



## CBC DETAILED ANALYSIS

2025-12-13\_CBC News : The National / B.C.'s Fraser Valley braces for more rain

Broadcast: 2025-12-13 | Analyzed: 2026-05-06 09:15

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

**OVERALL  
SCORE**

**4.21/10**

*Significant imbalance*

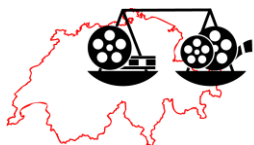
### STEP 0 — BROADCAST INFO & TOPIC CONTEXT

#### ## Broadcast Identification

- Broadcast Title: CBC News: The National
- Estimated Date: December 13, 2025 (Saturday)
- Approximate Length: 60–75 minutes (estimated from transcript density)
- Anchor: Erica Johnson (identified in transcript: "This is The National with Erica Johnson"; closing: "I'm Erica Johnson in Vancouver")
- Location: Vancouver (anchor location noted at close)

#### ## Correspondents / Reporters

| Reporter            | Story                                    | Affiliation                     |
|---------------------|--|---------------------------------|
| Yasmin Rana         | BC Fraser Valley flooding                | CBC News, Vancouver             |
| Ashley Burke        | Conservative floor crossing / Michael Ma | CBC News, Ottawa                |
| Alexander Silverman | High-speed rail announcement             | CBC News, Montreal              |
| Paul Hunter         | Epstein photos / US Democrats            | CBC News, Washington            |
| Jennifer Yun        | Sudan children / UNICEF                  | CBC News, Toronto               |
| Kayla Hounsell      | Supreme Court / indigenous sentencing    | CBC News, Halifax               |
| Christine Birak     | ADHD medication surge                    | CBC News, Toronto               |
| Paula De Hatchett   | Beef prices                              | CBC News (location unspecified) |
| Ashley Fraser       | Apple talent exodus                      | CBC News (location unspecified) |
| Eli Glasner         | Will Arnett interview                    | CBC News, Toronto               |



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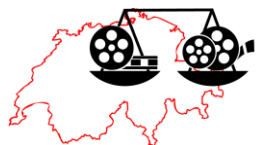


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|             |                |                   |
|-------------|----------------|-------------------|
| Nisha Patel | AI toys safety | CBC News, Toronto |
|-------------|----------------|-------------------|

## Guests / Interviewees with Affiliation

| Person  | Role / Affiliation                       | Story                     |
|---|--|---------------------------|
| Mayor of Abbotsford (unnamed in transcript)     | Municipal politician, Abbotsford BC      | Fraser Valley flooding    |
| Federal emergency management minister (unnamed) | Federal Liberal cabinet minister         | Fraser Valley flooding    |
| Unnamed Liberal MP (quoted)                     | Liberal Party of Canada                  | Floor crossing            |
| Conservative MP (unnamed, quoted)               | Conservative Party of Canada             | Floor crossing            |
| Michael Ma                                      | Newly defected Liberal MP (formerly CPC) | Floor crossing            |
| Unnamed constituent (quoted)                    | Voter, Ma's riding                       | Floor crossing            |
| Transport minister (unnamed)                    | Federal Liberal cabinet minister         | High-speed rail           |
| Rail expert (unnamed, quoted)                   | Unidentified expert                      | High-speed rail           |
| Richard Branson                                 | Billionaire entrepreneur                 | Epstein photos            |
| Woody Allen                                     | Filmmaker                                | Epstein photos            |
| Bill Clinton                                    | Former US President                      | Epstein photos            |
| Ehud Barak                                      | Former Israeli PM                        | Epstein photos            |
| Donald Trump                                    | US President                             | Epstein/Thailand-Cambodia |
| Steve Bannon                                    | Former Trump advisor                     | Epstein photos            |
| Noam Chomsky                                    | Academic/activist                        | Epstein photos            |
| UNICEF representative (unnamed)                 | UN Children's Agency                     | Sudan                     |
| Sudan Doctors Network representative (unnamed)  | Medical NGO                              | Sudan                     |
| Unnamed Ottawa resident                         | Sudanese diaspora                        | Sudan                     |
| Harry Cope                                      | Offender (Mi'kmaq)                       | Supreme Court sentencing  |
| Britney Sack                                    | Victim (Mi'kmaq)                         | Supreme Court sentencing  |
| Crown attorney (unnamed, quoted)                | Nova Scotia Crown                        | Supreme Court sentencing  |
| Defence/Gladue advocate (unnamed, quoted)       | Legal advocate                           | Supreme Court sentencing  |
| Dennis King Thompson                            | New PEI Premier                          | PEI politics              |



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|   |  |                        |
|---|--|------------------------|
| Alicia Daisy                              | ADHD patient/parent                    | ADHD medications       |
| Unnamed doctor(s)                         | Medical professionals                  | ADHD medications       |
| Canfax researcher (unnamed)               | Research firm                          | Beef prices            |
| Rancher(s) (unnamed)                      | Agricultural producers                 | Beef prices            |
| Dalhousie University researcher (unnamed) | Academic                               | Beef prices            |
| Rolf Winkler                              | Tech reporter, Wall Street Journal     | Apple exodus           |
| Patrick McGee                             | Author/Apple expert                    | Apple exodus           |
| Unnamed AI researcher (quoted)            | Tech sector                            | Apple exodus           |
| Follow Toy (statement)                    | Singapore toy manufacturer             | AI toys                |
| Unnamed researcher (AI toys)              | Unidentified                           | AI toys                |
| Unnamed doctor (AI toys)                  | Medical professional                   | AI toys                |
| Will Arnett                               | Canadian actor/comedian                | Entertainment          |
| Mitzi                                     | Michael Garron Hospital representative | Entertainment segment  |
| Fiona Mowforth                            | Private individual                     | Advent calendar moment |
| Peggy Sue Mosley                          | Private individual                     | Advent calendar moment |

## ## Main Topic

This broadcast covers a wide range of domestic and international stories, with the dominant political thread being the defection of Conservative MP Michael Ma to the Liberal Party and its implications for Pierre Poilievre's leadership, alongside significant coverage of BC flooding, AI toy safety, beef prices, and several feature segments.

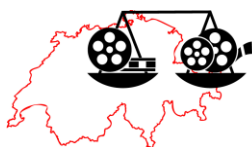
## ## Current Context: State of Public Debate

**Fraser Valley Flooding:** The Fraser Valley has experienced repeated catastrophic flooding, most notably in November 2021, with the Nooksack River (originating in Washington State) repeatedly overflowing into Sumas Prairie. The debate centres on transboundary flood mitigation, federal infrastructure investment, and the adequacy of emergency response. Indigenous land rights, agricultural loss compensation, and climate adaptation policy are all active dimensions of this debate.

**Conservative Floor Crossings:** The Conservative Party of Canada under Pierre Poilievre has experienced unusual internal attrition, with three MPs departing in approximately five weeks. This occurs against the backdrop of a minority Parliament, a Liberal government under Mark Carney, and an approaching Conservative leadership review. The political debate involves questions of democratic legitimacy of floor crossings, the nature of Poilievre's leadership style, and Liberal political strategy.

**AI Toy Safety:** The rapid commercialization of AI-powered consumer products, including children's toys, has outpaced regulatory frameworks in Canada and globally. The debate involves child safety, data privacy, developmental psychology, corporate responsibility, and the adequacy of existing consumer protection legislation.

**Indigenous Sentencing (Gladue Principles):** The tension between Gladue principles (addressing over-incarceration of Indigenous people) and legislative provisions prioritizing deterrence of violence against Indigenous women represents



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one of the most complex intersections of criminal law, reconciliation policy, and gender-based violence prevention in Canadian jurisprudence.

## Relevant Perspectives for a Balanced Broadcast

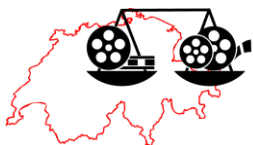
### Fraser Valley Flooding

| Perspective  | Status                              |
|--|-------------------------------------|
| Municipal government (Abbotsford mayor)                        | COVERED                             |
| Federal government response                                    | MENTIONED (briefly, post-criticism) |
| Affected farmers/residents                                     | COVERED                             |
| Indigenous communities on Sumas Prairie (Semá:th First Nation) | OMITTED                             |
| US/Washington State authorities on Nooksack management         | OMITTED                             |
| Climate scientists on atmospheric rivers and future risk       | MENTIONED (meteorologist only)      |
| Federal opposition critique of flood mitigation policy         | OMITTED                             |
| Agricultural industry associations                             | OMITTED                             |
| Environmental groups on wetland restoration                    | OMITTED                             |
| BC provincial government response                              | OMITTED                             |

Completeness Score: 3/10

### Conservative Floor Crossings

| Perspective  | Status                               |
|--|--------------------------------------|
| Liberal Party framing (celebratory)                  | COVERED                              |
| Conservative Party reaction (critical)               | COVERED                              |
| Michael Ma's stated rationale                        | MENTIONED                            |
| Constituent/voter perspective                        | MENTIONED (one quote)                |
| Electoral reform advocates (by-election argument)    | MENTIONED (via constituent)          |
| Political scientists on floor crossing norms         | OMITTED                              |
| Pierre Poilievre direct response                     | OMITTED (only referenced indirectly) |
| Other Conservative MPs defending party               | OMITTED                              |
| NDP/Bloc perspective on minority Parliament dynamics | OMITTED                              |
| Democratic accountability scholars                   | OMITTED                              |



