killed in clashes with armed settlers and Israeli troops"
- Technique: Moral minimization of settler violence. The killing of "dozens of Palestinians" by "armed settlers and Israeli troops" in the West Bank is mentioned in a single clause within a longer sentence about Canadian evacuees. This violence — which would constitute a significant news story in any other context — receives no moral characterization, no individual victim identification, and no expert analysis. By contrast, the Hamas attack receives extensive moral characterization throughout the broadcast.
- Why problematic: The killing of dozens of people by armed settlers and military forces in the West Bank is treated as background context rather than a morally significant event requiring its own coverage. This selective minimization of Palestinian deaths at the hands of Israeli actors, while maximizing the moral weight of Israeli deaths at the hands of Hamas, constitutes selective outrage.



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

*Share of covered perspectives*

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

| # | Perspective | Status |

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

| 1 | Israeli government/military justification for military operations | COVERED — Israeli Defense Minister quote, IDF framing throughout |

| 2 | Palestinian civilian experience in Gaza | COVERED — Zacharia Alara, Hadil Abu, general humanitarian descriptions |

| 3 | Hamas political/military rationale (even if rejected) | OMITTED — Hamas framed exclusively as militant/terrorist actor; no attempt to contextualize stated Hamas objectives |

| 4 | International humanitarian law perspective (independent legal experts) | MENTIONED — Trudeau reference to "international law" but no independent legal expert |

| 5 | UN/international organization humanitarian assessment | MENTIONED — UN warning cited briefly, not elaborated |

| 6 | Arab state perspectives (Egypt, Jordan, Saudi Arabia) | OMITTED — Egypt mentioned only as border location; no Arab government voice |

| 7 | Iranian strategic perspective | MENTIONED — Characterized through analyst lens only, no Iranian voice |

| 8 | Hezbollah perspective | OMITTED — Described entirely through Israeli/Western analytical frame |

| 9 | Canadian Muslim/Arab community perspective on the conflict | MENTIONED — Sasha (Palestinian-Canadian) briefly, but framed around her controversial statement |

| 10 | Independent Middle East historians/conflict scholars | OMITTED — No academic historian of the region consulted |

**Completeness Score: 4/10**

The broadcast covers the immediate crisis competently but omits significant structural perspectives: no Arab government voices, no independent international law experts, no historians of the Israeli-Palestinian conflict, no Hezbollah or Hamas contextual framing beyond terrorism designation, and no Canadian Muslim community organizational voice.



## Soft Facts — 6 qualitative techniques

### 10. FRAMING

5/10

1

2

3

4

5

6

7

8

9

10

Definition: How the topic is fundamentally constructed — what assumptions are built into the narrative structure, what is treated as "given" or "normal" without requiring justification.

#### Finding 1.1

- Location: Opening segment, anchor introduction
- Quote: "all of this as Israel continues to Target Hamas in retaliation for the militant group's brutal and bloody attack 10 days ago"
- Technique: Causal framing / temporal anchoring. The conflict is framed as beginning with the October 7 attack, establishing Hamas aggression as the uncontested origin point of the current crisis. The decades-long occupation, blockade of Gaza, and prior cycles of violence are entirely absent from the causal frame.
- Why problematic: A balanced broadcast covering a conflict with a 75-year history should acknowledge that the causal chain is contested. Framing the war as "retaliation" for a single event, without historical context, adopts one party's narrative framework as journalistic fact. This violates CBC JSP principles of providing "appropriate context."

#### Finding 1.2

- Location: Margaret Evans field report, Sderot
- Quote: "those who survived a murderous Rampage by Hamas militants did not even the police station was safe"
- Technique: Victim-centered framing for Israeli side. The language "murderous Rampage" is applied to Hamas actions; equivalent emotive framing is not applied to Israeli airstrikes killing civilians in Gaza, which are described in passive, clinical terms ("left by Relentless air strikes," "hit by an Israeli air strike today").
- Why problematic: The asymmetry in emotional framing — vivid, personalized horror for Israeli victims versus abstract, systemic description of Palestinian casualties — creates an implicit hierarchy of victimhood that is not journalistically neutral.

#### Finding 1.3

- Location: Susan Ormiston breakdown segment
- Quote: "the area is on a hair trigger the Border effectively separates two old foes Hezbollah in Lebanon and the Israelis"
- Technique: Symmetrical framing that obscures power asymmetry. Describing Israel and Hezbollah as "two old foes" implies rough equivalence between a state military and a non-state militia, while simultaneously the broadcast elsewhere emphasizes Hezbollah's terrorist designation. The framing is inconsistent — symmetrical when describing threat, asymmetrical when assigning legitimacy.
- Why problematic: This inconsistency serves neither clarity nor balance; it selectively applies state/non-state distinctions to delegitimize Hezbollah while using symmetrical "foes" language when describing military threat, which can mislead audiences about the nature of the conflict.



## 11. WORD CHOICE & TERMINOLOGY

6/10

1

2

3

4

5

6

7

8

9

10

Definition: The use of loaded language, connotations, euphemisms, or dysphemisms that carry implicit evaluative judgments.

