



## ČT PODROBNÁ ANALÝZA

20250301\_OVM - Turek Motoriste kampan.cs

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**OVERALL  
SCORE**

**6.0/10**

*Significant imbalance*

0 = balanced, 10 = strongly biased/manipulative

## POLITICAL SPECTRUM

Classification based on Chapel Hill Expert Survey (CHES) 2024

The Chapel Hill Expert Survey (CHES 2024) is an academic survey of 609 political scientists in 31 countries. Each party is rated on a scale from 0 (far left) to 10 (far right).

Party	Piráti	STAN	KDU-ČSL	ANO	TOP 09	ODS	Motoristé	SPD
CHES	2.50	4.50	5.50	6.00	6.00	7.00	7.50	8.50
Spectrum	<i>Left</i>	<i>Center</i>	<i>Center</i>	<i>Center-Right</i>	<i>Center-Right</i>	<i>Right</i>	<i>Right</i>	<i>Right</i>

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

**TENDENCY (L – R)**

**4.2 / 10**

*Balanced*

0 1 2 3 4 5 6 7 8 9 10

← Left

Right →

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

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



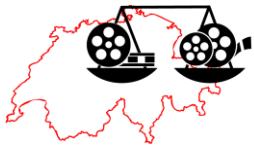
## POLITICAL LANDSCAPE

Since 2025, the Czech Republic has had a government formed by a coalition of ANO 2011 (80 seats), SPD (15 seats) and Motoristé sobě (13 seats), totalling 108 out of 200 parliamentary seats. The Prime Minister is Andrej Babiš (ANO). The opposition consists of ODS (27), STAN (22), Piráti (18), KDU-ČSL (16) and TOP 09 (9). Stačilo!/KSČM, SOCDEM and Přísaha remain outside parliament.

Party	CHES L-R	Seats	Government/Opposition	Key position
Piráti	2.5	18	Opposition	Digitalisation, civil liberties, transparency
STAN	4.5	22	Opposition	Self-governance, liberal centre
KDU-ČSL	5.5	16	Opposition	Christian democracy, family
TOP 09	6.0	9	Opposition	Pro-European, fiscal responsibility
ANO	6.0	80	Government	Populism, social transfers, Babiš
ODS	7.0	27	Opposition	Right-wing liberalism, low taxes
Motoristé	7.5	13	Government	Motorism, deregulation, national sovereignty
SPD	8.5	15	Government	Anti-immigration, Eurosceptic, direct democracy

The key tension is the question of staffing the new government, in particular the dispute over the suitability of controversial candidates for ministerial posts. The second line concerns the relationship with the media and their independence — ANO and coalition partners repeatedly question the legitimacy of critical journalism. The third line touches on the standards of democratic culture: whether statements with racist, Nazi or sexist undertones are compatible with the exercise of public office.

Czech Television and Czech Radio are required by law to provide objective, verified and balanced information (§2 of Act No. 483/1991 Coll.). Private television broadcasters, including CNN Prima News, are subject to §31 of Act No. 231/2001 Coll., which mandates objectivity, balance and the separation of commentary from news reporting. The report that is the subject of this analysis comes precisely from CNN Prima News — a private broadcaster with a statutory obligation of balance.



## CHAPTER 1 — PARTY BIAS

Party	Score (-5..+5)	Portrayal in the programme vs. programmatic position
ANO	+1	06:48 "Andrej Babiš considers the accusations serious and will address them after the weekend." — Programmatic position: ANO advocates a strong governing coalition and loyalty to coalition partners — portrayed correctly, Babiš's caution captured faithfully
ODS	0	Party does not appear in the programme — programmatic position not portrayed
STAN	0	Party does not appear in the programme — programmatic position not portrayed
Piráti	-1	07:08 "The governing coalition and the Piráti are already calling on Andrej Babiš to take Turek out of the game." — Programmatic position: Piráti are in opposition, not part of the governing coalition — the formulation "the governing coalition and the Piráti" is factually inaccurate and misleading
KDU-ČSL	0	Party does not appear in the programme — programmatic position not portrayed
TOP 09	0	Party does not appear in the programme — programmatic position not portrayed
SPD	0	Party does not appear in the programme — programmatic position not portrayed
Motoristé	-2	00:10 "the Motoristé clearly made their support for the ANO movement conditional on direct participation in government" — Programmatic position: Motoristé advocate substantive policy goals (transport, deregulation); reducing this to a condition for participation in government oversimplifies and personalises their position exclusively around the Turek affair

### Summary of party bias

- Most accurate portrayal: ANO, score +1
- Strongest distortion: Motoristé, score -2; Piráti, score -1
- Average deviation from 0: 0.5
- Conclusion: The programme focuses exclusively on the personnel affair of Filip Turek and party positions are portrayed only marginally. The most serious factual error is the classification of Piráti as part of the "governing coalition" (07:08), which is substantively incorrect — Piráti are an opposition party. Motoristé are reduced to a coalition condition linked to Turek, rather than to their policy priorities.

### Overall tendency on the left-right axis

TENDENCY SCORE: +0.8

CLASSIFICATION: Mildly left-leaning

Justification: The programme devotes considerable space to criticism of Turek and Motoristé (a right-wing governing party) and cites opposition calls for his removal without comparable critical reflection of opposition positions. At the same time, the factual error in designating Piráti as part of the "governing coalition" is more likely the result of imprecision than deliberate framing. The overall tendency is mildly inclined in favour of the opposition narrative.