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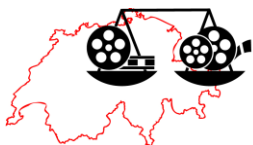
Completeness Score: 4/10

## Overall Completeness Score: 4/10

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### ## Missing Voices

1. BC Provincial Government (Premier David Eby's office) — No provincial response to the flooding crisis was sought or included
2. Semá:th First Nation / Stó:lō Nation representatives — Indigenous communities with deep historical and territorial connection to Sumas Prairie were entirely absent
3. Pierre Poilievre directly — The subject of the floor-crossing story was not given direct voice; only characterized through others' descriptions
4. Washington State flood management authorities — The Nooksack River originates in the US; American authorities' perspective on transboundary mitigation was absent
5. Electoral reform advocates / constitutional scholars — The democratic legitimacy of floor crossings without by-elections is a substantive legal and democratic question that received no expert treatment
6. NDP and Bloc Québécois — Neither party was consulted on the minority Parliament dynamics or the floor crossing's implications
7. Gladue Report authors / Indigenous legal scholars — The Supreme Court sentencing case received no Indigenous legal scholarship perspective beyond advocates quoted briefly
8. Canadian consumer protection regulators (Health Canada / CRTC) — The AI toy safety story cited no regulatory authority on what existing or proposed rules apply

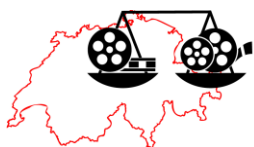


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## STEP 1 — DETAILED 15-CRITERIA ANALYSIS



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## 1. FRAMING

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Definition: How the topic is fundamentally constructed — what assumptions are built into the story structure, what is treated as "given," and what interpretive lens is applied before evidence is presented.

### Finding 1.1

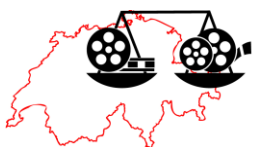
- Location: Floor crossing segment, opening
- Quote: "Our newest member of the Liberal Party. A big move that blindsided the Conservatives just in time for the Liberals' holiday party."
- Technique: Celebratory framing embedded in news narration. The phrase "just in time for the Liberals' holiday party" frames the floor crossing as a gift or triumph rather than a democratic event requiring scrutiny.
- Why problematic: A public broadcaster's narration should not adopt the celebratory framing of one political party. The word "blindsided" positions the Conservatives as victims of surprise rather than as a party experiencing a democratic event that warrants neutral analysis.

### Finding 1.2

- Location: Floor crossing segment, Liberal MP quote setup
- Quote: "The Liberals say more Conservative MPs could jump ship... The day after an Ontario MP crossed the floor, stunning his own party."
- Technique: The framing adopts Liberal Party talking points ("more could jump ship") as the organizing premise of the story. The story is structured around Liberal optimism rather than around the democratic question of floor crossing legitimacy.
- Why problematic: By leading with Liberal predictions of further defections, the broadcast implicitly validates the Liberal narrative that the Conservative Party is in disarray, without equivalent framing of Liberal vulnerabilities or the broader democratic question.

### Finding 1.3

- Location: Flooding segment
- Quote: "The mayor of Abbotsford, one of the hardest-hit areas, taking aim at Ottawa over the lack of federal investment in flood mitigation infrastructure."
- Technique: The framing positions this as a federal government failure story, but the federal government's response is only briefly noted after the criticism, and no provincial government accountability is raised.
- Why problematic: The BC provincial government has primary jurisdiction over emergency management and land use planning. Framing the story exclusively as federal failure omits the provincial dimension and creates an incomplete accountability picture.



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## 2. WORD CHOICE & TERMINOLOGY

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

### Finding 2.1

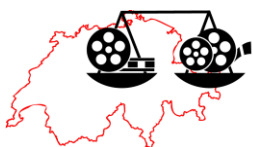
- Location: Floor crossing segment
- Quote: "MP Michael Ma abandoning the Conservatives to join the Liberals instead."
- Technique: The word "abandoning" carries a strong negative moral connotation (betrayal, desertion) when applied to Ma's departure from the Conservatives. However, the same segment uses the neutral-to-positive framing "crossed the floor" and "welcome" for the Liberal reception.
- Why problematic: The asymmetry in word choice — "abandoning" for leaving the Conservatives, "welcome" for joining the Liberals — embeds a moral judgment. A neutral formulation would use consistent language such as "crossed the floor" throughout.

### Finding 2.2

- Location: Floor crossing segment, Conservative MP quote
- Quote: "The guy went from doing the conga line at our Conservative Christmas party to literally 24 hours later leaving our party."
- Technique: While this is a direct quote from a Conservative MP, the broadcast chose to feature this colorful, emotionally charged language prominently — including in the broadcast's opening teaser — amplifying the Conservative sense of betrayal as a narrative hook.
- Why problematic: Selecting this quote as a headline-level teaser prioritizes emotional drama over substantive political analysis. The "conga line" imagery trivializes a significant democratic event.

### Finding 2.3

- Location: Epstein segment
- Quote: "Epstein, who was found dead in a New York jail cell 6 years ago awaiting a sex trafficking trial, has sparked endless speculation ever since and a thorny problem for Trump."
- Technique: The phrase "thorny problem for Trump" frames the Epstein story primarily through its political inconvenience to Trump rather than through the lens of justice for survivors or accountability for institutions.
- Why problematic: Survivor-centered journalism would foreground the experiences of those abused. Framing Epstein primarily as a "thorny problem for Trump" subordinates justice concerns to political horse-race analysis.



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### 3. EXPERT SELECTION

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

#### Finding 3.1

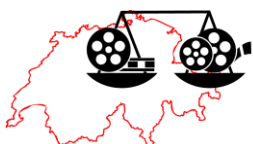
- Location: Apple exodus segment
- Quote: "Rolf Winkler, tech reporter for the Wall Street Journal, describes some of these moves as a long-term brain drain."
- Technique: A journalist from a Rupert Murdoch-owned publication is cited as an expert authority on Apple's internal dynamics. No disclosure of the WSJ's ownership, editorial stance, or potential conflicts with Apple (a major advertiser) is provided.
- Why problematic: The Wall Street Journal has a complex commercial relationship with the tech industry it covers. Presenting a WSJ reporter as a neutral expert without disclosure fails the transparency standard expected of public broadcasting.

#### Finding 3.2

- Location: ADHD medications segment
- Quote: "A new study shows prescriptions have surged over the past decade... The study of over 15 million people in Ontario..."
- Technique: The study is referenced without naming the authors, the journal of publication, the funding source, or the institutional affiliation of the researchers. The viewer has no means to evaluate the study's credibility or independence.
- Why problematic: CBC's Journalistic Standards and Practices require that sources be identified with sufficient specificity for audiences to assess credibility. An unnamed study of 15 million people cannot be independently verified by viewers.

#### Finding 3.3

- Location: Beef prices segment
- Quote: "According to research firm Canfax... One food report from Dalhousie University predicts more bad news for beef lovers."
- Technique: Canfax is a cattle industry market research firm funded by the Canadian cattle industry. Its framing of supply-demand dynamics naturally aligns with industry interests. This conflict of interest is not disclosed.
- Why problematic: Canfax is not an independent research body — it is funded by the Beef Information Centre and cattle producer organizations. Presenting its data without this context misleads viewers about the independence of the analysis.



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## 4. SELECTIVE OMISSION

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Definition: Relevant facts, perspectives, or contextual information that are absent from the broadcast and whose inclusion would materially affect audience understanding.

### Finding 4.1

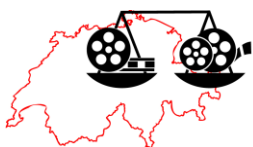
- Location: Floor crossing segment throughout
- Quote: "Pierre Poilievre's heading into his leadership review in the new year, and is accusing Carney in the media of trying to manipulate his way to a majority government."
- Technique: Poilievre's accusation is mentioned only in the final sentence of the segment, attributed to "the media" rather than presented directly. No direct quote from Poilievre is included. His perspective on the floor crossing is entirely absent.
- Why problematic: The subject of the story — the impact on Poilievre and the Conservative Party — is denied direct voice. The broadcast includes multiple Liberal voices (celebratory applause, Liberal MP predictions, the Prime Minister's welcome) but no direct Conservative leadership response.

### Finding 4.2

- Location: Fraser Valley flooding segment
- Quote: "The mayor of Abbotsford accusing both Ottawa and leaders in the US of failing to prepare for the flood."
- Technique: The accusation against "leaders in the US" is mentioned in the anchor introduction but then entirely dropped from the subsequent report. No US official, Washington State authority, or transboundary water management expert is consulted.
- Why problematic: The Nooksack River is the proximate cause of the flooding, and its management is a US responsibility. The omission of any US perspective or transboundary accountability analysis leaves a significant gap in the story's causal explanation.