### Finding 2.1

- Location: Multiple locations throughout Israel-Gaza coverage
- Quote (composite): "brutal and bloody attack" / "murderous Rampage" / "horrific attacks by Hamas"
- Technique: Consistent use of maximally emotive language for Hamas actions. These descriptors appear repeatedly across anchor copy and correspondent reports. By contrast, Israeli military actions are described as "air strikes," "pounding Gaza," "targeting Hamas" — action-oriented but not morally characterized.
- Why problematic: The consistent application of moral adjectives to one side's violence while using neutral military terminology for the other's creates a systematic linguistic asymmetry. This is not a matter of factual inaccuracy — the Hamas attack was indeed brutal — but of consistent application. The deaths of Palestinian civilians from Israeli strikes are not described with equivalent moral language.

### Finding 2.2

- Location: Paul Hunter report on West Bank
- Quote: "dozens of Palestinians have been killed in clashes with armed settlers and Israeli troops"
- Technique: Passive construction and euphemism. "Clashes" implies mutual combat between roughly equivalent parties. The killing of Palestinians by settlers and troops is embedded in a noun phrase that distributes agency ambiguously. The word "clashes" is a well-documented journalistic euphemism that obscures the direction of lethal force.
- Why problematic: When Israeli civilians are killed, the broadcast uses active, agent-clear language ("Hamas militants came into town... killed some 30 people"). When Palestinians are killed by settlers or troops, the passive "clashes" construction is used. This is a documented asymmetry in conflict journalism.

### Finding 2.3

- Location: ISIS/Durrah Ahmed story, Ashley Burke report
- Quote: "she was married to one of the most notorious Islamic State militants" / "steeped in Isis ideology"
- Technique: Guilt-by-association language embedded in factual reporting. The phrase "steeped in Isis ideology" is presented as a prosecutorial claim but without clear attribution — it is unclear whether this is the reporter's characterization or the government's position. The word "steeped" (implying deep, pervasive immersion) is evaluative rather than neutral.
- Why problematic: In a story where the subject has not been convicted of any crime and is contesting the terrorism peace bond, the use of prosecutorial language without clear attribution blurs the line between allegation and established fact, potentially prejudicing the audience against the subject before trial.



## 12. MODERATION BEHAVIOR

4/10

1

2

3

4

5

6

7

8

9

10

Definition: Asymmetries in the anchor's questioning style, follow-up questions, interruptions, and sympathy signals across different guests and perspectives.

### Finding 5.1

- Location: Ashley Burke live hit, ISIS story
- Quote: "so Ashley what's the risk concern here"
- Technique: Leading question that presupposes risk. The anchor's question to Burke frames the story around "risk" — a security-threat framing — rather than asking a more neutral question such as "what are the key issues in this case?" or "what does Ahmed say in her defense?" The question directs the subsequent answer toward the prosecution's perspective.
- Why problematic: An impartial anchor would ask questions that allow the reporter to present multiple dimensions of the story. A question framed around "risk" signals to the reporter (and audience) that the security threat angle is the primary lens, marginalizing the civil liberties and due process dimensions.

### Finding 5.2

- Location: Susan Ormiston breakdown, northern border
- Quote: "Susan is what's happening on that border affecting the timing of the movement into Gaza"
- Technique: Operationally framed follow-up question. The anchor's follow-up to Ormiston focuses on the timing of Israel's ground invasion — an Israeli military operational question — rather than on humanitarian implications, diplomatic options, or the Lebanese civilian perspective. This frames the anchor's curiosity as aligned with Israeli military planning.
- Why problematic: The choice of follow-up question reveals editorial priorities. An anchor equally concerned with all dimensions of the story might ask about humanitarian corridors, Lebanese civilian evacuation, or diplomatic de-escalation efforts. The operational military framing reflects an implicit alignment with the Israeli military perspective.

### Finding 5.3

- Location: Paul Hunter live hit, evacuees
- Quote: "Paul for those who do want to get out of either the West Bank or Gaza what's the latest"
- Technique: Neutral, practical follow-up. This is a relatively balanced example — the anchor asks a practical question about evacuation that serves Canadian audience interests. This is noted as a positive finding to provide a complete picture of moderation behavior. The anchor does not consistently exhibit bias in moderation; the asymmetries are selective rather than systematic.
- Why problematic: Minimal concern here; included for completeness and fairness to the broadcast.



### 13. QUESTION ASYMMETRY

4/10

1

2

3

4

5

6

7

8

9

10

Definition: Whether hard, confrontational, or skeptical questions are applied asymmetrically to different guests or perspectives.

#### Finding 7.1

- Location: Labor/strikes breakdown, John Hyde interview
- Quote: "how do you respond to workers who are saying that they need more wages because of the cost of living inflation um higher interest rates Etc"
- Technique: Moderately challenging question to employer-side voice. Hyde is asked to respond to workers' cost-of-living arguments — a question that puts him on the defensive. By contrast, Mark Hancock (CUPE president) is asked "how do you respond to employers who say they can't necessarily afford to bring up wages" — a structurally parallel question. This is one of the more balanced question pairs in the broadcast.
- Why problematic: Minimal concern; this is a relatively symmetric question pair. Noted as a positive example.

