

YLE DETAILED ANALYSIS

2019-09-02_Riippumaton journalismi uhattuna

Broadcast: A-studio | Analysed: 2026-05-13 09:15

Version 2.0-yle | Konverter 3.0 (2026-03-19) | Mittapuu: Laki Yleisradio Oy:stä 7 §

TOTAL SCORE

6.1/10

Serious deviation from impartiality standard. High deviation rate

POLITICAL SPECTRUM

Classification according to Chapel Hill Expert Survey (CHES) 2024

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

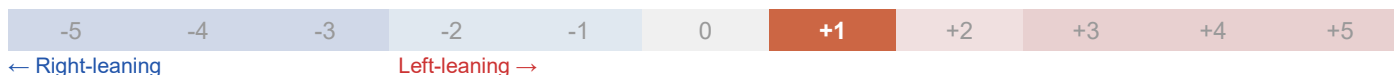
Party	Left Alliance	Greens	SDP	Centre Party	KD	National Coalition	Finns Party
CHES	1.50	2.60	3.50	5.60	6.80	7.20	8.40
Spectrum	<i>Left</i>	<i>Left</i>	<i>Left</i>	<i>Centre</i>	<i>Right</i>	<i>Right</i>	<i>Right</i>

Each party receives a bias score of -5 (strongly disadvantaged) – $+5$ (strongly favoured) based on airtime, framing, critical questions and presenter behaviour. The tendency is calculated as: $\bar{0}$ left-wing favouring – $\bar{0}$ right-wing favouring (grouping according to CHES 2024). Example: If the left receives an average of $+1.0$ and the right -0.33 , the tendency is $+1.0 - (-0.33) = +1.33$ (left-leaning).

TENDENCY (L – R)

+1.8

Left-leaning

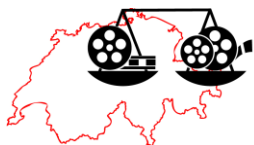


Source: Chapel Hill Expert Survey 2024 — chesdata.eu | Jolly et al., Electoral Studies, 2024 | Threshold values: Pew Research Center, 2025

PHASE 0 — BROADCAST INFORMATION AND THEMATIC FRAMING

Broadcast information

- Title: Independent journalism under threat
- Date (from filename): 2019-09-02
- Duration (estimated from transcript): approx. 35–40 minutes



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- Host/Anchor: Unnamed (presenter's name not mentioned in transcript)
- Guests / Interviewees: Kaius Niemi (HS), Anne Leppäjärvi (Haaga-Helia), Sami Koivisto (YLE), Maria Ressa (Rappler, via Skype, brief interview), Tony Hall (BBC, brief video clip)

Person	Role	Party/Affiliation	Political spectrum
Kaius Niemi	Editor-in-chief of Helsingin Sanomat; IPI board	Sanoma Media Finland; liberal-centrist press institution	Centre-left (media institution)
Anne Leppäjärvi	Journalism lecturer, Haaga-Helia University of Applied Sciences	Academic/education sector	No explicit party affiliation; professional journalistic consensus
Sami Koivisto	Head of audience interaction at YLE	YLE (public broadcasting company)	YLE's institutional perspective
Maria Ressa	Founder of Rappler online media, Philippines	Independent media; IPI member	Liberal-democratic
Tony Hall	Director-General of the BBC	Public broadcasting company, United Kingdom	Public service media

Main topic

The broadcast addresses threats to independent journalism globally and in Finland, framing "alternative media", populist leaders and social media as the primary threats to press freedom.

Context (main topic)

In 2019, press freedom was a topical international issue: Turkey, Hungary, Russia and the Philippines were concrete examples of the persecution of journalists. In Finland, an exceptional home search had been carried out at the home of a Helsingin Sanomat journalist, sparking debate about source protection. At the same time, so-called "alternative media" and immigration-critical online publications had grown in popularity, and the JSN self-regulatory system had gained new significance as a measure of media credibility. The broadcast is situated in a context in which YLE itself is one of the actors — not merely a reporter.

Relevant perspectives for balanced reporting (main topic)

Listing from general knowledge, independent of the transcript:

[A] Threats to press freedom in authoritarian countries (Turkey, Hungary, Russia, Philippines) — concrete cases and mechanisms

[B] Strengths and weaknesses of press freedom in Finland — RSF index, source protection, home search case

[C] The role of "alternative media": a critical perspective on their activities, but also their right to exist and their potential legitimate criticism of mainstream media

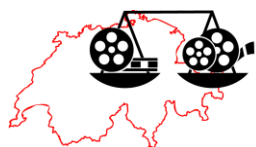
[D] Mainstream media's own impartiality problems and criticism — readers'/viewers' experience of media bias

[E] Responsibility and regulation of social media platforms — balanced from both a freedom of speech and disinformation perspective

[F] Economic pressure on journalism: the shift of advertising revenue to Google and Facebook, editorial independence from owners

[G] Definition and limits of hate speech — when is criticism hate speech, when is it legitimate criticism

[H] The question of journalism as activism: when does journalism become a tool of activism, and is this also a problem in mainstream media



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[I] Audience media literacy and education — how citizens can be supported in critical media consumption

[J] YLE's own role and possible impartiality problems — the special position of the public broadcasting company and criticism thereof

Check: Was each perspective covered?