## CHAPTER 2 — PROGRAMME INFORMATION AND THEMATIC FRAMEWORK

### Programme details

- Title: News report on CNN Prima News (the programme title is not stated in the transcript)
- Date: Not explicitly stated in the transcript; the context corresponds to the turn of October/November 2025 (post-election coalition negotiations)
- Presenter/reporter: Monika Rusová, CNN Prima News (credited at the end: 07:47–07:50)
- Guests and persons appearing:

Actors	Function	Party/Affiliation	Political spectrum
Filip Turek	Newly elected MP, candidate for Minister of Foreign Affairs	Motoristé sobě	Right (7.5)
Petr Macinka	Chairman of Motoristé sobě	Motoristé sobě	Right (7.5)
Andrej Babiš	Chairman of ANO, designated Prime Minister	ANO 2011	Centre-populism (6.0)
Political scientist (unnamed)	Political analyst	Independent (?)	Neutral
Opposition representative (unnamed)	MP	Governing coalition + Piráti (per text)	Centre-left–centre

### Main topic

The report deals with the affair involving Filip Turek — a newly elected MP and Motoristé sobě's candidate for Minister of Foreign Affairs — in connection with alleged racist, Nazi and sexist posts on social media from the years 2009–2014.



## CHAPTER 3 — 15 CRITERIA: DETAILED ANALYSIS

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

#### 1. SELECTION OF EXPERTS

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##### Expert 1: Political scientist (unnamed)

Timestamp	07:25–07:50
Statement	"if it were indeed to be confirmed, but it is essentially unfortunately in that political dimension essentially slightly irrelevant. If Filip Turek were Minister of Foreign Affairs, his Facebook statuses would accompany him on every foreign trip."
Classification	Political analyst without name, institution or academic affiliation given.

Missing countervoice: Legal expert, digital data forensic analyst, representative of Roma organisations.

In-depth source check:

(a) **FUNDING:** Unknown — the expert is not identified; institutional affiliation or source of funding cannot be verified.

(b) **MANDATE:** Political science analysis of the affair's impacts is broadly compatible with neutral assessment, but without identification of the expert, potential conflicts of interest cannot be assessed.

D1 Conflict of interest: 0 — Cannot be assessed without identification

D2 Personal risk: 0 — Cannot be assessed

D3 Professional competence: +1 — Political science analysis is within the field, but qualifications cannot be verified

D4 Consistency of views: 0 — Cannot be verified

D5 Emotionalisation vs. data: +1 — Statement is factual, analytical

D6 Source level: -1 — Secondary source without primary data

**TOTAL: +1 → TRAFFIC LIGHT: YELLOW (-4 to +4)**

(c) **PROFESSIONAL EXPERTISE:** The expert is presented as a neutral analyst without being identified — this makes it difficult to verify their impartiality and creates an impression of authority without a verifiable basis.

##### Expert 2: Petr Macinka (chairman of Motoristé)

Timestamp	06:17–06:29
Statement	"The affair involving the discovered deleted archive of alleged social media posts is very strange and Filip Turek has my trust."
Classification	Party chairman — not an independent expert, but a direct political actor with a clear interest in the outcome of the affair.

In-depth source check:

(a) **FUNDING:** Motoristé sobě — party funding, direct interest in maintaining the coalition position.

(b) **MANDATE:** As party chairman, he has no mandate for neutral assessment — his statement is political, not expert.



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- D1 Conflict of interest: -2 — Direct party interest in the outcome  
D2 Personal risk: -1 — Loss of coalition position in the event of Turek's removal  
D3 Professional competence: -1 — Not an expert in digital forensics or law  
D4 Consistency of views: 0 — History of statements cannot be verified  
D5 Emotionalisation vs. data: -1 — Statement is appellative, without data  
D6 Source level: -2 — Tertiary source (political actor without primary data)

**TOTAL: -7 → TRAFFIC LIGHT: RED (≤-5)**

**(c) PROFESSIONAL EXPERTISE:** Macinka is presented in the report as a witness to Turek's integrity without his party interest being explicitly identified — this is structurally misleading.

Missing groups of experts: Forensic expert in digital data, legal expert (criminal law), representative of Roma organisations.

### Source Credibility Overview:

Source	D1	D2	D3	D4	D5	D6	Total	Signal
Political scientist (unnamed)	0	0	+1	0	+1	-1	+1	<b>YELLOW</b>
Petr Macinka (chairman of Motoristé)	-2	-1	-1	0	-1	-2	-7	<b>RED</b>

#### Summary (matrix result):

- Political scientist (unnamed): **YELLOW** — factual analysis, but without identification, impartiality cannot be verified
- Petr Macinka: **RED** — direct party interest, presented as a credible witness without identification of conflict of interest



## 2. SELECTION OF SOURCES

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Claims without primary source = penalty points (rumour check)

### Source 1: Deník N

#### Timestamp

00:53 — Statement: "specifically Deník N and many, many others here cannot come to terms with the election result"

- (a) **Funding and operator:** Deník N is an independent investigative medium funded by reader subscriptions.
- (b) **Structural conflict of interest:** Deník N is cited exclusively through Turek's criticism — as an attacker, not as a source. The editorial team was not given space to respond.
- (c) **Missing counter-source:** A direct statement from Deník N on the method of verifying the posts and their sources.

### Source 2: Cited posts from Filip Turek's Facebook

#### Timestamp

05:39–06:03 — Statement: "Setting fire to something belonging to someone is nonsense, but the fact that a gypsy got burned should, if anything, be taken as a mitigating circumstance."

- (a) **Funding and operator:** Private account on a social network — primary source, but with a question of authenticity.
- (b) **Structural conflict of interest:** The posts are presented as "alleged" and "previously deleted", but without independent forensic verification.
- (c) **Missing counter-source:** An independent digital forensic expert who could assess their authenticity.

Rumour check (penalty points):

Rumour 1:

Timestamp: 05:31

Claim: "The oldest alleged posts by Filip Turek date from 2009."

Verbal marker: "alleged"

Primary source available: NO — penalty point +1

Rumour 2:

Timestamp: 06:04

Claim: "Alleged previously deleted posts from Turek's Facebook became public..."