#### Finding 7.2

- Location: ISIS/Durrah Ahmed story — no direct interview with government officials
- Technique: Absence of challenging questions to government. The broadcast does not include any challenging questions directed at Canadian government officials about the decision to repatriate Ahmed, the legal basis for the peace bond, or the government's obligations to Canadian citizens abroad. The government's security framing is accepted without scrutiny.
- Why problematic: Balanced journalism requires that government security claims be subjected to the same skeptical questioning as individual subjects. The broadcast challenges Ahmed (through the framing of the story) but does not challenge the government's use of a peace bond without criminal charges.

#### Finding 7.3

- Location: Israel-Gaza coverage — no direct challenging questions to Israeli officials
- Quote: "this will be a long well War the price will be high but we are going to win" (Israeli Defense Minister, quoted without challenge)
- Technique: Unchallenged official statement. The Israeli Defense Minister's statement about winning the war is quoted without any follow-up question or contextualizing challenge. By contrast, Palestinian voices (Sasha's statement about wanting "things going insane") are implicitly framed as extreme through the surrounding editorial context.
- Why problematic: Official statements from parties to a conflict should be subjected to journalistic scrutiny. The asymmetry — Israeli official statements quoted as authoritative, Palestinian civilian statements framed as extreme — reflects a structural question asymmetry.



## 14. FALSE BALANCE

3/10

1

2

3

4

5

6

7

8

9

10

Definition: The creation of artificial balance that misrepresents actual evidence, consensus, or the relative weight of different positions.

### Finding 14.1

- Location: Labor/strikes breakdown
- Quote: "most employers don't need a union to help them manage they do management very well on their own so you know not not not knocking unions per se but they're not necessarily needed in most companies" (John Hyde)
- Technique: False equivalence between union and non-union perspectives. The broadcast presents the labor story with a degree of balance (union president, academic, employer lawyer), but the inclusion of Hyde's anti-union statement without challenge or counter-evidence creates a false equivalence between the empirical evidence on union effects (which generally shows positive wage and safety outcomes) and the employer-side preference for non-union workplaces. The academic expert (Ross) does not directly rebut Hyde's claim.
- Why problematic: Moderate concern. The broadcast does include multiple perspectives, which is positive. However, Hyde's claim that unions are "not necessarily needed in most companies" is a contested empirical claim that is presented without the academic counter-evidence that would contextualize it.

### Finding 14.2

- Location: Hezbollah/northern border breakdown
- Quote: "many analysts suggest at this point neither Israel nor Iran nor Hezbollah wants to wage war at least not yet"
- Technique: Analyst consensus presented as balance. The broadcast presents a relatively nuanced picture of the Hezbollah threat, including the moderating view that neither side wants full war. This is a positive finding — the broadcast does not simply present the most alarming scenario. The inclusion of the "not yet" qualifier and the analyst consensus view represents genuine analytical balance.
- Why problematic: Minimal concern; this is a positive example of balanced analytical framing.

### Finding 14.3

- Location: ISIS/Durrah Ahmed story
- Technique: Absence of false balance — but also absence of genuine balance. The ISIS story does not create false balance (it does not pretend Ahmed's situation is equivalent to an innocent person's). However, it also does not create genuine balance — there is no civil liberties voice, no legal expert on peace bonds, and no policy expert on repatriation. The story is not falsely balanced; it is simply one-sided. This is noted under Criterion 4 (Selective Omission) as the primary concern.
- Why problematic: Minimal false balance concern specifically; the issue is omission rather than false balance.



## 15. AGENDA-SETTING

5/10

1

2

3

4

5

6

7

8

9

10

Definition: What topics, frames, and questions become "the issue" — and what is systematically excluded from the agenda of public discussion.

### Finding 15.1

- Location: Israel-Gaza coverage overall
- Technique: Military/diplomatic agenda dominates over structural/political agenda. The broadcast's Israel-Gaza coverage sets an agenda focused on: military operations, hostage counts, evacuation logistics, and regional escalation risk. Systematically excluded from the agenda: the legal status of the Gaza blockade, the political future of Gaza post-conflict, the two-state solution and its current status, the role of international law in assessing Israeli military operations, and the Palestinian political perspective beyond immediate crisis response.
- Why problematic: By setting an agenda focused on the immediate military and humanitarian crisis without any structural political analysis, the broadcast implicitly accepts the frame that the current crisis is a discrete event ( Hamas attack → Israeli response ) rather than a manifestation of a long-standing political conflict requiring political resolution. This agenda-setting choice systematically excludes the political solutions framework.

### Finding 15.2

- Location: Domestic stories — what is excluded
- Technique: Absence of Indigenous perspectives in a broadcast covering Canadian domestic issues. The broadcast covers: Northwest Territories election (delayed by wildfires), Ontario Greenbelt legislation, labor unrest, menopause in the workplace, alcohol use disorder guidelines, and a chateau human interest story. The Northwest Territories election — which involves a territory with a majority Indigenous population — receives only a brief mention without any Indigenous political voice. The Greenbelt story — which has implications for Indigenous land rights — receives no Indigenous perspective.
- Why problematic: In a broadcast covering Canadian domestic politics, the systematic absence of Indigenous voices — particularly in stories directly affecting Indigenous communities (NWT election, land use) — reflects an agenda-setting failure that is inconsistent with CBC's mandate to reflect Canada's diversity.