### Finding 4.3

- Location: Indigenous sentencing segment
- Quote: "Recent statistics show 86% of those accused of killing an indigenous woman or girl are themselves indigenous."
- Technique: This statistic is presented without context about what it means for sentencing policy, without Indigenous women's organizations' perspectives on the tension between Gladue principles and protection from violence, and without any voice from Britney Sack (the victim) or victim advocacy groups.
- Why problematic: The victim in this case — Britney Sack — is named and her injuries described in detail, but she is given no voice. Indigenous women's organizations such as the Native Women's Association of Canada, who have strong and nuanced positions on this exact tension, are entirely absent.



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## 5. MODERATION BEHAVIOR

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Definition: Asymmetries in how the anchor or reporters treat different subjects — including questioning style, tone, follow-up, and sympathy signals.

### Finding 5.1

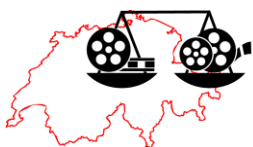
- Location: Floor crossing segment, anchor-reporter exchange
- Quote: "And Ashley, what does all of this mean for the Conservatives? Well, Erica, sources say that the Conservatives thought they had stopped MPs from leaving, but then this happened."
- Technique: The anchor's question frames the story entirely from the perspective of Conservative damage ("what does this mean for the Conservatives?") rather than asking about democratic implications, voter representation, or Liberal strategy. The framing assumes the Conservative perspective is the relevant analytical lens.
- Why problematic: While this question could be read as adversarial to Conservatives, it actually reinforces the "Conservatives in trouble" narrative. A balanced question might have been: "What does this mean for the balance of power in Parliament?" or "What are the democratic implications of floor crossings?"

### Finding 5.2

- Location: Will Arnett interview
- Quote: "Great film. Holy cow. Hey, thanks. I frankly didn't know you had it in you."
- Technique: The interviewer (Eli Glasner) opens with an effusive compliment and a self-deprecating joke that flatters the subject. This is a feature interview, so some warmth is appropriate, but the tone is entirely uncritical throughout.
- Why problematic: While entertainment interviews are inherently softer, the contrast with the complete absence of any direct interview with political subjects (Poilievre, Ma, federal ministers) highlights an asymmetry: political subjects are discussed in their absence while entertainment subjects receive warm, extended direct access.

### Finding 5.3

- Location: Flooding segment, federal government response
- Quote: "After those comments, the federal emergency management minister did call him, saying Ottawa is ready to offer assistance."
- Technique: The federal government's response is delivered in a single passive sentence by the reporter, with no follow-up on what "assistance" means, no timeline, no dollar figure, and no accountability question about why the minister had not called earlier.
- Why problematic: The federal government's response receives no scrutiny. The mayor's criticism is given full voice with direct quotes; the government's response is summarized in one sentence with no interrogation.



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## 6. TIME DISTRIBUTION

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Definition: The balance of speaking time and narrative space allocated to different positions, parties, or perspectives.

### Finding 6.1

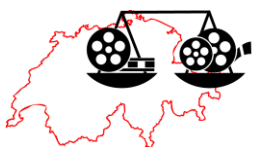
- Location: Floor crossing segment, overall
- Technique: Counting speaking instances: Liberal voices (applause, Liberal MP prediction quote, Prime Minister welcome, Tim Hodgson friendship narrative) receive approximately 4–5 distinct positive narrative beats. Conservative voices receive 2 direct quotes (both expressing grievance/betrayal) and one indirect reference to Poillievre's accusation.
- Quote (Liberal): "We welcome over 300,000 and one new Liberals. And here's not over. Here's not over. That's all I'm saying."
- Quote (Conservative): "The guy went from doing the conga line at our Conservative Christmas party to literally 24 hours later leaving our party."
- Why problematic: The Liberal voices are presented in a triumphant, forward-looking register. The Conservative voices are presented in a grievance/betrayal register. The narrative architecture favors the Liberal framing even when Conservative voices are included.

### Finding 6.2

- Location: High-speed rail segment
- Technique: The segment includes one skeptical voice ("complex challenges ahead") but the majority of the segment is structured around the government announcement as positive news. The federal transport minister's framing ("generational investment") is given the opening and closing narrative weight.
- Quote: "This is a huge deal. This is evidence that the project is actually making progress."
- Why problematic: A \$60–90 billion federal infrastructure announcement with a 2029 construction start and no confirmed route warrants more skeptical scrutiny. The segment's time distribution favors the government's promotional framing.

### Finding 6.3

- Location: Beef prices segment
- Technique: The segment is structured almost entirely around supply-side explanations (drought, feed costs, herd reduction) with industry voices dominant. Consumer advocacy perspectives, food security advocates, or critics of agricultural policy receive no time.
- Quote: "I always tell people if you don't like the price of beef, the reason for that is just look in the mirror. We are buying beef even though the price is so high."
- Why problematic: This quote, from what appears to be an industry analyst, places responsibility for high prices on consumers rather than examining supply chain concentration, corporate margins, or trade policy. No counter-voice challenges this framing.



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## 7. QUESTION ASYMMETRY

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

### Finding 7.1

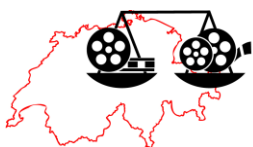
- Location: Floor crossing segment
- Technique: No direct questions are posed to Michael Ma about his motivations, the timing of his decision (voting Conservative on Thursday, meeting Carney that evening), or the democratic legitimacy of crossing without a by-election. The segment notes "it's still unclear when exactly he made up his mind" but does not pursue this as an accountability question.
- Quote: "Ma says he crossed because he wants to focus on solutions, not division. But it's still unclear when exactly he made up his mind."
- Why problematic: The ambiguity about Ma's decision timeline — which directly bears on whether he deceived his constituents and his party — is noted but not pursued. A harder question would have been: "Did Ma vote with the Conservatives on Thursday knowing he would cross the floor that evening?"

### Finding 7.2

- Location: High-speed rail segment
- Technique: The federal transport minister's announcement is covered without any direct questioning about the project's history of delays, the gap between the 2029 construction start and an unspecified operational date, or the \$60–90 billion cost range (a \$30 billion uncertainty band).
- Quote: "The federal government says it's fast-tracking the project and hopes to break ground within 4 years. But there's still no clear timeline on when the high-speed train could start running."
- Why problematic: The absence of a clear operational timeline is noted but not interrogated. "Fast-tracking" a project with no confirmed route, no expropriation completed, and no operational date is a significant claim that goes unchallenged.

### Finding 7.3

- Location: Flooding segment
- Technique: The mayor of Abbotsford is given extensive direct quotes criticizing the federal government. The federal government's response is summarized in one sentence. No question is posed to the federal government about the specific infrastructure investments requested, the timeline for response, or the history of federal-provincial negotiations on Nooksack mitigation.
- Quote: "We don't need empty promises from the federal government that they have our back. In fact, the federal government has not even reached out to me during this event."
- Why problematic: The mayor's criticism is legitimate and newsworthy, but the asymmetry — extensive direct quotes for the critic, one summarizing sentence for the criticized — creates an unbalanced accountability picture.



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## 8. GUILT BY ASSOCIATION

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

### Finding 8.1

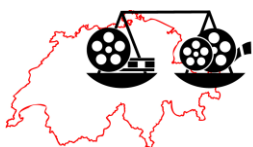
- Location: Epstein segment
- Quote: "Yes, US President Donald Trump is seen here with six women, their faces blacked out by Democrats. And here's another. One-time Trump advisor Steve Bannon appears multiple times, here with Epstein, here with Woody Allen, here with activist and Professor Noam Chomsky."
- Technique: The segment lists Trump and Bannon's appearances in Epstein photos alongside Woody Allen (accused of child sexual abuse) and in a sequence that implies association with wrongdoing, despite the reporter's own caveat that "the photos do not show any wrongdoing by anyone."
- Why problematic: The reporter explicitly states the photos show no wrongdoing, then proceeds to describe them in a manner that creates associative guilt. The sequencing — Trump, Bannon, Allen, Chomsky — creates an implicit guilt-by-association chain that the reporter's own caveat contradicts.

### Finding 8.2

- Location: Floor crossing segment
- Quote: "There are lots of Conservatives, I do assure you, who do not like this uh Poilievre approach."
- Technique: A Liberal MP is given space to characterize the Conservative Party's internal dissatisfaction with Poilievre as widespread, without any Conservative voice to contest this characterization. The "Poilievre approach" is left undefined but implied to be the cause of defections.
- Why problematic: Allowing one party to characterize another party's internal dynamics without rebuttal is a form of associative framing — linking Poilievre to the defections as their cause without evidence or challenge.

### Finding 8.3

- Location: Apple exodus segment
- Quote: "So, if it doesn't reinvent the wheel, will it face the face of BlackBerry when it failed to catch up to the iPhone?"
- Technique: The anchor introduces the BlackBerry comparison — a Canadian corporate failure — as a rhetorical question, associating Apple's current challenges with a catastrophic decline narrative.
- Why problematic: While this is a feature segment rather than political coverage, the BlackBerry comparison is introduced by the anchor as a leading question that frames Apple's situation in maximally negative terms, which the expert then partially rebuts. The anchor's framing is more alarmist than the evidence supports.



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## 9. STATISTICAL MANIPULATION

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Definition: The selective, misleading, or decontextualized use of numbers, percentages, or data.