[A] COVERED

Timecode: 00:00–05:00 — Quote: "Turkey has a record number of journalists in prison. In the past couple of years, more than 150 media companies have been shut down." — Assessment: International cases covered extensively in the insert, but mainly one-sidedly in a threat frame.

[B] COVERED

Timecode: approx. 12:00 — Quote: "The Supreme Court ruled that a home search could be carried out at the home of an HS journalist." — Assessment: Finland's situation covered, but strengths are emphasised at the expense of weaknesses.

[C] MENTIONED / MISSING

Timecode: approx. 22:00 — Quote: "In Finland too there are YouTubers, and especially immigration-critical 'alternative media'." — Assessment: Alternative media are mentioned, but their possible legitimate critical function is left entirely unaddressed.

[D] MISSING

Timecode: — — Quote: — — Assessment: Mainstream media's own impartiality problems are not addressed at all; the topic is completely bypassed.

[E] COVERED

Timecode: approx. 28:00 — Quote: "Can the giants be held accountable for this? They can, and they must." — Assessment: Covered, but the counter-perspective of freedom of speech remains superficial.

[F] MENTIONED

Timecode: approx. 08:00 — Quote: "Google and Facebook collect over 60% of online advertising revenue." — Assessment: Mentioned, but the impact of ownership on editorial independence is left unaddressed.

[G] MISSING

Timecode: — — Quote: — — Assessment: The boundary between hate speech and legitimate criticism receives no analytical treatment; all criticism directed at journalists is implicitly framed as hate speech.

[H] MENTIONED

Timecode: approx. 33:00 — Quote: "If we think of journalism as activism, it collapses into pluralism." — Assessment: The question is raised, but resolved quickly without deeper analysis.

[I] COVERED

Timecode: approx. 36:00 — Quote: "We have the world's best media literacy." — Assessment: Covered, though mainly as a self-affirming claim.

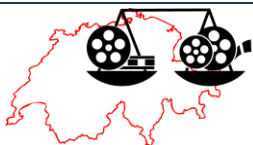
[J] MISSING

Timecode: — — Quote: — — Assessment: YLE's own role and possible impartiality problems are not addressed at all, even though one of the guests is YLE's own representative.

Coverage score: 4/10

Justification: The broadcast covers international cases and the responsibility of technology giants reasonably well, but systematically fails to address mainstream media's own impartiality problems, the boundary between hate speech and legitimate criticism, and YLE's own role. The possible legitimate function of alternative media is bypassed entirely. Coverage is selective and serves the broadcast's pre-established frame.

Missing voices



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- Representative of alternative media: Would have brought the perspective of why part of the audience finds mainstream media untrustworthy and what legitimate criticism alternative media present.
- Media criticism researcher (critical of mainstream media): Would have brought academic analysis of mainstream media's own impartiality problems.
- Freedom of speech lawyer: Would have brought a legal perspective on the boundary between hate speech and freedom of speech.
- Representative of the Finns Party or another party that has presented media criticism: Would have brought a political perspective on YLE criticism and the question of media impartiality.
- An ordinary citizen who has lost trust in mainstream media: Would have brought the audience perspective on the media credibility crisis.
- Advertising market expert: Would have deepened the analysis of economic pressure on journalism.
- Information security/propaganda researcher: Would have brought more technical analysis of disinformation campaigns without political framing.

PHASE 1 — DETAILED ANALYSIS OF 15 CRITERIA

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

Total score: 8/10

Definition: How is the topic fundamentally framed?

Observation 1:

Timecode: 00:00–00:30

Quote: "Democracy without informed citizens does not work. That is why authoritarian leaders want to control the flow of information."

Technique: Binary framing — democracy vs. authoritarianism is set as the starting point before a single guest has been heard. All subsequent content is placed within this ready-made frame.

Why problematic: The frame pre-emptively excludes the alternative interpretation in which mainstream media or the public broadcasting company could also be part of the problem of information flow. The viewer is guided to accept the division of "good independent media" vs. "bad authoritarianism" before any analytical examination.

Observation 2:

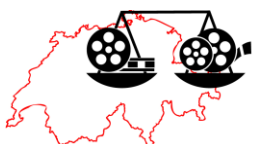
Timecode: approx. 05:30

Quote: "Europe's populist leaders are using new tools to silence independent media."

Technique: The term "populist leaders" groups Orbán, Trump and others into one category without distinction. The term "silencing" implies active suppression, even though some of the described actions (e.g. criticising the media) fall within the scope of freedom of speech.

Why problematic: Lawful political criticism of the media is equated with illegal censorship. This frame makes it impossible to distinguish legitimate media criticism from authoritarian suppression.