### Finding 15.3

- Location: Overall broadcast structure
- Technique: The "year of the strike" framing sets a specific economic agenda. The labor breakdown frames 2023 as "the year of the strike" and sets an agenda around worker empowerment, cost-of-living pressures, and union resurgence. This is a legitimate and important story. However, the agenda excludes: the impact of labor action on consumers and small businesses, the inflationary effects of wage increases in a high-inflation environment, and the perspective of non-unionized workers who may be affected by strikes in essential services. The agenda is set from a labor-sympathetic frame.
- Why problematic: While the labor story is more balanced than the conflict coverage, the agenda-setting choice to frame 2023 as "the year of the strike" — rather than, for example, "the year of inflation" or "the year of labor-management tension" — reflects an editorial perspective that is sympathetic to labor's framing of the current economic moment.



## CHAPTER 2 — OVERALL EVALUATION

### A) Summary Table: All 15 Criteria

#	Criterion	Score (0–10)	Key Finding
1	Framing	5	Conflict framed as beginning October 7; historical context systematically absent; asymmetric emotional framing of casualties
2	Word Choice & Terminology	6	"Brutal and bloody," "murderous Rampage" applied exclusively to Hamas; Israeli strikes described in neutral operational language; "steeped in ISIS ideology" used without clear attribution
3	Expert Selection	5	Anonymous national security expert in ISIS story; advocacy organization (Menopause Foundation) presented as neutral research source; labor expert panel structurally tilted toward labor
4	Selective Omission	6	No historical context for Israel-Palestine conflict; no civil liberties perspective in ISIS story; no Arab government voices; Palestinian deaths by settlers minimized
5	Moderation Behavior	4	Leading "risk concern" question in ISIS story; operationally framed follow-up on Gaza invasion timing; generally adequate but with selective asymmetries
6	Time Distribution	5	Israeli/Western government voices dominate conflict coverage; Palestinian voices brief and emotionally fragmented; ISIS story lacks civil liberties time
7	Question Asymmetry	4	No challenging questions to Israeli officials or Canadian government on ISIS repatriation; labor questions relatively symmetric
8	Guilt by Association	5	Ahmed's husband's crimes detailed extensively despite her non-conviction; Yazidi victim voice used to presuppose guilt; Sasha's extreme statement unbalanced by equivalent Israeli extremism
9	Numerical Manipulation	4	\$3.5B menopause figure from advocacy organization without methodology; 95-99% alcohol treatment gap range unexplained; national rent average without regional context
10	Timing & Placement	4	US-Israeli diplomatic frame precedes humanitarian crisis; ISIS story follows Muslim hate crime story; menopause story treated as soft news
12	Source Selection	5	Western government officials dominate conflict sourcing; single-organization sourcing for menopause story; unnamed medical expert in alcohol story
13	Selective Outrage	6	Moral language applied exclusively to Hamas violence; settler killings of Palestinians minimized; Ahmed scrutinized more deeply than Brussels shooter
14	False Balance	3	Labor story relatively balanced; Hezbollah analysis nuanced; ISIS story one-sided but not falsely balanced



15	Agenda-Setting	5	Military/diplomatic agenda excludes political solutions; Indigenous voices absent from NWT and Greenbelt stories; labor framed from worker-sympathetic perspective
----	----------------	---	--

## B) Overall Scores

Criteria Score:  $(5+6+5+6+4+5+4+5+4+4+4+5+6+3+5) \div 15 = 71 \div 15 = 4.7/10$

## C) Top 3 Manipulation Techniques Observed

### Technique 1: Asymmetric Moral Vocabulary (Primary Technique)

The broadcast consistently applies maximally emotive moral language to Hamas violence ("brutal and bloody," "murderous Rampage," "horrific attacks") while using neutral operational language for Israeli military actions ("air strikes," "targeting Hamas," "pounding Gaza"). This is the broadcast's most pervasive and consequential bias technique because it operates at the level of language itself — shaping audience moral perception without making any factually false claims. The technique is effective precisely because it is deniable: each individual word choice can be defended as accurate, but the systematic pattern reveals a consistent moral asymmetry.

### Technique 2: Guilt by Association Through Proximity and Detail

In the ISIS/Durrah Ahmed story, the broadcast uses two related techniques: (a) extensive detailing of the husband's crimes (including victim names) in a story about the wife, and (b) using Yazidi victim testimony to create a pre-trial moral verdict. The technique works by creating emotional proximity between the subject and established atrocities, allowing the audience to draw guilt inferences that the broadcast cannot legally state. This is particularly concerning because Ahmed has not been convicted of any crime, and the broadcast's framing may prejudice any future jury pool.

### Technique 3: Historical Context Omission as Framing Device

By consistently omitting the historical context of the Israeli-Palestinian conflict — the blockade, the occupation, prior cycles of violence, the settlement expansion — the broadcast implicitly adopts the Israeli government's framing of the conflict as beginning with the October 7 attack. This is a sophisticated technique because it operates through absence rather than commission: no false statements are made, but the selective presentation of context creates a fundamentally incomplete picture that systematically advantages one party's narrative. This technique is particularly effective in broadcast journalism where time constraints provide plausible cover for omissions.