Verbal marker: "alleged", "previously deleted"

Primary source available: NO — penalty point +1

*Summary: The report works with unverified posts labelled as "alleged", without a forensic expert or verification source being consulted. Deník N as the originator of the publication was not given space to respond.*



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

Estimated speaking time:

- Filip Turek (defence): approx. 3.5 min. (46%)
- Petr Macinka (support for Turek): approx. 0.5 min. (7%)
- Andrej Babiš (cautious reaction): approx. 0.5 min. (7%)
- Political scientist (analysis): approx. 0.5 min. (7%)
- Opposition representative (call for removal): approx. 0.3 min. (4%)
- Presenter/reporter (narrative, citation of posts): approx. 2.2 min. (29%)

*Summary: Turek is allocated almost half of the total time, while critical voices (opposition, political scientist) receive less than 15% of the time combined. This distribution is not in itself manipulative — Turek is the main actor in the affair — but the absence of countervoices (Roma organisations, Deník N, legal expert) creates a structural imbalance.*



#### 4. SELECTIVE OMISSION

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##### Omission 1:

###### Context

Missing is a statement from Deník N on the method of verifying the posts.

Relevant at: 00:53 — Turek identifies Deník N as an attacker.

###### Impact

The viewer hears only Turek's version of "manipulation", without being able to assess the journalistic method of the other side.

##### Omission 2:

###### Context

Missing is the perspective of Roma organisations or minority groups.

Relevant at: 05:39–06:03 — Citation of the post about the "burned gypsy".

###### Impact

A statement with a racist undertone is presented without a response from the direct addressees, thereby implicitly relativising its seriousness.

##### Omission 3:

###### Context

Missing is a legal analysis — whether the quoted statements fulfil the elements of a criminal offence or administrative offence.

Relevant at: 05:39–06:03 — Citation of posts with racist and Nazi content.

###### Impact

The viewer has no information about the legal gravity of the statements, which weakens their ability to properly assess the affair.

*Summary: The report systematically omits the voices of the direct addressees of the statements, the legal framework and the statement of the medium that published the posts. This threefold absence significantly distorts the overall picture of the affair.*

#### Missing Voices

- Roma organisations / minority groups: Would bring the perspective of the direct addressees of the disputed statements and an assessment of their impact on the community.
- Legal expert (criminal law / offences law): Would clarify whether the quoted statements fulfil the elements of the criminal offence of incitement to hatred or an administrative offence.
- Deník N editorial team: As the medium that published the posts, it could explain the method of verification and the sources.
- Independent digital forensic expert: Could assess the authenticity and origin of the published posts.
- Opposition representative with specific arguments: Instead of a general call for removal, would provide substantive argumentation.
- Ethics expert / media analyst: Would evaluate the acceptability of publishing deleted archives and the ethics of the timing.



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- Foreign diplomat or foreign policy expert: Would assess the impact of a potential appointment of Turek as Minister of Foreign Affairs on the Czech Republic's international relations.
- Motorist voter: Would bring a perspective on how the affair affects trust among the party's voter base.



## 5. MANIPULATION OF NUMBERS

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

### Finding 1:

**Timestamp** 02:27–02:31

Number: "I have thousands and thousands of hours of videos and interviews"

Dimension: (a) absolute value — stated; (b) proportion — missing; (c) trend — missing

#### Missing context

The number of hours of videos is not a relevant argument for the absence of racist statements — even thousands of hours of neutral content do not rule out the existence of problematic posts.

#### Impact

Creates the impression that a large volume of content is evidence of integrity, which is a logical fallacy.

*Summary: Manipulation of numbers is not a dominant technique in this report; the only relevant finding is Turek's use of video volume as pseudo-evidence of integrity, which the presenter did not challenge.*



<b>6. CONTACT GUILT</b>									<b>5/10</b>
<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	6	7	8	9	10

<b>Association 1:</b>	
<b>Timestamp</b>	07:12–07:24
<b>Quote</b>	"It is not only about these statements, but it also concerns the suspicion that he was violent towards women. It also concerns the fact that he promoted Nazi symbols, that he still raises his right hand too high."
Technique: Accumulation of accusations without distinguishing between proven facts, suspicions and interpretations (raising of the right hand as a gesture vs. Nazi salute).	
<b>Impact</b>	The viewer is led to associate Turek with Nazism and violence without a distinction being made between what is documented and what is interpretation.

Check for persons framed as "disinformation actors" or extremists:

- Does Turek work with verifiable primary sources? PARTIALLY — he refers to his videos and public activities, but does not verify the disputed posts.
- Are his key claims falsifiable? YES — the claim of manipulation is verifiable by forensic analysis.
- What has Turek lost by his position? Potentially a ministerial post and a political career.
- What has he gained? Media attention, the role of victim of a media attack.
- Net: Risk > gain — increased credibility of the defence, but without forensic verification no determination can be made.

RESULT CATEGORY:

- Filip Turek: B — borderline case (part of the accusations documented by citations, part is interpretation; authenticity of the posts was not independently verified)

*Summary: The report accumulates accusations of varying gravity and varying degrees of verifiability without clear differentiation, creating an effect of guilt by association. At the same time, Turek's defence is not subjected to critical analysis.*



## 7. TIMING

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### Finding 1:

Position: 05:31–06:03 (middle of the report)

Content: Citation of the most serious disputed posts (racist statement about the "burned gypsy", antisemitic statement about Hitler, derogatory designation of Obama).

Timing effect: The most serious citations are placed after Turek's extensive defence, thereby diminishing their impact — the viewer is already "primed" by Turek's version of manipulation. At the same time, they are cited without an immediate response from the other side.

### Finding 2:

Position: 07:25–07:50 (end of the report)

Content: "if Filip Turek were Minister of Foreign Affairs, his Facebook statuses would accompany him on every foreign trip."

Timing effect: The political scientist's concluding sentence functions as an implicit recommendation for Turek's removal — it is placed at the end as the "last word", which will remain in the viewer's memory without being balanced by a counter-argument.