### Finding 9.1

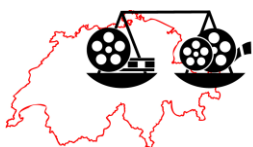
- Location: ADHD medications segment
- Quote: "Prescriptions for ADHD meds have surged 157% since 2015 and spiked up during the pandemic. Women over 25 saw the largest increases at 421% followed by women over 18."
- Technique: Percentage increases from a baseline are presented without the baseline numbers. A 421% increase from a very small base (e.g., 1,000 prescriptions to 5,210) is very different from a 421% increase from a large base. The absolute numbers are never provided.
- Why problematic: Without baseline figures, percentage increases are emotionally impactful but analytically meaningless. The 421% figure for women over 25 is presented in a way that maximizes alarm without providing the context needed to evaluate whether this represents over-prescription or appropriate catch-up diagnosis.

### Finding 9.2

- Location: Beef prices segment
- Quote: "Prices are up nearly 16% compared to last year and 35% compared to the 5-year average."
- Technique: These figures are presented without comparison to general food inflation, without international context (are Canadian beef prices rising faster or slower than US or global prices?), and without any breakdown of where in the supply chain the price increases are occurring (farm gate vs. retail margin).
- Why problematic: Presenting beef price increases in isolation, without comparison to broader food inflation or supply chain margin analysis, prevents viewers from understanding whether this is a commodity market phenomenon, a retail concentration issue, or a policy failure.

### Finding 9.3

- Location: Indigenous sentencing segment
- Quote: "Recent statistics show 86% of those accused of killing an indigenous woman or girl are themselves indigenous."
- Technique: This statistic is presented without a source citation, without a time period, without geographic scope, and without the critical context that this pattern is itself a product of the systemic factors Gladue principles are designed to address.
- Why problematic: The 86% figure is used to frame the tension between Gladue principles and victim protection, but without context about what drives this statistic (colonialism, poverty, intergenerational trauma), it can be misread as suggesting Indigenous men are inherently more dangerous — a deeply harmful misreading that the broadcast does nothing to prevent.



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## 10. TIMING & PLACEMENT

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Definition: The strategic positioning of information within the broadcast — what leads, what is buried, what follows commercial breaks, and how placement affects perceived importance.

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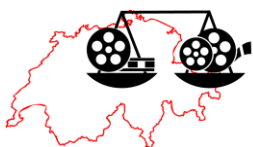
- Location: Broadcast opening teaser
- Quote: "The Liberals say more Conservative MPs could jump ship... The day after an Ontario MP crossed the floor, stunning his own party. The guy went from doing the conga line at our Conservative Christmas party to literally 24 hours later leaving our party."
- Technique: The floor crossing story is given prominent placement in the opening teaser, alongside the flooding crisis. The "conga line" quote — the most emotionally colorful and embarrassing-to-Conservatives element of the story — is selected as the teaser hook.
- Why problematic: Selecting the most embarrassing Conservative quote as the broadcast's opening hook for the political story signals editorial prioritization of Conservative embarrassment as the story's most newsworthy element.

### Finding 10.2

- Location: Federal government response to flooding
- Quote: "After those comments, the federal emergency management minister did call him, saying Ottawa is ready to offer assistance."
- Technique: The federal government's response is placed after the mayor's extended criticism, in a single sentence, with no elaboration. This placement — criticism first, response buried in one sentence — structurally advantages the critical framing.
- Why problematic: Journalistic balance would typically require either a more developed government response or an explanation of why the government declined to provide one. The placement of a one-sentence response after multiple paragraphs of criticism creates a structural imbalance.

### Finding 10.3

- Location: Poilievre's response to floor crossing
- Quote: "Pierre Poilievre's heading into his leadership review in the new year, and is accusing Carney in the media of trying to manipulate his way to a majority government."
- Technique: Poilievre's response — the only direct Conservative leadership voice in the segment — is placed at the very end of the segment, in the reporter's closing summary, attributed to "the media" rather than presented as a direct quote.
- Why problematic: The most newsworthy Conservative response to the floor crossing is buried in the final sentence of the segment, delivered second-hand, without direct quotation. This placement minimizes its impact relative to the Liberal voices that open and dominate the segment.



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## 11. VISUAL/AUDIO LANGUAGE

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Definition: Inferred from transcript descriptions — described imagery, tone cues, sound descriptions, and audio signals that carry implicit meaning.

### Finding 11.1

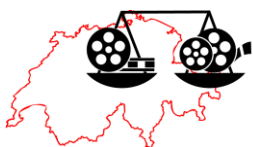
- Location: Floor crossing segment
- Quote: "[applause]... Our newest member of the Liberal Party."
- Technique: The broadcast includes the sound of applause at the Liberal party event welcoming Ma. This audio — crowd celebration — is included in the broadcast, providing an emotional, celebratory soundscape for the Liberal narrative.
- Why problematic: Including applause audio from a Liberal Party event in a news segment about a floor crossing provides an implicit emotional endorsement of the Liberal framing. No equivalent emotional audio from the Conservative perspective (e.g., the Christmas party footage described) appears to have been included with equivalent prominence.

### Finding 11.2

- Location: AI toys segment
- Quote: "Hello, I'm Alilo. Let's be best friends. [screaming]"
- Technique: The transcript indicates a child screaming sound cue immediately following the toy's friendly introduction. This audio juxtaposition — friendly toy voice followed by screaming — creates an implicit horror/danger association.
- Why problematic: While the AI toy safety story has legitimate public interest, the audio design (friendly voice → screaming) is a manipulative technique that primes emotional alarm before evidence is presented. This is a production choice that goes beyond neutral reporting.

### Finding 11.3

- Location: Beef prices segment
- Quote: "[music]" (appears approximately 15 times throughout the segment)
- Technique: The beef prices segment is heavily scored with music throughout, which is unusual for a hard news economic story. The repeated music cues suggest a feature/documentary production style that may soften the analytical rigor expected of economic reporting.
- Why problematic: Heavy musical scoring in an economic analysis segment can create an emotional atmosphere that substitutes for analytical depth. The music cues appear more frequently in this segment than in any other, suggesting a production choice to make the story feel more like entertainment than accountability journalism.



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## 12. SOURCE SELECTION

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

### Finding 12.1

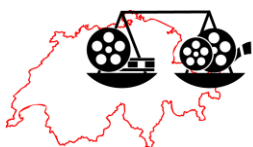
- Location: Beef prices segment
- Quote: "According to research firm Canfax..."
- Technique: Canfax is the primary data source for the beef price story. Canfax is funded by the Canadian cattle industry (specifically the Beef Information Centre and provincial cattle associations). Its analysis naturally reflects industry perspectives on supply-demand dynamics.
- Why problematic: Using an industry-funded research firm as the primary data source for a story about why consumers are paying more for beef, without disclosing the funding relationship, is a significant source independence failure. Consumer advocacy organizations, independent agricultural economists, or Statistics Canada data would provide more independent perspectives.

### Finding 12.2

- Location: Sudan segment
- Quote: "The Sudan Doctors Network shared images of the attack with us. The medical group says it has members in South Kordofan, where the attacks occurred."
- Technique: The Sudan Doctors Network is used as the primary source for verification of drone strike images. The organization's political affiliations, funding sources, and relationship to the parties in the Sudanese civil war are not disclosed.
- Why problematic: In a civil war context, medical organizations can have political alignments. The broadcast states "CBC News has been able to verify them" but does not explain the verification methodology or disclose the Sudan Doctors Network's institutional position relative to the conflict's parties.

### Finding 12.3

- Location: Apple exodus segment
- Quote: "Patrick McGee, says Apple isn't creating the game-changing products it once was."
- Technique: Patrick McGee is identified as an "author and Apple expert" but his specific book, publisher, and any financial relationships with Apple competitors are not disclosed.
- Why problematic: "Apple expert" is not a verifiable credential. Without knowing whether McGee has financial relationships with Apple competitors (Meta, OpenAI, Google) or has written critically about Apple for commercial reasons, viewers cannot assess his independence.



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### 13. SELECTIVE OUTRAGE

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Definition: Moral outrage expressed at certain positions, actors, or events while equivalent situations involving other actors receive neutral or sympathetic treatment.

#### Finding 13.1

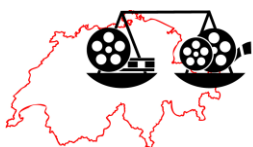
- Location: Floor crossing segment
- Quote: "There's a kind of a dishonorable aspect to this. Like the guy went from doing the conga line at our Conservative Christmas party to literally 24 hours later leaving our party."
- Technique: The Conservative MP's expression of moral outrage at Ma's "dishonorable" behavior is given prominent placement and colorful detail. However, the broadcast does not apply equivalent moral scrutiny to the Liberal Party's role in recruiting a sitting MP away from his elected party affiliation.
- Why problematic: If accepting a Secret Santa gift and then crossing the floor is "dishonorable," then the Liberal Party's active recruitment of a sitting MP (through Minister Hodgson's friendship and the PM's private meeting) could equally be characterized as political manipulation. The broadcast applies moral language to one side's behavior while treating the other side's equivalent behavior as neutral political strategy.