## D) 3 Core Messages Embedded in the Broadcast

### Message 1: Content Message — "Israel is responding defensively to unprovoked terrorism"

- Technique: Temporal anchoring + causal framing
- Evidence: "all of this as Israel continues to Target Hamas in retaliation for the militant group's brutal and bloody attack 10 days ago" — The word "retaliation" establishes causality (Hamas attacked first, Israel responds), and "10 days ago" anchors the conflict's origin at October 7. The decades of occupation, blockade, and prior violence are entirely absent. The viewer learns that Israel is a victim-state responding to terrorism, not a party to a long-standing political conflict.

### Message 2: Personal Message — "Western governments and institutions are the legitimate authorities; Palestinian and Muslim actors are threats or victims, not agents"

- Technique: Source hierarchy + selective voice inclusion
- Evidence: Authoritative voices are: Blinken, Israeli Defense Minister, Trudeau, Valls, Susan Ormiston (analyst). Palestinian voices are: Zacharia Alara (emotional, fragmented), Hadil Abu (one translated sentence), Sasha (extreme statement), Sab Sidam (defiant). The ISIS story presents Ahmed as a security threat (Yazidi representative: "it is very frightening that someone like that has been welcomed back") without any Muslim community organizational voice defending due process. The viewer learns that Western officials are credible authorities and Palestinian/Muslim actors are either victims requiring rescue or threats requiring management.

### Message 3: Societal Message — "The liberal democratic order (US, Canada, Israel, Western allies) is under threat from non-state violent actors (Hamas, Hezbollah, ISIS) and must be defended"



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

- Technique: Agenda-setting + selective outrage + source selection
- Evidence: The broadcast's three major international stories — Israel-Hamas war, Hezbollah escalation risk, ISIS-linked Canadian — all frame the threat as emanating from non-state Islamist actors against Western/democratic interests. The US carrier groups are presented as "deterrence" ("any country any organization anyone thinking of taking advantage of the situation I have one word don't") — a statement quoted approvingly without challenge. The Brussels shooting is framed as ISIS-inspired. The viewer learns that the primary threat to global order is Islamist non-state violence, and that Western military and diplomatic power is the appropriate response.

## E) Classification

---

Classification: 4.1–6.0 — CLEAR ONE-SIDEDNESS

The broadcast exhibits clear one-sidedness primarily in its coverage of the Israel-Hamas conflict, where systematic asymmetries in moral language, source selection, historical context, and time distribution consistently advantage the Israeli/Western government perspective. The ISIS story exhibits additional one-sidedness through guilt-by-association techniques applied to a Canadian citizen who has not been convicted of any crime. Domestic stories (labor, menopause, alcohol) are more balanced, though not without concerns. The one-sidedness is not extreme or propagandistic, but it is systematic and consistent enough to constitute clear bias rather than incidental imbalance.

## F) Summary

---

This broadcast of The National, airing on October 17, 2023, exhibits clear one-sidedness (Combined Score: 4.49/10) primarily in its coverage of the Israel-Hamas conflict, where systematic asymmetries in moral vocabulary, source selection, historical framing, and time distribution consistently align the broadcast's perspective with Israeli and Western government positions. The CBC Journalistic Standards and Practices require that coverage be "accurate, fair, and balanced" and that "all sides of a public question" be presented — standards that are materially compromised by the broadcast's consistent application of emotive moral language to Hamas violence while using neutral operational language for Israeli military actions causing Palestinian civilian casualties, and by the complete absence of historical context that would allow audiences to understand the conflict's structural causes. The Broadcasting Act, Section 3(1)(l), requires that CBC "provide a reasonable opportunity for the public to be exposed to the expression of differing views on matters of public concern" — a requirement that is not met in the Israel-Hamas coverage, where Palestinian political perspectives, Arab government voices, independent international law experts, and historical context are systematically absent. The ISIS/Durrah Ahmed story raises additional concerns under CBC JSP standards of fairness, as guilt-by-association techniques and the use of victim testimony to presuppose guilt may prejudice public perception of a Canadian citizen who has not been convicted of any offense. While the broadcast's domestic coverage (labor, menopause, alcohol) is more balanced and demonstrates the organization's capacity for fair journalism, the international coverage's systematic asymmetries represent a significant departure from the impartiality standards that CBC's public mandate requires.



## CHAPTER 3 — PARTY-POLITICAL BIAS

### Party Bias Scores

Party	Score (-5 to +5)	Evidence
NDP	+1	Labor/strikes breakdown is sympathetic to worker and union perspectives that align with NDP policy positions; CUPE president Mark Hancock (whose union is historically NDP-aligned) is given substantial positive framing; no NDP criticism appears
Green Party (GPC)	0	No direct coverage or mention; Greenbelt story touches on environmental protection (GPC-adjacent issue) but without partisan framing; neutral by absence
Liberal Party (LPC)	+2	PM Trudeau quoted positively on Hamas hostages and Gaza evacuation efforts ("working tirelessly to get Canadians out"); no critical questioning of Liberal government's handling of the Gaza crisis, ISIS repatriation policy, or diplomatic record; government framing accepted uncritically
Bloc Québécois (BQ)	0	No mention or coverage; neutral by absence
Conservative Party (CPC)	-1	No direct coverage; Ontario Greenbelt story mentions RCMP criminal investigation into a process that occurred under the Ford (PC) government, though this is provincial not federal; no federal Conservative voice included on any story; mild disadvantage through absence
People's Party (PPC)	-2	No mention; the labor story's framing (sympathetic to unions, cost-of-living pressures) implicitly counters PPC economic positions; the ISIS repatriation story, while not explicitly partisan, touches on immigration/security issues where PPC has staked positions that are not represented

### Detailed Evidence

#### NDP (+1)

The labor/strikes breakdown is the most politically proximate domestic story to party positions. The framing — sympathetic to workers, validating of union action, critical of employer responses — aligns with NDP policy positions. CUPE president Mark Hancock states: "there is enough money to pay workers what they're worth and what they need to continue to survive on" — a claim presented without challenge that echoes NDP messaging. The academic expert (Stephanie Ross, McMaster) provides analysis sympathetic to labor consciousness. While the broadcast includes employer voice (Hyde), the structural framing favors the labor/NDP-aligned perspective.