*Summary: The structure of the report prioritises Turek's defence in the first half and places the most serious accusations in the middle, with the conclusion belonging to the political scientist with an implicitly negative assessment of Turek's suitability.*



## 8. SELECTIVE OUTRAGE

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

*Methodological principle (v2.2): Before each assessment, the triggering event must be documented. A reaction can only be assessed as selective if comparable triggers from other positions did not produce an analogous reaction.*

### Finding 1:

**Timestamp** 07:12–07:24

Triggering event: An opposition representative cites accusations of violence against women, promotion of Nazi symbols and the gesture of raising the right hand.

Reaction: "It is not only about these statements, but it also concerns the suspicion that he was violent towards women. It also concerns the fact that he promoted Nazi symbols, that he still raises his right hand too high."

### Comparison

Macinka's statement (06:17–06:29) — "Filip Turek has my trust" — is not challenged or confronted with specific accusations by the presenter.

Asymmetry: Opposition accusations are presented without the presenter's challenge, while Macinka's support is presented without critical confrontation — the asymmetry is present but mild.

Degree of outrage: 2/5

Selectivity: 3/5

*Summary: The report does not display pronounced emotional outrage on the part of the presenter, but selectivity is evident in the fact that opposition accusations are presented without critical reflection, while Macinka's support is presented without confrontation with the facts.*



## 9. SELECTIVE OMISSION — OVERALL PICTURE

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### Finding 1:

**Timestamp** 05:39–06:03

Missing perspective/fact: Reaction of Roma organisations to the cited statements.

Relevance: The statement about the "burned gypsy" directly concerns the Roma community — their voice is indispensable for a complete treatment of the topic.

### Impact

Without a response from the direct addressees, the statement remains at the level of a political dispute, not at the level of human harm.

### Finding 2:

**Timestamp** 00:53

Missing perspective/fact: Statement from Deník N on the method of verification and the sources of the posts.

Relevance: Turek identifies Deník N as an attacker — without a statement from the editorial team, this claim is one-sided.

### Impact

The viewer cannot assess whether this is legitimate investigative journalism or a purposeful campaign.

### Finding 3:

**Timestamp** throughout the report

Missing perspective/fact: Legal analysis — whether the cited statements fulfil the elements of the criminal offence of incitement to hatred (§356 of the Criminal Code).

Relevance: The legal framework is key to assessing the gravity of the affair.

### Impact

Without legal analysis, the report remains at the level of political combat, not substantive assessment.

*Summary: The report systematically omits three key perspectives — the direct addressees of the statements, the medium that published the posts, and the legal framework — thereby significantly distorting the overall picture of the affair in favour of a political narrative.*

## End of hard facts — beginning of soft facts

The Turek affair takes place at a politically sensitive moment: immediately after the elections, when coalition negotiations and the filling of ministerial posts are under way. The question of whether a politician's controversial historical statements are compatible with the exercise of high public office is a legitimate matter of public interest. There are two main interpretive lines: the first regards the publication of the posts as justified investigative journalism serving the public interest; the second — held by Turek and Macinka — evaluates them as a purposeful media campaign with political timing. The social impact is considerable, as it touches on the standards of democratic culture, media freedom and the boundaries of acceptable political speech.



### Share of covered perspectives

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

- [A] Content and authenticity of the disputed posts — independent verification of whether they are genuine
- [B] Legal framework — what criminal law and the offences act say about such statements
- [C] Turek's position and his defence — space for his own statement
- [D] Position of Motoristé and the coalition partner ANO — how they assess the situation
- [E] Opposition reaction — specific arguments, not merely calls for removal
- [F] View of Roma organisations and minority groups — as the direct addressees of the statements
- [G] Media-ethical perspective — how the publication of deleted archives is assessed
- [H] Historical context — how similar affairs have concluded in other EU countries
- [I] Political science analysis — the impact of the affair on coalition stability
- [J] Statement from Deník N — as the medium that published the posts

#### **[A] INDICATED**

Timestamp: 05:31–06:03 — Quote: "The oldest alleged posts by Filip Turek date from 2009... Setting fire to something belonging to someone is nonsense, but the fact that a gypsy got burned should, if anything, be taken as a mitigating circumstance." — Assessment: The posts are cited, but their authenticity has not been independently verified; the word "alleged" is used, but without explanation of how the editorial team verified their authenticity.

#### **[B] OMITTED**

Timestamp: — — Quote: — — Assessment: The legal framework (criminal code, offences act, possible criminal liability) is not mentioned in the report at all.

#### **[C] COVERED**

Timestamp: 00:00–05:30 — Quote: "I do not accept that label, because it is based on some kind of disinformation." — Assessment: Turek is given extensive space for his own statement.

#### **[D] COVERED**

Timestamp: 06:17–06:29 — Quote: "The affair involving the discovered deleted archive of alleged social media posts is very strange and Filip Turek has my trust." — Assessment: Macinka's position is captured, albeit without critical reflection.

#### **[E] INDICATED**

Timestamp: 07:08–07:11 — Quote: "The governing coalition and the Piráti are already calling on Andrej Babiš to take Turek out of the game." — Assessment: The opposition is mentioned, but without specific arguments or direct quotes.

#### **[F] OMITTED**

Timestamp: — — Quote: — — Assessment: Roma organisations and other minority groups as the direct addressees of the statements are not represented in the report.

#### **[G] OMITTED**

Timestamp: — — Quote: — — Assessment: The media-ethical question of publishing deleted archives is not reflected upon.

#### **[H] OMITTED**

Timestamp: — — Quote: — — Assessment: Comparison with analogous affairs abroad is absent.

#### **[I] INDICATED**



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Timestamp: 07:25–07:50 — Quote: "if it were indeed to be confirmed... his Facebook statuses would accompany him on every foreign trip." — Assessment: A political science comment is present, but very brief and without identification of the expert.

**[J] OMITTED**

Timestamp: — — Quote: — — Assessment: Deník N is mentioned by Turek as an attacker (00:53), but the editorial team was not given space to respond.

**Completeness score: 4/10**

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Justification: The report covers only the perspectives of the directly involved parties (Turek, Macinka, Babiš) and briefly mentions the opposition and a political scientist. Missing are the legal framework, the perspective of Roma organisations, media-ethical reflection, a statement from Deník N and international comparison. The one-sided focus on Turek's defence without independent verification of the authenticity of the posts significantly reduces the informational value of the report.