#### Finding 13.2

- Location: Epstein segment
- Quote: "Epstein, who was found dead in a New York jail cell 6 years ago awaiting a sex trafficking trial, has sparked endless speculation ever since and a thorny problem for Trump."
- Technique: Trump's association with Epstein is framed as a "thorny problem" — a political inconvenience — while the segment also notes that Bill Clinton, Ehud Barak, Richard Branson, and Woody Allen appear in photos. The "thorny problem" framing is applied specifically to Trump, not to the other named individuals.
- Why problematic: If appearing in Epstein photos is a "thorny problem" for Trump, it is equally a "thorny problem" for Clinton, Barak, and Branson. The selective application of the "thorny problem" framing to Trump while other named individuals receive neutral description constitutes selective outrage.

#### Finding 13.3

- Location: AI toys segment
- Quote: "Singapore-based toy maker Follow Toy pulled its AI teddy bear from the market, but is resuming sales telling CBC News in a statement, 'We conducted a thorough review of all our products, strengthened child safety protections, and updated all our products with new safety rules.'"
- Technique: The toy company's statement is included but not interrogated. No expert is asked to evaluate whether the company's claimed safety improvements are adequate. The segment expresses alarm about AI toys generally but does not pursue accountability from the specific company whose product generated the most serious concern.
- Why problematic: The segment generates significant alarm (screaming audio, explicit content descriptions) but then allows the responsible company to respond with an unverified corporate statement. The outrage is directed at the category (AI toys) rather than at the specific corporate actor, reducing accountability pressure.



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## 14. FALSE BALANCE

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Definition: Artificial balance that misrepresents the actual state of evidence, consensus, or the relative weight of competing positions.

### Finding 14.1

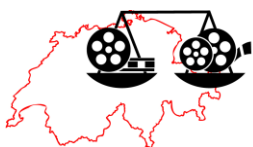
- Location: ADHD medications segment
- Quote: "Experts welcome greater awareness, but say the rise of private virtual clinics offering quick ADHD assessments is promoting overdiagnosis along with social disruption during the pandemic and increased screen time."
- Technique: The segment presents a false balance between "greater awareness reducing stigma" and "overdiagnosis concerns" as if these are equally weighted expert positions. The segment does not indicate what the preponderance of clinical evidence shows about ADHD diagnosis rates relative to estimated prevalence.
- Why problematic: If the clinical literature suggests ADHD has historically been significantly underdiagnosed in women (which is the mainstream clinical view), then presenting overdiagnosis concerns as equally weighted creates a false balance that may discourage appropriate help-seeking.

### Finding 14.2

- Location: Apple exodus segment
- Quote: "Despite these departures, all the experts we spoke to say Apple still holds immense power. And whether this is the first sign of decline or on the brink of the next best thing remains to be seen."
- Technique: The segment presents a false balance between "Apple is declining" and "Apple will come back stronger" as equally plausible outcomes, when the experts quoted actually lean toward the latter. The "remains to be seen" conclusion artificially equalizes positions that the segment's own evidence does not equally support.
- Why problematic: When all experts consulted agree on a point (Apple's continued strength), presenting the opposite as equally plausible is a form of false balance that misrepresents the expert consensus.

### Finding 14.3

- Location: High-speed rail segment
- Quote: "This is a huge deal. This is evidence that the project is actually making progress... But there are complex challenges ahead."
- Technique: The segment presents one enthusiastic expert voice and one cautionary voice as if they represent equal weight, when the cautionary voice's concerns (land expropriation, no confirmed route, no operational timeline) are substantially more significant than the enthusiastic voice's evidence (an announcement of a first phase).
- Why problematic: An announcement of intent to begin construction in 2029 on a project with no confirmed route, no expropriation completed, and no operational timeline is not equivalent evidence of progress to the challenges described. The balance presented misrepresents the relative weight of the evidence.



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## 15. AGENDA-SETTING

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Definition: What topics, questions, and frames become "the issue" — and what is systematically excluded from the broadcast's universe of discourse.

### Finding 15.1

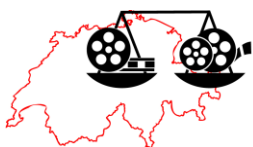
- Location: Floor crossing segment, overall
- Technique: The agenda is set as: "Conservative Party in disarray, Liberals gaining strength." The excluded agenda items include: the democratic legitimacy of floor crossings without by-elections (a question of democratic principle), the role of the Liberal Party in actively recruiting sitting MPs (a question of political ethics), and the implications for minority Parliament stability (a question of governance).
- Quote: "The Conservatives have lost three MPs in just over a month... bringing the prime minister only one seat away from a majority government."
- Why problematic: By setting the agenda as "Conservative losses / Liberal gains," the broadcast excludes the democratic accountability question that most directly affects voters: should elected MPs be able to change parties without returning to their constituents for a mandate?

### Finding 15.2

- Location: Flooding segment
- Technique: The agenda is set as: "Federal government failure to invest in flood mitigation." The excluded agenda items include: BC provincial government responsibility for land use planning and emergency management, the historical decision to drain Sumas Prairie (and whether restoration is viable), Indigenous land rights and the Semá:th First Nation's perspective on Sumas Prairie, and climate adaptation policy beyond infrastructure.
- Quote: "The mayor of Abbotsford accusing both Ottawa and leaders in the US of failing to prepare for the flood."
- Why problematic: The accusation against "leaders in the US" is mentioned and then dropped entirely. The provincial government is never mentioned. The agenda is narrowed to federal accountability while broader systemic questions are excluded.

### Finding 15.3

- Location: Broadcast overall
- Technique: The broadcast's agenda entirely excludes: NDP and Bloc Québécois perspectives on any story; any story about housing affordability (a dominant public concern in December 2025); any story about Indigenous issues beyond the sentencing case; any story about climate policy beyond the flooding event; and any story about Canada-US trade relations (a dominant concern given Trump's tariff threats).
- Quote: N/A (absence of coverage)
- Why problematic: For a national public broadcaster with a mandate to reflect Canada's diversity and serve all Canadians, the complete absence of NDP/Bloc voices, housing coverage, and Canada-US trade context in a single broadcast is notable. While no single broadcast can cover everything, the pattern of omissions consistently favors the Liberal-Conservative binary and excludes structural economic and political questions.



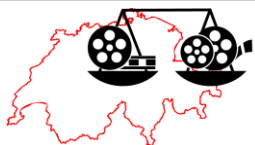
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## STEP 2 — OVERALL ASSESSMENT

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

| # | Criterion                | Score | Key Finding   |
|---|--------------------------|-------|---|
| 1 | Framing                  | 4/10  | Floor crossing framed as Liberal triumph; flooding framed as federal failure only                                   |
| 2 | Word Choice              | 5/10  | "Abandoning" for Ma's departure; asymmetric language between Liberal celebration and Conservative grievance         |
| 3 | Expert Selection         | 5/10  | Industry-funded Canfax, unidentified study authors, WSJ reporter without conflict disclosure                        |
| 4 | Selective Omission       | 6/10  | No Poilievre direct voice; no BC provincial government; no Semá:th First Nation; no victim voice in sentencing case |
| 5 | Moderation Behavior      | 3/10  | Federal government response to flooding given one sentence; Ma's decision timeline not pursued                      |
| 6 | Time Distribution        | 5/10  | Liberal voices dominate floor crossing segment; government framing dominates rail segment                           |
| 7 | Question Asymmetry       | 4/10  | No hard questions to Ma or federal government; Poilievre response buried and indirect                               |
| 8 | Guilt by Association     | 3/10  | Trump-Epstein sequencing despite reporter's own caveat; Poilievre linked to defections without evidence             |
| 9 | Statistical Manipulation | 5/10  | ADHD percentages without baselines; beef prices without supply chain  |



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|    |                       |      |  |
|----|-----------------------|------|--|
|    |                       |      | context; 86% statistic without source  |
| 10 | Timing & Placement    | 4/10 | "Conga line" quote as broadcast teaser; Poilievre response buried at segment end   |
| 11 | Visual/Audio Language | 3/10 | Liberal applause audio included; AI toy screaming juxtaposition; heavy music scoring in beef segment                         |
| 12 | Source Selection      | 5/10 | Canfax funding undisclosed; Sudan Doctors Network affiliation undisclosed; "Apple expert" unverified                         |
| 13 | Selective Outrage     | 4/10 | "Dishonorable" applied to Ma but not Liberal recruitment; "thorny problem" applied to Trump but not Clinton/Barak            |
| 14 | False Balance         | 3/10 | ADHD overdiagnosis presented as equally weighted to underdiagnosis; Apple decline presented as equally plausible to recovery |
| 15 | Agenda-Setting        | 5/10 | Democratic legitimacy of floor crossings excluded; NDP/Bloc entirely absent; housing and Canada-US trade omitted             |

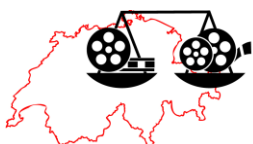
#### ## B) Overall Scores

- Criteria Score (average of 15):  $(4+5+5+6+3+5+4+3+5+4+3+5+4+3+5) \div 15 = 64 \div 15 = 4.3/10$
- Completeness Score (from Step 0): 4/10
- Combined Score:  $(4.3 \times 0.70) + (4.0 \times 0.30) = 3.01 + 1.20 = 4.21/10$

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

### 1. NARRATIVE ARCHITECTURE BIAS (Most Significant)

The floor crossing story is constructed with a narrative architecture that systematically advantages the Liberal framing. Liberal voices open the segment (applause, welcome, PM's celebration), dominate the middle (Liberal MP predictions, Hodgson friendship narrative), and the Conservative response is confined to grievance quotes and a buried final sentence. This is not achieved through any single false statement but through the cumulative effect of story construction choices — what is included, in what order, with what emotional register. This technique is particularly effective because it is difficult to identify as bias in any single element while being clearly directional in its overall effect.