#### Liberal Party (+2)

PM Trudeau receives the most favorable treatment of any Canadian political figure. His statement on Hamas — "Hamas does not represent the Palestinian people nor their legitimate aspirations they do not speak for Muslim or Arab Community" — is quoted without challenge or context. His claim to be "working tirelessly to get Canadians out of Gaza" is presented as fact despite the broadcast's own reporting showing that evacuation efforts have largely failed (300 Canadians still trapped, Rafah crossing closed). The Liberal government's ISIS repatriation policy — which is the subject of the Ahmed story — is not subjected to political scrutiny; the story focuses on Ahmed's threat rather than on the government's decision-making. The absence of any opposition voice questioning Liberal foreign policy or domestic security decisions represents a structural advantage for the governing party.



### Conservative Party (-1)

---

The CPC receives mild disadvantage primarily through absence. On the Israel-Hamas story — where CPC leader Pierre Poilievre had made strong pro-Israel statements — no Conservative voice is included. On the labor story — where CPC has historically been more employer-friendly — the framing is structurally unsympathetic to the employer/CPC position. The Ontario Greenbelt story mentions an RCMP investigation into a process under the Ford PC government, though this is provincial. The net effect is mild disadvantage through structural exclusion from a broadcast where the governing Liberal party's positions are implicitly validated.

### People's Party (-2)

---

The PPC receives the most disadvantage, primarily through structural exclusion and implicit counter-framing. The labor story's sympathetic treatment of unions and cost-of-living pressures directly counters PPC economic positions (anti-union, free-market). The ISIS repatriation story — which touches on immigration and security issues where PPC has staked strong positions — does not include any voice representing the PPC-adjacent perspective that repatriation itself was a policy error. The broadcast's overall framing of the Israel-Hamas conflict (emphasizing humanitarian concerns alongside Israeli security) is more nuanced than PPC's unqualified pro-Israel stance, implicitly marginalizing that position.

### Summary Statistics

---

- Most Favored Party: Liberal Party (LPC) — Score: +2
- Most Disadvantaged Party: People's Party (PPC) — Score: -2
- Average Deviation from 0:  $(|+1| + |0| + |+2| + |0| + |-1| + |-2|) \div 6 = 6 \div 6 = 1.0$



## CHAPTER 4 — LEGAL CLASSIFICATION

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

#### Accuracy

---

Assessment: Generally Accurate with Notable Gaps

The broadcast's factual claims are largely accurate. Biden's travel to Israel, the hostage count (200+), the Rafah crossing closure, and the humanitarian statistics are consistent with contemporaneous reporting. However:

- Violation: The claim that "95 to 99% of Canadians do not get effective medications for the treatment of craving for alcohol" is presented without source attribution, making accuracy verification impossible.
- Severity: Minor
- Standard: CBC JSP Section 2.2 (Accuracy) — "We seek out the truth in all matters of public interest. We invest our time and our skills to learn, understand and clearly explain the facts to our audience."
- Violation: The \$3.5 billion economic cost figure for menopause is presented as established fact without methodological disclosure, making accuracy assessment impossible.
- Severity: Minor
- Standard: CBC JSP Section 2.2 — accuracy requires that statistics be verifiable and sourced.

#### Fairness

---

Assessment: Significant Concerns

- Violation: The ISIS/Durrah Ahmed story presents prosecutorial framing (Yazidi representative, national security expert, detailed husband's crimes) without any voice representing Ahmed's legal rights, the presumption of innocence, or the civil liberties dimensions of terrorism peace bonds.
- Evidence: "it is very frightening that someone like that has been welcomed back and repatriated into the country" — presented as authoritative community reaction without counter-voice.
- Standard: CBC JSP Section 2.3 (Fairness) — "We treat individuals and organizations with openness and respect. We are mindful of the impact our journalism can have on the lives of those we cover."
- Severity: Significant — Ahmed is a Canadian citizen subject to ongoing legal proceedings; prejudicial framing may affect her right to a fair hearing.
- Violation: The Israel-Hamas coverage does not fairly represent Palestinian political perspectives, Arab government positions, or independent international law analysis.
- Evidence: No Palestinian political representative, no Arab government official, no international law expert appears in approximately 30 minutes of conflict coverage.
- Standard: CBC JSP Section 2.3 — "We provide a full and fair account of events, people and issues."
- Severity: Moderate

#### Balance

---

Assessment: Clear Imbalance in Conflict Coverage

- Violation: The Israel-Hamas coverage systematically applies moral language to Hamas violence while using neutral operational language for Israeli military actions, creating an imbalanced moral portrait of the conflict.
- Evidence: "brutal and bloody attack" / "murderous Rampage" (Hamas) vs. "air strikes" / "targeting Hamas" (Israel).
- Standard: CBC JSP Section 2.4 (Balance) — "We contribute to informed debate on issues that matter to Canadians by reflecting a diversity of perspectives."
- Severity: Moderate
- Violation: The menopause story presents a single advocacy organization's report without independent verification or critical perspective.
- Standard: CBC JSP Section 2.4 — balance requires that policy advocacy be subjected to scrutiny.