## Soft Facts — 6 qualitative techniques

### 10. FRAME-SETTING

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#### Finding 1:

Timestamp	00:01–00:13
Quote	<i>"The newly elected MP spoke exclusively as the first to CNN Prima News and emphasised that the Motoristé clearly made their support for the ANO movement conditional on direct participation in government."</i>
Manipulation	The report is framed as an "exclusive" interview with Turek — this positions him as the main actor and at the same time implies that CNN Prima News has privileged access, which may create an impression of closeness between the editorial team and Motoristé.

Why this is problematic: The exclusivity of an interview with the accused without simultaneous access to the other side creates a structurally unbalanced frame.

#### Finding 2:

Timestamp	01:01–01:07
Quote	<i>"You claim that this is a campaign intended to discredit you. So who would do this and why, now that the elections are over?"</i>
Manipulation	The presenter accepts Turek's frame of a "campaign" as the starting point of the question, rather than challenging it. The question "who and why" implicitly legitimises the theory of a deliberate campaign.

Why this is problematic: A neutral question would be: "How do you explain that these posts are now being published?" — rather than accepting Turek's frame as a premise.

#### Finding 3:

Timestamp	06:13–06:17
Quote	<i>"The affair involving the discovered deleted archive of alleged social media posts is very strange..."</i>
Manipulation	The word "strange" in the reporter's narrative (not in a citation) is a value judgement, not a description of fact. The reporter adopts Turek's and Macinka's frame of "strangeness" as their own assessment.

Why this is problematic: The reporter's narrative should be neutral — evaluative words belong in commentary, not in news reporting (§31 para. 2 of Act No. 231/2001 Coll.).



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*Summary: The report is framed primarily as a story about a "media campaign" against Turek, rather than as a story about the content and gravity of the disputed statements. This frame is accepted by both the presenter and the reporter without critical distance.*



## 11. WORD AND CONCEPT CHOICE

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### Finding 1:

#### Timestamp

06:13

#### Quote

*"The affair involving the discovered deleted archive of alleged social media posts is very strange"*

#### Manipulation

"Strange" is an evaluative adjective in the reporter's narrative — it adopts Turek's and Macinka's frame without neutral distance.

Why this is problematic: A neutral alternative would be: "The circumstances of the publication of the posts are a matter of dispute."

### Finding 2:

#### Timestamp

05:31–05:38

#### Quote

*"The oldest alleged posts by Filip Turek date from 2009."*

#### Manipulation

The word "alleged" is used consistently — this is correct. However, without an explanation of how the editorial team verified their authenticity, the viewer is left without information about the degree of certainty.

Why this is problematic: A neutral alternative would include the sentence: "The editorial team verified the posts [by method X] / was unable to independently verify them."

### Finding 3:

#### Timestamp

07:08

#### Quote

*"The governing coalition and the Piráti are already calling on Andrej Babiš to take Turek out of the game."*

#### Manipulation

Piráti are classified as part of the "governing coalition" — a factual error that changes the political picture of the situation (the opposition is presented as part of the government camp).

Why this is problematic: Neutral alternative: "Opposition parties including Piráti are calling on..."

*Summary: The choice of words in the reporter's narrative repeatedly adopts the frame of Turek's defence ("strange", "alleged" without explanation of verification method) and contains a factual error in the designation of Piráti.*



## 12. PRESENTER BEHAVIOUR

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*Methodological principle (v2.2): Before each assessment, the triggering event must be documented. An intervention can only be assessed as asymmetric if comparable triggers from other guests did not produce an analogous intervention.*

### Finding 1:

**Timestamp** 00:43–00:44

Triggering event: Turek refuses to answer the question of which posts were his.

**Quote (presenter)** "So which of these were yours?"

**Comparison** Macinka's statement (06:17–06:29) — "Filip Turek has my trust" — is not confronted with specific accusations by the presenter.

Asymmetry: The presenter attempts to confront Turek, but after an evasive answer does not maintain the pressure — moves on to a different question. No confrontation occurred with Macinka.

### Finding 2:

**Timestamp** 04:51–04:53

Triggering event: Turek evades the question of what would happen if Babiš did not nominate him for the ministerial post.

**Quote (presenter)** "And you've neatly dodged that question?"

**Comparison** This confrontation is present, but the formulation "neatly dodged" is informal and does not lead to a substantive follow-up.

Asymmetry: The presenter names the evasion, but does not maintain pressure for a substantive answer.

### Finding 3:

**Timestamp** 01:01–01:07

Triggering event: Turek claims that it is a campaign.

**Quote (presenter)** "You claim that this is a campaign intended to discredit you. So who would do this and why, now that the elections are over?"

**Comparison** The presenter accepts Turek's frame of a "campaign" as the premise of the question, rather than challenging it.

Asymmetry: The presenter does not pose analogously critical questions to Macinka or Babiš.

*Summary: The presenter attempts confrontation with Turek, but repeatedly backs down after evasive answers. Macinka and Babiš are not subjected to comparable critical confrontation, which creates a mild asymmetry.*



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**Associazione svizzera** per un reporting equilibrato



### 13. QUESTION ASYMMETRY

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#### Asymmetry 1:

To Turek, 00:15–00:21: "Mr Turek, the terms sexist, racist, but also homophobic have been used. Did you write these? Do you accept responsibility for them?" — tough, direct

To Macinka (indirect citation), 06:17–06:29: Macinka is given space to express support without a confrontational question — soft/none

#### Comparison

Turek is confronted directly, Macinka is not — even though Macinka as party chairman bears co-responsibility for the nomination.

#### Asymmetry 2:

To Turek, 03:30–03:36: "Well, this has given you a label after all. Do you think it is possible to hold a ministerial post with this label?" — tough, evaluative

To Babiš (indirect citation), 06:48–06:51: "Andrej Babiš considers the accusations serious and will address them after the weekend." — without a confrontational question

#### Comparison

Turek is confronted with a question about his suitability, while Babiš, as the person who decides on the nomination, is not.