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## 2. SELECTIVE CONTEXTUALIZATION

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Throughout the broadcast, context is provided selectively in ways that consistently favor certain narratives. The Epstein segment includes Trump's photo appearances with detailed description while noting "the photos show no wrongdoing" — a caveat that is then undermined by the detailed description. The ADHD segment presents alarming percentage increases without baseline numbers. The beef prices segment presents industry-funded data without source disclosure. In each case, the selective provision or withholding of context shapes audience interpretation in a consistent direction: alarm about AI/health/prices, skepticism about Conservatives, and acceptance of Liberal government framing.

## 3. VOICE ASYMMETRY

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The broadcast systematically provides direct voice to some actors while summarizing or omitting others. The Liberal Party receives direct quotes, applause audio, and extended narrative space. Pierre Poilievre receives no direct quote in a story primarily about his party's crisis. The federal government receives one summarizing sentence in response to extended mayoral criticism. Britney Sack receives no voice in a story about her assault. This asymmetry — who speaks directly versus who is spoken about — is one of the most powerful tools in broadcast journalism for shaping audience sympathy and credibility assessments.

## D) 3 Core Messages Embedded in the Broadcast

### Message 1: CONTENT MESSAGE

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"The Conservative Party is in serious trouble and the Liberal government is gaining strength."

- Technique: Narrative architecture, selective voice, placement
- Evidence: The floor crossing segment opens with Liberal applause and celebration, includes Liberal predictions of further defections, notes the PM is "only one seat away from a majority," and closes with a reference to Poilievre's leadership review. The Conservative response is confined to grievance and the "conga line" embarrassment. The cumulative content message is that Conservative decline is the political reality and Liberal ascendancy is the trajectory.

### Message 2: PERSONAL MESSAGE

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"Pierre Poilievre is a divisive leader whose approach is driving away his own MPs, while Mark Carney is a skilled political operator gaining ground."

- Technique: Selective quotation, voice asymmetry, framing
- Evidence: "There are lots of Conservatives, I do assure you, who do not like this uh Poilievre approach" (Liberal MP, given direct voice). Poilievre is characterized through others' descriptions — "accusing Carney in the media" — while Carney is characterized through actions (welcoming Ma, meeting with him personally). The personal message is constructed through the contrast between Carney's active, successful political agency and Poilievre's reactive, defensive posture.

### Message 3: SOCIETAL MESSAGE

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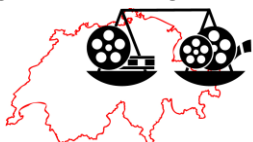
"Canada's institutions (federal government, public health system, public broadcasting) are the appropriate response to complex challenges, and skepticism of these institutions is a political rather than a principled position."

- Technique: Agenda-setting, framing, source selection
- Evidence: The high-speed rail announcement is covered as a positive government initiative with only mild skepticism. The ADHD story frames rising prescriptions as primarily a positive awareness story with caution about overdiagnosis. The flooding story frames the solution as federal investment. The AI toy story frames the solution as regulation. In each case, the institutional/government response is presented as the appropriate frame, and critics (the Abbotsford mayor, skeptical experts) are included but not given the structural weight to challenge the institutional framing.

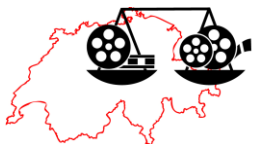
## E) Classification

Combined Score: 4.21/10

Classification: CLEAR ONE-SIDEDNESS (4.1–6.0)



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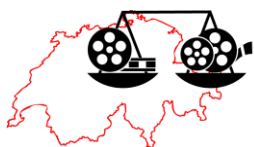


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This broadcast exhibits clear one-sidedness primarily in its political coverage, particularly the floor crossing story, where narrative architecture, voice selection, and placement consistently favor the Liberal Party's framing. The non-political segments exhibit more moderate bias, primarily through source selection failures, statistical decontextualization, and selective omission of relevant perspectives. The broadcast does not reach the threshold of systemic skew because it includes some Conservative voices and some critical perspectives on government announcements, but the directional consistency of its choices across multiple criteria places it clearly in the "clear one-sidedness" category.

## F) Summary

This broadcast of CBC News: The National exhibits clear one-sidedness (combined score: 4.21/10) that falls short of the standards established in CBC's Journalistic Standards and Practices, which require accuracy, fairness, balance, and impartiality across all programming. The most significant departure from these standards occurs in the political coverage of the Conservative floor crossing, where the narrative architecture, voice selection, and placement choices consistently favor the Liberal Party's framing while denying Pierre Poilievre direct voice in a story primarily about his party's crisis. The broadcast also exhibits meaningful failures in source transparency — particularly the undisclosed industry funding of Canfax in the beef prices segment and the unidentified study in the ADHD segment — that violate the accuracy and transparency dimensions of the JSP. Under Section 3(1)(l) of the Broadcasting Act, 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"; the complete absence of NDP and Bloc Québécois perspectives, the omission of the democratic legitimacy question in the floor crossing story, and the exclusion of Indigenous voices from the Sumas Prairie flooding story represent failures to fulfill this mandate. While individual elements of the broadcast meet professional standards, the cumulative pattern of directional choices across framing, voice selection, placement, and omission constitutes a level of one-sidedness that warrants attention from CBC's internal journalistic standards review processes and is relevant to CRTC conditions of licence requiring high standards of journalistic ethics.



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## STEP 3 — PARTY-POLITICAL BIAS

### ## Bias Scores by Party

| Party                      | Score (-5 to +5) | Assessment                         |
|----------------------------|------------------|------------------------------------|
| NDP (New Democratic Party) | -1.0             | Absent/ignored                     |
| Green Party (GPC)          | -0.5             | Absent/ignored                     |
| Liberal Party (LPC)        | +3.0             | Strongly favored                   |
| Bloc Québécois (BQ)        | -0.5             | Absent/ignored                     |
| Conservative Party (CPC)   | -2.5             | Disadvantaged                      |
| People's Party (PPC)       | 0.0              | Not mentioned (neutral by absence) |

### ## Evidence by Party

#### NDP (-1.0)

The NDP is entirely absent from this broadcast despite being a relevant actor in a minority Parliament where floor crossings and confidence votes are consequential. The NDP's position on the floor crossing, on flood mitigation funding, on high-speed rail, and on the indigenous sentencing case would all be newsworthy. The absence is not actively hostile but represents a systematic exclusion that disadvantages the party's public profile.

- Evidence of absence: No NDP voice appears in any segment. In the floor crossing segment, which directly affects the balance of power in Parliament, the NDP's position on the Liberal minority government's approach to gaining seats is not sought.

#### Green Party (-0.5)

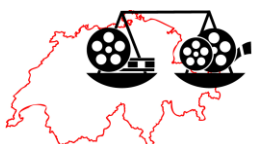
The Green Party is entirely absent. Given the flooding story — which has direct climate adaptation dimensions — the Green Party's perspective on atmospheric rivers, flood mitigation policy, and climate infrastructure would be directly relevant.

- Evidence of absence: The flooding segment discusses "another atmospheric river" and the need for flood mitigation infrastructure without any climate policy voice. The Green Party, which has made climate adaptation a central policy platform, is not consulted.

#### Liberal Party (+3.0)

The Liberal Party receives the most favorable treatment in the broadcast. The floor crossing segment is structured around Liberal celebration and optimism. The high-speed rail announcement is covered as a positive government initiative. The federal emergency management minister's response to the flooding criticism is summarized in one sentence without scrutiny. Liberal voices are given direct, extended, and emotionally positive presentation.

- Evidence: "We welcome over 300,000 and one new Liberals. And here's not over. Here's not over. That's all I'm saying." — This quote, delivered to applause, is given prominent placement and positive framing. The Liberal Party's active recruitment of a sitting MP is not characterized as political manipulation but as political success.
- Evidence: "Sources say Hodgson and Ma struck up a friendship, attending events in their neighboring ridings, and that Hodgson helped bring him over." — The Liberal recruitment operation is framed as a friendship story rather than as a political operation, providing a humanizing narrative that benefits the Liberal Party.



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### Bloc Québécois (-0.5)

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The Bloc is entirely absent despite being a significant actor in the minority Parliament. The high-speed rail announcement — which directly affects Quebec (Montreal-Ottawa-Quebec City corridor) — would be a natural story for Bloc commentary. Their absence is not actively hostile but represents systematic exclusion.

- Evidence of absence: The high-speed rail segment discusses a Montreal-Ottawa-Quebec City corridor without any Bloc Québécois perspective on the project's implications for Quebec sovereignty, Quebec City's interests, or the federal-provincial dimensions of the project.

### Conservative Party (-2.5)

---

The Conservative Party is the most actively disadvantaged party in this broadcast. The floor crossing story — which is primarily about Conservative losses — is framed through Liberal celebration and Conservative grievance. Pierre Poilievre is denied direct voice. The "conga line" quote is used as a broadcast teaser. The Conservative leadership review is mentioned as a vulnerability. Three Conservative departures are catalogued. The cumulative effect is a portrait of a party in disarray.