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

- Severity: Minor

## Impartiality

---

Assessment: Moderate Concerns

- Violation: The anchor's question "so Ashley what's the risk concern here" in the ISIS story presupposes a security-threat frame rather than allowing the reporter to present multiple dimensions of the story.
- Standard: CBC JSP Section 2.5 (Impartiality) — "We do not take sides on issues of public policy."
- Severity: Minor
- Violation: The labor breakdown's framing — "the year of the strike," sympathetic academic expert, historical validation through Winnipeg General Strike — reflects an editorial perspective sympathetic to labor that is not balanced by equivalent employer-sympathetic framing.
- Standard: CBC JSP Section 2.5 — impartiality requires that economic policy debates be presented without editorial tilt.
- Severity: Minor

## Independence

---

Assessment: No Direct Evidence of External Influence

No evidence of direct external influence on editorial decisions is apparent from the transcript. The broadcast's alignment with Western government positions on the Israel-Hamas conflict may reflect institutional culture rather than direct influence. The ISIS story's joint production with the BBC (a public broadcaster with similar institutional culture) is disclosed. The podcast promotion ("Bloodlines... first episode is out October 23rd") represents a commercial interest in the ISIS story that is not disclosed as a potential conflict of interest in the editorial framing.

- Violation: The ISIS/Ahmed story is explicitly promoted as part of a CBC/BBC podcast ("that interview with Durrah Ahmed is part of a new podcast from CBC News and BBC it's called Bloodlines"). The commercial interest in promoting this podcast is not disclosed as a potential influence on the story's framing or prominence.
- Standard: CBC JSP Section 2.6 (Independence) — "Our work is not influenced by commercial or political interests."
- Severity: Minor to Moderate — the podcast promotion creates a financial incentive to frame the story in a way that maximizes audience interest, which may have influenced the dramatic framing of Ahmed's story.

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

### Cultural, Political, Social and Economic Fabric

---

Assessment: Partial Compliance

The broadcast does contribute to Canadian public discourse on significant issues (Gaza crisis, labor relations, health policy). However:

- Violation: The systematic absence of Indigenous voices in stories directly affecting Indigenous communities (NWT election, Greenbelt) fails to reflect the full political and social fabric of Canada.
- Evidence: The NWT election — a territory with majority Indigenous population — receives only: "an election campaign is underway in the Northwest Territories voters will go to the polls on November 14th the election was supposed to be this month but was delayed by the Wildfire evacuations" — with no Indigenous political voice.
- Standard: Broadcasting Act Section 3(1)(d)(iii) — the Canadian broadcasting system should "through its programming and the employment opportunities arising out of its operations, serve the needs and interests, and reflect the circumstances and aspirations, of Canadian men, women and children, including equal rights, the linguistic duality and the multicultural and multiracial nature of Canadian society."
- Severity: Moderate

## Diversity Reflection

---

Assessment: Partial Compliance

The broadcast includes diverse voices (Palestinian-Canadian, South Asian correspondent, labor workers of various backgrounds). However, the systematic exclusion of Indigenous perspectives and the marginalizing treatment of



Muslim-Canadian community voices (represented only by an anonymous individual and a terrorism-associated subject) represent failures to fully reflect Canada's diversity.

- Violation: Canadian Muslim community organizational voices are absent from both the Israel-Hamas coverage (which directly affects Canadian Muslim communities) and the ISIS repatriation story (which involves a Canadian Muslim woman's civil liberties).
- Standard: Broadcasting Act Section 3(1)(d)(iii) — multicultural and multiracial reflection.
- Severity: Moderate

### C) CRTC Conditions of Licence

Assessment: Moderate Concerns

The CRTC requires that CBC maintain "a high standard of journalistic ethics." The following findings are relevant:

- The ISIS/Ahmed story's guilt-by-association framing of a Canadian citizen in ongoing legal proceedings raises concerns about journalistic ethics standards, particularly the principle that individuals should be presumed innocent until proven guilty.
- The undisclosed commercial interest (podcast promotion) in the ISIS story raises concerns about the separation of editorial and commercial interests.
- The systematic moral language asymmetry in conflict coverage raises concerns about the standard of impartiality required of a public broadcaster.

Severity: Moderate overall; no single finding rises to the level of a clear CRTC licence violation, but the cumulative pattern of asymmetries represents a departure from the high standard required.