*Summary: Questions are toughest towards Turek, while Macinka and Babiš are not subjected to comparable confrontation — even though both play a key role in the decision on the nomination.*



#### 14. FALSE BALANCE

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##### Finding 1:

###### Timestamp

06:30–06:51 — Construct: Babiš's cautious statement ("considers the accusations serious") is placed alongside Macinka's full support for Turek, creating the impression that ANO and Motoristé hold different positions — but without deeper analysis of what this "seriousness" specifically means for Babiš.

###### Analysis

The false balance lies in the fact that Babiš's caution is presented as a counterweight to Macinka's support, without it being clear whether Babiš is genuinely considering Turek's removal or merely reassuring the public with a rhetorical gesture.

*Summary: False balance is present to a mild degree — Babiš's caution is presented as a counterweight to Macinka's support without deeper analysis.*



## 15. AGENDA-SETTING

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### Finding 1:

Agenda element set: The Turek affair is framed primarily as a political dispute about coalition stability, rather than as a question of democratic standards and suitability for the exercise of public office.

#### Timestamp

01:08–01:39 — Evidence: "a new government is supposed to be formed here, where Motoristé are supposed to have four ministerial posts and it's simply this insanity that is happening here... the motive is evident, the timing is completely obvious"

Alternative agenda: The question of what standards the Czech Minister of Foreign Affairs should meet in terms of international reputation and diplomatic suitability.

### Finding 2:

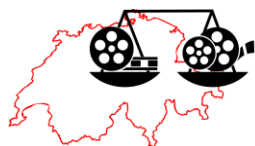
Agenda element set: The authenticity of the posts is implicitly questioned (the word "alleged"), without independent verification being placed on the agenda.

#### Timestamp

05:31 — Evidence: "The oldest alleged posts by Filip Turek date from 2009."

Alternative agenda: How did the editorial team verify the authenticity of the posts? Does a forensic analysis exist?

*Summary: The agenda of the report is set such that the Turek affair is primarily a story about political combat and coalition stability, rather than about the content and gravity of the statements or the standards of suitability for the exercise of a ministerial function.*



## CHAPTER 4 — OVERALL EVALUATION

### Overview of individual scores

No.	Criterion	Type	Score	Main finding (1 sentence)
1	Selection of experts	H	7	The political scientist is not identified; Macinka is presented as a credible witness without identification of party interest
2	Selection of sources	H	7	Posts are cited as "alleged" without independent forensic verification; Deník N was not given space
3	Time allocation	H	6	Turek receives 46% of the time; critical voices receive less than 15% combined
4	Omission	H	8	Missing are Roma organisations, the legal framework and a statement from Deník N
5	Manipulation of numbers	H	2	Turek's use of video volume as pseudo-evidence of integrity is not challenged
6	Guilt by association	H	5	Accumulation of accusations of varying gravity without distinguishing proven facts from interpretations
7	Timing	H	6	The most serious citations are placed after Turek's defence; the conclusion belongs to the political scientist with an implicitly negative assessment
8	Selective outrage	H	5	Mild asymmetry: opposition accusations without critical reflection, Macinka's support without confrontation
9	Completeness	H	8	Systematic omission of three key perspectives distorts the overall picture
10	Framing	S	7	The report accepts Turek's frame of a "media campaign" as its starting point
11	Word choice	S	6	"Strange" in the reporter's narrative; factual error in the designation of Piráti
12	Presenter behaviour	S	6	Presenter backs down after evasive answers; Macinka and Babiš without comparable confrontation
13	Question asymmetry	S	6	Toughest questions towards Turek; Macinka and Babiš without confrontation
14	False balance	S	4	Babiš's caution presented as a counterweight without deeper analysis
15	Agenda-setting	S	7	Affair framed as a political dispute, not as a question of democratic standards

### Results

- HARD FACTS SCORE (average of criteria 1–9): 6.1 / 10
- SOFT FACTS SCORE (average of criteria 10–15): 6.0 / 10



## Dominant techniques

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- 1. Omission (score 8):** The report systematically omits three key perspectives — Roma organisations as the direct addressees of the statements, the legal framework and a statement from Deník N. This threefold absence significantly distorts the overall picture of the affair and does not allow the viewer to form an informed opinion.
- 2. Framing (score 7):** The report accepts Turek's frame of a "media campaign" as its starting point, with the reporter using the evaluative word "strange" in the narrative without critical distance. This brings the news programme closer to commentary in favour of Turek's defence.
- 3. Selection of experts and sources (score 7):** The political scientist is not identified, Macinka is presented as a credible witness without identification of party interest, and the disputed posts are cited without independent forensic verification. The absence of a forensic expert and a legal analyst is a key structural deficiency.

## Key messages of the programme

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**\*\*MESSAGE 1 (SUBSTANTIVE):** \*\* "The publication of Turek's posts is a purposeful media campaign with political timing, not legitimate investigative journalism."

**Technique:** Framing, acceptance of Turek's frame as the premise of questions — Evidence: 01:01–01:07, 06:13–06:17

**\*\*MESSAGE 2 (PERSONAL):** \*\* "Filip Turek is the victim of a disinformation campaign, not the author of racist and Nazi statements."

**Technique:** Selective omission (absence of forensic verification, absence of Roma organisations), time allocation (46% of time for Turek's defence) — Evidence: 00:22–05:30, 05:31–06:03

**\*\*MESSAGE 3 (SOCIETAL):** \*\* "The Turek affair is primarily a political dispute about coalition stability, not a question of democratic standards."