- Evidence: "The Conservatives have lost three MPs in just over a month. Chris D'Entremont crossed the floor in November. Matt Jeneroux abruptly announced he's quitting. Now Ma has left, too, bringing the prime minister only one seat away from a majority government." — This catalogue of Conservative losses, delivered in rapid succession, creates a narrative of accelerating decline without equivalent context about the Conservative Party's polling strength or policy positions.
- Evidence: "Pierre Poilievre's heading into his leadership review in the new year, and is accusing Carney in the media of trying to manipulate his way to a majority government." — Poilievre's accusation is attributed to "the media" (suggesting it is a media performance rather than a substantive claim) and placed at the very end of the segment, minimizing its impact.

### People's Party (0.0)

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The PPC is not mentioned in the broadcast. Score of 0.0 reflects neutral absence rather than active treatment.

#### ## Summary Statistics

- Most Favored Party: Liberal Party (LPC) — Score: +3.0
- Most Disadvantaged Party: Conservative Party (CPC) — Score: -2.5
- Average Deviation from 0 (absolute values):  $(1.0 + 0.5 + 3.0 + 0.5 + 2.5 + 0.0) \div 6 = 7.5 \div 6 = 1.25$

#### ## Left-Right Tendency Calculation

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

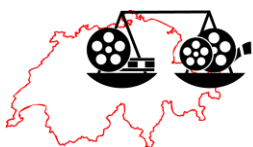
Converting bias scores to a 0–1 scale for weighting (adding 5 to each score, dividing by 10):

- NDP:  $(-1.0 + 5) / 10 = 0.40$
- GPC:  $(-0.5 + 5) / 10 = 0.45$
- LPC:  $(+3.0 + 5) / 10 = 0.80$
- BQ:  $(-0.5 + 5) / 10 = 0.45$
- CPC:  $(-2.5 + 5) / 10 = 0.25$
- PPC:  $(0.0 + 5) / 10 = 0.50$

Weighted position calculation:

- Sum of (weight × position):  $(0.40 \times 2.0) + (0.45 \times 2.5) + (0.80 \times 4.5) + (0.45 \times 5.0) + (0.25 \times 7.5) + (0.50 \times 9.0)$
- =  $0.80 + 1.125 + 3.60 + 2.25 + 1.875 + 4.50 = 14.15$
- Sum of weights:  $0.40 + 0.45 + 0.80 + 0.45 + 0.25 + 0.50 = 2.85$
- Weighted average position:  $14.15 \div 2.85 = 4.96$

On a scale of 1 (far left) to 10 (far right), the broadcast's political leaning is 4.96 — slightly left of centre, consistent with a moderate Liberal-leaning orientation.

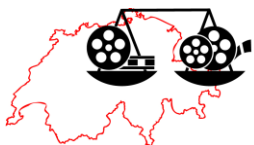




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This places the broadcast's political tendency between the Liberal Party (4.5) and the Bloc Québécois (5.0) on the left-right spectrum, reflecting a broadcast that most strongly favors the Liberal Party while treating left-wing parties (NDP, Greens) as absent rather than actively hostile.

Overall Political Leaning: Moderate Liberal-leaning (centre-left)



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## STEP 4 — REGULATORY ASSESSMENT

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

#### Accuracy

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##### Finding A1: Unverified Statistical Claims

- Standard: JSP Section 2.2 — "We are accurate. No fact, audio, video, or other content is presented in a way that is false or misleading."
- Evidence: ADHD segment — "The study of over 15 million people in Ontario shows prescriptions for ADHD meds have surged 157% since 2015" — Study authors, journal, and funding source not identified.
- Why this constitutes a violation: Presenting statistical findings from an unidentified study without sufficient attribution prevents audience verification and violates the accuracy standard's requirement for traceable sourcing.
- Severity: Moderate

##### Finding A2: Canfax Data Without Disclosure

- Standard: JSP Section 2.2 (Accuracy) and Section 2.5 (Transparency)
- Evidence: Beef prices segment — "According to research firm Canfax, prices are up nearly 16% compared to last year" — Canfax's industry funding not disclosed.
- Why this constitutes a violation: Presenting industry-funded research as neutral market data without disclosure of the funding relationship misleads audiences about the independence of the information.
- Severity: Moderate

#### Fairness

---

##### Finding A3: Denial of Direct Voice to Pierre Poilievre

- Standard: JSP Section 2.3 — "We are fair. We treat individuals and organizations with openness and respect. We are mindful of the impact our journalism can have on people's lives."
- Evidence: Floor crossing segment — Poilievre is the primary subject of the story's political implications but receives no direct quote. His response is attributed to "the media" in the final sentence: "is accusing Carney in the media of trying to manipulate his way to a majority government."
- Why this constitutes a violation: Fairness requires that individuals who are the subject of significant negative coverage be given reasonable opportunity to respond directly. Summarizing Poilievre's response in one indirect sentence at the end of a segment dominated by Liberal voices fails this standard.
- Severity: Significant

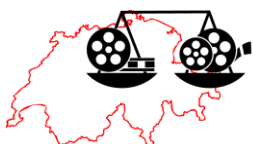
##### Finding A4: Britney Sack Given No Voice

- Standard: JSP Section 2.3 (Fairness) and CBC's Journalistic Standards on covering victims
- Evidence: Indigenous sentencing segment — Sack is named, her injuries described ("Her left eye swollen shut, several bones fractured"), but she is given no voice. The segment includes voices from the offender's perspective (Gladue principles) and the Crown, but not the victim.
- Why this constitutes a violation: CBC's standards on covering victims of violence require sensitivity and, where possible, inclusion of victim perspectives. Naming and describing a victim's injuries without providing her voice or that of victim advocacy groups on her behalf is a fairness failure.
- Severity: Moderate

#### Balance

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##### Finding A5: Floor Crossing Segment Structural Imbalance



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- Standard: JSP Section 2.4 — "We contribute to informed debate on issues that matter to Canadians by reflecting a diversity of perspectives."
- Evidence: Floor crossing segment — Liberal voices: applause audio, PM welcome quote, Liberal MP prediction quote, Hodgson friendship narrative, Ma's stated rationale. Conservative voices: two grievance quotes, one indirect Poilievre reference. NDP/Bloc: absent.
- Why this constitutes a violation: The structural imbalance in voice allocation — multiple positive Liberal narrative beats versus two grievance-register Conservative quotes — fails the balance standard even if no individual statement is false.
- Severity: Significant

Finding A6: High-Speed Rail Announcement Coverage

- Standard: JSP Section 2.4 (Balance)
- Evidence: Rail segment — "This is a huge deal. This is evidence that the project is actually making progress." One enthusiastic expert, one cautionary voice, no opposition party response, no fiscal accountability perspective.
- Why this constitutes a violation: A \$60–90 billion federal announcement with no confirmed route and no operational timeline warrants more balanced scrutiny. The absence of opposition party response and fiscal accountability voices fails the balance standard.
- Severity: Minor

## Impartiality

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Finding A7: Anchor Framing in Apple Segment

- Standard: JSP Section 2.5 — "We are impartial. We do not take sides on issues of public debate."
- Evidence: Apple segment — "So, if it doesn't reinvent the wheel, will it face the face of BlackBerry when it failed to catch up to the iPhone?" — Anchor introduces the most negative possible comparison as a rhetorical question.
- Why this constitutes a violation: Anchors introducing leading questions that frame stories in maximally negative terms, even in feature segments, departs from the impartiality standard. The BlackBerry comparison is the anchor's editorial judgment, not a question arising from the evidence presented.
- Severity: Minor

Finding A8: Anchor Closing Comment on Floor Crossing

- Standard: JSP Section 2.5 (Impartiality)
- Evidence: "I mean, ask yourselves out there, are there anything you're intending to buy anytime soon to replace your iPhone?" — This is from the Apple segment, but the pattern of anchor editorializing is consistent throughout.
- Why this constitutes a violation: While this specific example is from a feature segment, the pattern of anchor editorializing (framing questions, introducing comparisons, adopting party language) across the broadcast suggests a departure from the impartiality standard.
- Severity: Minor

## Independence

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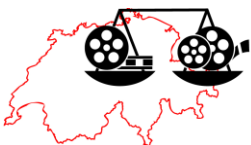
Finding A9: No Evidence of Direct External Influence

- Standard: JSP Section 2.6 — "We are independent. Our mission is to inform, not to promote the interests of any particular group."
- Assessment: There is no direct evidence in this transcript of external editorial direction. The biases identified are consistent with institutional culture and editorial judgment rather than demonstrable external interference.
- Severity: Not applicable (no violation identified)

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

Finding B1: Failure to Reflect Canada's Diversity — Indigenous Voices

- Standard: 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



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circumstances and aspirations, of Canadian men, women and children, including equal rights, the linguistic duality and multicultural and multiracial nature of Canadian society."