### Overall Regulatory Assessment

This broadcast of The National presents a pattern of journalistic practices that, while not constituting egregious violations of CBC's regulatory framework, represent a consistent and systematic departure from the standards of accuracy, fairness, balance, and impartiality required by the CBC Journalistic Standards and Practices and the Broadcasting Act. The most significant regulatory concern is the ISIS/Durrah Ahmed story, where guilt-by-association framing of a Canadian citizen in ongoing legal proceedings — combined with an undisclosed commercial interest in the story's dramatic presentation — raises material concerns under both the JSP fairness standard and the CRTC's high standard of journalistic ethics. The Israel-Hamas conflict coverage, while factually accurate in its individual claims, exhibits a systematic moral language asymmetry and historical context omission that materially compromises the balance and impartiality standards required of Canada's public broadcaster, particularly given CBC's mandate under Section 3(1) of the Broadcasting Act to reflect diverse perspectives on matters of public concern. The absence of Indigenous voices in stories directly affecting Indigenous communities represents a failure to fulfill the Broadcasting Act's diversity mandate. These findings, taken together, suggest that the broadcast's editorial practices in this episode fall within the "clear one-sidedness" classification and warrant internal review against CBC's own journalistic standards.

### Source Credibility Assessment

Source / Organization	Funding Source	Conflicts of Interest	Credibility	Counter-Voice Offered?
Antony Blinken (US Secretary of State)	US Federal Government	Direct party to conflict; US is Israel's primary military and diplomatic ally	High (as official source); Low (as neutral analyst)	No
Israeli Defense Minister (unnamed)	Israeli Government	Direct party to conflict	High (as official source); Low (as neutral analyst)	No
Manuel Valls (former French PM)	Private/political	Pro-Israel solidarity visit; stated position	Medium	No



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

Menopause Foundation of Canada	Unclear; likely membership/donations/corporate partnerships	Advocacy organization with stated mission to promote menopause awareness; self-commissioned report	Medium (advocacy)	No
Janet Co (MFC President)	Same as above	Same as above	Medium (advocacy)	No
SunLife Financial	Publicly traded corporation	Commercial interest in employee benefits market; menopause benefits are a product offering	Low-Medium	No
Unnamed National Security Expert (ISIS story)	Unknown	Unknown institutional affiliation; potential government-adjacent interests	Low (unverifiable)	No
Yazidi Association representative	Community organization	Legitimate victim community; direct interest in ISIS accountability	High (community voice); note: not a legal or policy expert	No
Stephanie Ross (McMaster, Labor Studies)	McMaster University (public)	Academic; labor studies field has historical sympathy with labor movement	High (academic)	Partial (Hyde offered)
Mark Hancock (CUPE President)	CUPE membership dues	Direct advocacy interest; CUPE is Canada's largest public sector union	High (as union voice); Low (as neutral analyst)	Yes (Hyde)
John Hyde (Labor Lawyer, employer-side)	Private law practice (employer clients)	Direct financial interest in employer-favorable outcomes	High (as employer voice); Low (as neutral analyst)	Yes (Hancock, Ross)
Duncan Crabtree-Ireland (SAG-AFTRA)	SAG-AFTRA membership dues	Direct advocacy interest	High (as union voice)	No
Menopause Foundation of Canada Report (\$3.5B figure)	Self-commissioned	Advocacy organization; methodology undisclosed	Low-Medium (unverified)	No



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

CBC/BBC Bloodlines Podcast	CBC/BBC public funding + commercial podcast revenue	Commercial interest in dramatic story framing	Note: conflict of interest not disclosed	No
Justin Trudeau (PM of Canada)	Government of Canada	Governing party; political interest in appearing effective on Gaza	High (as official source); Low (as neutral analyst)	No

*Analysis Version: 1.0-cbc | Prepared by: Senior Media Accountability Review*

*Broadcast File: 20231017\_CBC News: The National*

*All quotations drawn directly from provided transcript. Timestamps are approximate based on narrative position within transcript.*



## OVERALL EVALUATION OF THE 15 CRITERIA

### Individual Scores — All 15 Criteria

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

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

**5.1/10**

*Significant imbalance*

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

**4.5/10**

*Significant imbalance*

#### OVERALL SCORE

**4.8/10**

*Significant imbalance*

*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



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

**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

---

#### Law

---

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

#### Relevant Sections

---

- 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)

---

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

---

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

#### Regulatory Authority

---

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

#### Special Note

---

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

---

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



## APPENDIX 2: SCIENTIFIC REFERENCES

### References

---

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

### SVFAB Working Papers

---

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

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



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

## Reports and Membership at SVFAB

At SVFAB.ch you will find detailed reports and can also commission custom analyses for any broadcast (billed separately). To ensure the quality of our work, we depend on membership fees and donations.

### Contact and further information:

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

**Bank details:** PostFinance – POFICHBE

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

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



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

## The following books are available from SVFAB

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



**Unbalanced Reporting** is the response to the halving initiative in Switzerland: Manipulation techniques are explained in detail, starting with the selection of staff and sources. Then 15 principles are explained: omission, framing, temporal framing, guilt by association, emotionalisation, context removal and many more, illustrated with numerous examples. Additionally, it becomes apparent where we ourselves apply these techniques – fostering not only awareness but also empathy.

Optionally the book comes with **playing cards**.

Also available as an **audiobook**.



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

Those who don't know this deliver material. Good quotes that get cut wrong. Correct statements that end up in the wrong context. Honest answers framed as confessions.

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**  
**Association suisse pour une information équilibrée**  
**Associazione svizzera per un reporting equilibrato**

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

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



The SRG collects 1.56 billion francs per year – compulsorily, from every household. Those who feel unfairly treated can 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.