**Technique:** Agenda-setting, omission of the legal framework and international context — Evidence: 01:08–01:39, 07:25–07:50

Justification: The report achieves an overall score of 6.0/10, which corresponds to the category of clear one-sidedness. The dominant problems are the systematic omission of key perspectives (Roma organisations, legal framework, Deník N), the acceptance of Turek's frame of a "media campaign" as the starting point, and the absence of independent forensic verification of the disputed posts. These deficiencies are in direct contradiction with the requirement of §31 para. 2 of Act No. 231/2001 Coll. on the objectivity and balance of informational content and with the requirement of §31 para. 3 on the balanced representation of opposing views on politically controversial topics. The report does not meet the standard of separation of evaluative commentary from news reporting, as the reporter uses the evaluative word "strange" in the narrative without critical distance.

## CONCLUSION

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The CNN Prima News report on the Filip Turek affair displays clear structural one-sidedness, which consists in the acceptance of Turek's frame of a "media campaign" as the starting point, in the systematic omission of key perspectives (Roma organisations, legal framework, statement from Deník N), and in the absence of independent forensic verification of the disputed posts. These deficiencies are in direct contradiction with §31 para. 2 and para. 3 of Act No. 231/2001 Coll., which mandates objectivity, balance and the separation of commentary from news reporting. The factual error in designating Piráti as part of the "governing coalition" (07:08) further reduces the informational value of the report. The report would hold up as commentary or a journalistic opinion programme, but not as news reporting with a claim to objectivity and balance within the meaning of the applicable legal framework.



## OVERALL EVALUATION OF THE 15 CRITERIA

### Individual Scores — All 15 Criteria

No.	Criterion	Score	Rating
1	SELECTION OF EXPERTS	7/10	<i>Pronounced imbalance</i>
2	SELECTION OF SOURCES	7/10	<i>Pronounced imbalance</i>
3	TIME ALLOCATION	6/10	<i>Significant imbalance</i>
4	SELECTIVE OMISSION	8/10	<i>Pronounced imbalance</i>
5	MANIPULATION OF NUMBERS	2/10	<i>Unremarkable</i>
6	CONTACT GUILT	5/10	<i>Significant imbalance</i>
7	TIMING	6/10	<i>Significant imbalance</i>
8	SELECTIVE OUTRAGE	5/10	<i>Significant imbalance</i>
9	SELECTIVE OMISSION — OVERALL PICTURE	8/10	<i>Pronounced imbalance</i>
10	FRAME-SETTING	7/10	<i>Pronounced imbalance</i>
11	WORD AND CONCEPT CHOICE	6/10	<i>Significant imbalance</i>
12	PRESENTER BEHAVIOUR	6/10	<i>Significant imbalance</i>
13	QUESTION ASYMMETRY	6/10	<i>Significant imbalance</i>
14	FALSE BALANCE	4/10	<i>Slight imbalance</i>
15	AGENDA-SETTING	7/10	<i>Pronounced imbalance</i>

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

**6.1/10**

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

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

**6.0/10**

*Significant imbalance*

#### OVERALL SCORE

**6.0/10**

*Significant imbalance*

*Average of Hardfacts and Softfacts*



## KEY — Score Definitions

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

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

### Aggregated Deviation Index — Interpretation Ranges

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

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

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



## CHAPTER 5 — LEGAL CLASSIFICATION (§2 of the Czech Television Act / §31 of Act No. 231/2001)

### Assessment under §2 of the Czech Television Act / §31 of Act No. 231/2001

The Czech Television Act (No. 483/1991 Coll.) §2 para. 2 lit. a) requires the provision of objective, verified, and in their overall picture balanced and comprehensive information for the free formation of opinions. The Act on the Operation of Radio and Television Broadcasting (No. 231/2001 Coll.) §31 para. 2 requires the ensuring of the objectivity and balance of informational content and the separation of evaluative commentary from news reporting. §31 para. 3 requires, for politically and economically controversial topics, the balanced representation of opposing views.

*Note: This report comes from CNN Prima News — a private broadcaster subject to §31 of Act No. 231/2001 Coll. The Czech Television Act (No. 483/1991 Coll.) does not directly apply to CNN Prima News, but its standards are used as a reference framework for assessing the quality of the reporting.*

#### Violation 1:

Standard: §31 para. 2 of Act No. 231/2001 Coll. — separation of evaluative commentary from news reporting

Facts: The reporter uses the evaluative word "strange" in the narrative (not in a citation) to describe the circumstances of the publication of the posts.

Evidence: Timestamp 06:13–06:17 — Quote: "The affair involving the discovered deleted archive of alleged social media posts is very strange..."

Assessment: The word "strange" is a value judgement, not a description of fact. Its use in the reporter's narrative violates the requirement of separation of commentary from news reporting, as it adopts the frame of Turek's defence as the editorial team's own assessment.

#### Violation 2:

Standard: §31 para. 3 of Act No. 231/2001 Coll. — balanced representation of opposing views on politically controversial topics

Facts: The report systematically omits key perspectives — Roma organisations as the direct addressees of the statements, a statement from Deník N as the medium that published the posts, and a legal analysis of the gravity of the statements.

Evidence: Timestamp 05:39–06:03 — Quote: "Setting fire to something belonging to someone is nonsense, but the fact that a gypsy got burned should, if anything, be taken as a mitigating circumstance." — Without any response from Roma organisations or a legal expert.

Assessment: The absence of these perspectives violates the requirement of balanced representation of opposing views, as the affair is presented primarily from the perspective of the accused and his party chairman, rather than from the perspective of the direct addressees of the statements or independent experts.

#### Violation 3:

Standard: §31 para. 2 of Act No. 231/2001 Coll. — objectivity and verifiability of informational content

Facts: The disputed posts are cited as "alleged" without an explanation of the method of verification and without the consultation of a forensic expert.

Evidence: Timestamp 05:31 — Quote: "The oldest alleged posts by Filip Turek date from 2009." — Without any explanation of how the editorial team verified their authenticity.

Assessment: The citation of unverified posts without a transparent description of the method of verification violates the requirement of objectivity and verifiability of informational content.

#### Violation 4:



Standard: §31 para. 2 of Act No. 231/2001 Coll. — objectivity of informational content

Facts: Piráti are designated as part of the "governing coalition", even though they are an opposition party.