- Evidence: The Fraser Valley flooding story involves Sumas Prairie — historically the territory of the Semá:th First Nation, drained in the 1920s. The broadcast covers the flooding without any Indigenous voice. The indigenous sentencing story names and describes a Mi'kmaq victim without her voice or that of Indigenous women's organizations.
- Why this constitutes a violation: The systematic absence of Indigenous voices in stories directly affecting Indigenous communities and rights fails the Broadcasting Act's requirement to reflect the multiracial and multicultural nature of Canadian society.
- Severity: Significant

**Finding B2: Failure to Reflect Diversity of Political Perspectives**

- Standard: Section 3(1)(l) — "the programming provided by the Corporation should... provide reasonable opportunity for the public to be exposed to the expression of differing views on matters of public concern."
- Evidence: The floor crossing story — a matter of significant public concern regarding democratic representation — includes no NDP, Bloc, or independent political science perspective. The high-speed rail announcement includes no opposition party response.
- Why this constitutes a violation: "Reasonable opportunity for the public to be exposed to the expression of differing views" requires more than a binary Liberal-Conservative framing of political stories. The complete absence of NDP and Bloc perspectives on matters directly affecting the minority Parliament fails this standard.
- Severity: Moderate

**Finding B3: Cultural Fabric — Strengthening Democratic Understanding**

- Standard: Section 3(1)(l) — programming should "safeguard, enrich and strengthen the cultural, political, social and economic fabric of Canada."
- Evidence: The floor crossing story's failure to address the democratic legitimacy question — whether MPs should be able to cross the floor without a by-election — represents a missed opportunity to strengthen public understanding of democratic institutions.
- Why this constitutes a violation: A public broadcaster with a mandate to strengthen Canada's political fabric should use significant democratic events (floor crossings) to educate audiences about democratic principles, not merely to report on partisan horse-race implications.
- Severity: Minor

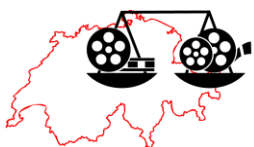
**## C) CRTC Conditions of Licence**

**Finding C1: Journalistic Ethics — Source Transparency**

- Standard: CRTC conditions of licence require CBC to maintain "a high standard of journalistic ethics."
- Evidence: Multiple segments (beef prices, ADHD, AI toys) cite sources without adequate disclosure of funding, affiliation, or potential conflicts of interest.
- Why this constitutes a violation: High journalistic ethics standards require transparent sourcing. The pattern of undisclosed industry funding (Canfax), unidentified studies, and unverified expert credentials across multiple segments in a single broadcast suggests a systemic rather than isolated failure.
- Severity: Moderate

**Finding C2: Journalistic Ethics — Fairness to Political Subjects**

- Standard: CRTC conditions of licence (journalistic ethics) and Broadcasting Act Section 3(1)(l)
- Evidence: Pierre Poilievre is the subject of a significant political story but is denied direct voice. His response is summarized indirectly in the final sentence of the segment.
- Why this constitutes a violation: Journalistic ethics require that individuals who are the subject of significant negative coverage be given reasonable opportunity to respond. The structural denial of direct voice to the leader of the Official Opposition in a story about his party's crisis fails this standard.
- Severity: Significant



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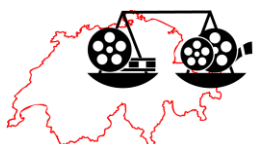


## Overall Regulatory Assessment

This broadcast of CBC News: The National exhibits a pattern of departures from CBC's Journalistic Standards and Practices and the Broadcasting Act's public interest mandate that, while not rising to the level of deliberate misconduct, reflects systemic editorial choices that consistently disadvantage the Conservative Party, exclude Indigenous and minority political voices, and fail to provide the source transparency required by high journalistic ethics standards. The most significant regulatory concern is the structural imbalance in the floor crossing segment, where the denial of direct voice to Pierre Poilievre in a story primarily about his party's crisis, combined with the prominent placement of Liberal celebratory content, fails both the JSP fairness and balance standards and the Broadcasting Act's requirement for reasonable exposure to differing views. The secondary regulatory concern is the systematic absence of Indigenous voices in stories directly affecting Indigenous communities and rights, which fails the Broadcasting Act's mandate to reflect Canada's multicultural and multiracial nature. These findings are consistent with a pattern of institutional editorial culture rather than isolated production errors, and would benefit from review under CBC's internal journalistic standards processes and, if the pattern is sustained across multiple broadcasts, may warrant attention from the CRTC in the context of CBC's conditions of licence renewal.

## Source Credibility Assessment

| Source                             | Funding Source   | Conflicts of Interest   | Credibility   | Counter-Voice Offered?                          |
|------------------------------------|--|---|---|---|
| Canfax (beef prices)               | Canadian cattle industry (Beef Information Centre, provincial cattle associations) | Direct conflict: funded by the industry whose prices are being analyzed     | Medium (data reliable but framing industry-aligned) | No  |
| ADHD study (unnamed)               | Unknown — not disclosed  | Unknown   | Cannot assess                                       | Partial (overdiagnosis concern raised)          |
| Dalhousie University food report   | University research (generally independent)  | Low — academic institution  | High  | Yes (conflicting expert quoted)                 |
| UNICEF (Sudan)                     | UN member states   | Mandate-aligned (child welfare) — may overstate crisis for funding purposes | High  | No  |
| Sudan Doctors Network              | Unknown — not disclosed  | Potential political alignment with conflict parties                         | Medium  | No  |
| Rolf Winkler / Wall Street Journal | News Corp (Rupert Murdoch)   | WSJ has commercial relationships with tech industry it covers               | Medium  | Partial   |
| Patrick McGee ("Apple expert")     | Unknown — book author  | Unknown commercial relationships  | Cannot assess                                       | Yes (Apple historian quoted with opposing view) |
| Canfax meteorologist (flooding)    | Unknown  | None apparent   | High  | No  |
| CRTC/Health Canada (AI toys)       | Not cited — absent   | N/A   | N/A   | N/A   |



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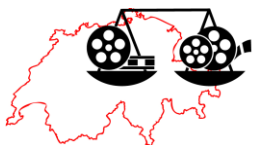


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|                              |                             |  |                           |                                     |
|------------------------------|-----------------------------|--|---------------------------|-------------------------------------|
| Follow Toy (AI toys)         | Corporate — self-interested | Direct conflict: defending own product | Low (corporate statement) | No independent verification offered |
| Gladue advocate (sentencing) | Unknown                     | Advocacy position                      | Medium                    | Yes (Crown attorney quoted)         |
| Crown attorney (sentencing)  | Government                  | Prosecution mandate                    | Medium                    | Yes (Gladue advocate quoted)        |

*Analysis Version: 1.0-cbc | Prepared by: Senior Media Analysis Framework | Date: December 2025*

*This analysis is based solely on the provided transcript and does not incorporate visual elements, full audio, or production materials beyond what is described in the transcript.*



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## OVERALL EVALUATION

### Individual Scores — All 15 Criteria

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

#### AGGREGATED DEVIATION INDEX

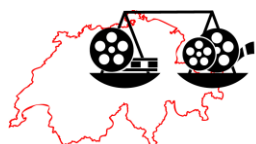
**4.21/10**

*Significant imbalance*

#### COMPLETENESS SCORE

**3.0/10**

*Share of covered perspectives*



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## KEY — Score Definitions

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

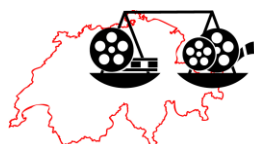
|            |  |  |
|------------|--|--|
| <b>0</b>   | <b>No finding</b>                      | No relevant anomaly detected.  |
| <b>1–2</b> | <b>Weak finding</b>                    | Minor anomaly without substantial impact on balance.                             |
| <b>3–4</b> | <b>Slight to moderate 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.  |



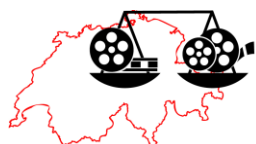
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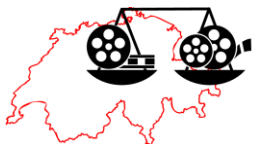
## Legal and Methodological Notes

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

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

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

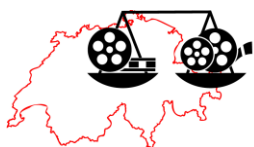
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**Unausgewogene Berichterstattung** ist die Antwort auf die Halbierungsinitiative in der Schweiz: Hier werden die Manipulationstechniken im Detail erläutert, angefangen bei der Auswahl der Mitarbeiter und der Quellen-selektion. Danach werden 15 Prinzipien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

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

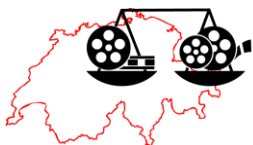


Das Interview ist kein Gespräch. Es ist eine Bühne – und jemand anderes hat das Drehbuch geschrieben.

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

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

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



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

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

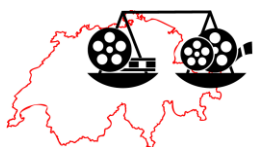
**Framing mit Stil. Weil der Rahmen alles verändert.**



Die SRG kassiert 1.56 Milliarden Franken pro Jahr – zwangsweise, von jedem Haushalt. Wer sich ungerecht behandelt fühlt, kann sich beschweren. Es gibt sogar eine Instanz dafür: die UBI, die Unabhängige Beschwerdeinstanz für Radio und Fernsehen. Nur: Sie ist nicht unabhängig. Sie hat keine Sanktionsmöglichkeiten. Und sie entscheidet in 99.6% aller Fälle: nichts.

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

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



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