Evidence: Timestamp 07:08 — Quote: "The governing coalition and the Piráti are already calling on Andrej Babiš to take Turek out of the game."

Assessment: A factual error in the basic political classification of a party violates the requirement of objectivity and verifiability of informational content.

### **Overall assessment under §31 of Act No. 231/2001 Coll.**

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The CNN Prima News report on the Filip Turek affair displays four identifiable violations of §31 of Act No. 231/2001 Coll.: the use of an evaluative word in the reporter's narrative without critical distance, the systematic omission of key perspectives (Roma organisations, Deník N, legal framework), the citation of unverified posts without a transparent description of the method of verification, and a factual error in the political classification of Piráti. The most serious violation is the systematic omission of the perspectives of the direct addressees of the statements and the medium that published the posts, as this prevents the viewer from freely forming an informed opinion. To meet the statutory requirements, the report would need to be supplemented with statements from Roma organisations, Deník N, a forensic expert and a legal analyst, and evaluative words would need to be removed from the reporter's narrative.

### **IN-DEPTH SOURCE CHECK (mandatory for all cited expert institutions / NGOs / advisory bodies)**

#### **Political scientist (unnamed)**

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**1. FUNDING:** Unknown — the expert is not identified; institutional affiliation or source of funding cannot be verified.

**2. MANDATE:** Political science analysis of the affair's impacts is broadly compatible with neutral assessment, but without identification of the expert, potential conflicts of interest cannot be assessed.

**3. CONFLICT OF INTEREST:** Cannot be assessed without identification.

**4. CREDIBILITY MATRIX (Source traffic light, 6D -2/+2):**

D1 Conflict of interest: 0 — Cannot be assessed

D2 Personal risk: 0 — Cannot be assessed

D3 Professional competence: +1 — Political science analysis is within the field

D4 Consistency: 0 — Cannot be verified

D5 Emotionalisation vs. data: +1 — Factual, analytical statement

D6 Source level: -1 — Secondary source without primary data

**TOTAL: +1 → TRAFFIC LIGHT: YELLOW**

**5. COUNTERVOICE:** Missing — no second political scientist with a different analysis is cited.

IMPORTANT: "Recognised" or "renowned" is not a substantive qualification. It is a social attribution that is itself subject to verification. The absence of a name and institution makes any verification impossible.

#### **Petr Macinka (chairman of Motoristé sobě)**

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**1. FUNDING:** Motoristé sobě — party funding, direct interest in maintaining the coalition position and Turek's nomination.

**2. MANDATE:** As party chairman, he has no mandate for neutral assessment — his statement is political, not expert.

**3. CONFLICT OF INTEREST:** Direct and manifest — loss of coalition position in the event of Turek's removal.

**4. CREDIBILITY MATRIX:**

D1 Conflict of interest: -2 — Direct party interest

D2 Personal risk: -1 — Coalition position at risk

D3 Professional competence: -1 — Not an expert in digital forensics or law

D4 Consistency: 0 — History of statements cannot be verified

D5 Emotionalisation vs. data: -1 — Appellative, without data

D6 Source level: -2 — Tertiary source (political actor without primary data)

**TOTAL: -7 → TRAFFIC LIGHT: RED**

**5. COUNTERVOICE:** Missing — no independent expert or representative of Roma organisations is placed alongside Macinka's statement.

CONCLUSION: Macinka is presented in the report as a credible witness to Turek's integrity without his party interest being explicitly identified. This is structurally misleading and contrary to the requirement of source transparency.



## 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 Zákon o ČT / Zákon č. 231/2001. The determination of whether a specific broadcast violates legal requirements is exclusively the responsibility of the competent authorities (in particular RRTV).
<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.



## APPENDIX 1: NATIONAL BROADCASTING LAW

### Legal Framework

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Czech public television is governed by the Czech Television Act (Zákon o České televizi, č. 483/1991 Sb.) and the Broadcasting Act (Zákon o provozování rozhlasového a televizního vysílání, č. 231/2001 Sb.). These laws mandate that Česká televize provides objective, verified, balanced and comprehensive information for the free formation of opinions. The Broadcasting Act further requires all broadcasters to ensure objectivity and balance in news programming and to clearly separate factual reporting from evaluative commentary.

### Key Provisions

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- §2 odst. 2 písm. a) Zákona o ČT: "poskytování objektivních, ověřených, ve svém celku vyvážených a všestranných informací pro svobodné vytváření názorů" — Provision of objective, verified, balanced and comprehensive information for free opinion formation.
- §31 odst. 2 Zákona č. 231/2001 Sb.: Broadcasters must ensure objectivity and balance of information content; evaluative commentary must be clearly separated from factual reporting.
- §31 odst. 3: In programmes dealing with political or economic controversies, the broadcaster must ensure balanced representation of competing views.
- §31 odst. 4: The right of reply must be granted to persons or groups whose reputation or rights may have been affected.
- §2 odst. 2 písm. b) Zákona o ČT: ČT must create and broadcast programmes for all population groups, including minorities and disadvantaged groups.

### Regulatory Body

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Rada pro rozhlasové a televizní vysílání (RRTV) — Council for Radio and Television Broadcasting. 13 members appointed by the Prime Minister on nomination from the Chamber of Deputies. Complaints can be filed via data box, e-mail (info@rrtv.cz), or in person. Response window: 30 days. Limitation period: 3 years.



## APPENDIX 2: SCIENTIFIC REFERENCES

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### SVFAB Working Papers

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

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

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

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

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



**You think you see the world.** In reality you see the frame someone has placed around it. Framing is the oldest and most elegant manipulation technique in the world. It doesn't change the facts – it changes what we make of the facts. How we feel. What we believe. How we decide. And it works – because we all play along. Every day. Unconsciously. You too. This book is not a dry textbook. It is a workbook – playful, direct, full of real-life examples. You don't just learn how others frame you. You learn how you yourself frame – and how you can use it consciously and fairly.

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



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

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

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