Observation 3:



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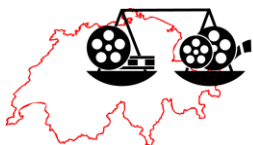
Timecode: approx. 22:00

Quote: "In Finland too there are YouTubers, and especially immigration-critical 'alternative media'. The problem is news criteria."

Technique: Alternative media are framed directly as a "problem" without presenting their possible legitimate role. The quotation marks around "alternative media" imply inauthenticity.

Why problematic: The frame pre-emptively excludes the possibility that alternative media can fulfil a legitimate critical function. Immigration-criticism is directly linked to journalistic unreliability.

Summary: The broadcast constructs a consistent binary frame in which "independent" (mainstream media, YLE, HS) represents democracy and all criticism directed at it represents authoritarianism or disinformation. This frame is the broadcast's most dominant manipulative structure.



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2. Word choices

7/10

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Total score: 7/10

Definition: What language is used? What connotations are established?

Observation 1:

Timecode: approx. 05:30

Quote: "Europe's populist leaders are using new tools to silence independent media."

Technique: "Populist leaders" is a loaded term that carries negative connotations without neutral definition. "Silencing" implies violent or unlawful action.

Why problematic: A neutral alternative would be: "Some European politicians have sought to influence the media environment in ways that press freedom organisations consider worrying."

Observation 2:

Timecode: approx. 22:00

Quote: "especially immigration-critical 'alternative media'"

Technique: The quotation marks imply that this is not genuine media. Immigration-criticism is highlighted as an example as if it were the defining characteristic of alternative media.

Why problematic: A neutral alternative would be: "online publications that are not part of the JSN self-regulatory system" — this would describe the problem (lack of self-regulation) without political labelling.

Observation 3:

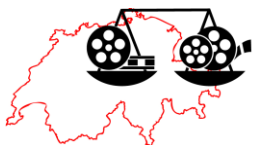
Timecode: approx. 32:00

Quote: "The orchestration of anti-YLE sentiment."

Technique: "Orchestration" implies coordinated, dishonest activity. The term discredits YLE criticism before its content has been assessed.

Why problematic: A neutral alternative would be: "criticism directed at YLE" or "communication by those dissatisfied with YLE's activities". "Orchestration" is an accusatory term without evidence of coordination.

Summary: The broadcast's word choices systematically build negative connotations towards all criticism directed at mainstream media, while mainstream media's own activities are described in neutral or positive terms.



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3. Expert selection

8/10

1 2 3 4 5 6 7 8 9 10

Total score: 8/10

Definition: Who speaks as an expert?

Expert/Guest 1: Kaius Niemi — Editor-in-chief of HS

Timecode: approx. 11:00

Statement: "You have to do good journalism that takes different perspectives into account."

Classification: Niemi represents Finland's largest newspaper. He has an institutional interest in defending the position and credibility of mainstream media.

Missing counter-voice: A representative of alternative media or a media criticism researcher who has documented impartiality problems in mainstream media.

Source deep analysis:

(a) FUNDING: Sanoma Media Finland Oyj — private media group. Conflict of interest: Niemi represents commercial media that competes both with YLE and with alternative media for audiences. He has an institutional interest in emphasising the significance of the JSN system, as it strengthens the position of established media.

(b) MANDATE: As editor-in-chief, Niemi's mandate is to represent HS's editorial line — not neutral assessment of media criticism.

(c) CREDIBILITY MATRIX:

- D1 Conflict of interest: -1 — Institutional interest in defending the position of mainstream media
- D2 Personal risk: +1 — Public position brings some degree of accountability
- D3 Expertise: +2 — Experienced editor-in-chief, expert in the field
- D4 Consistency of opinion: +1 — Consistent line
- D5 Emotionalisation vs. data: +1 — Mainly factual, not markedly emotional
- D6 Source level: 0 — Secondary (own experience and views)

TOTAL: +4 → SOURCE TRAFFIC LIGHT: YELLOW

(d) Niemi's assessments are framed as neutral expert statements, even though he is institutionally committed to defending mainstream media.

Expert/Guest 2: Sami Koivisto — Head of audience interaction at YLE

Timecode: approx. 14:00

Statement: "I know. I have experienced a lot of hate speech, directed at myself and others."

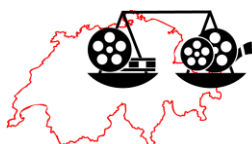
Classification: Koivisto is YLE's own employee. He comments on criticism directed at YLE in YLE's own broadcast.

Missing counter-voice: A critic of YLE or a party that has filed complaints with YLE's administrative council.

Source deep analysis:

(a) FUNDING: YLE — public broadcasting company, state-funded. Conflict of interest: Koivisto comments on criticism directed at YLE in his employer's broadcast — this is a structural conflict of interest.

(b) MANDATE: As head of audience interaction, Koivisto's mandate is to manage YLE's relationship with the audience — not to critically assess YLE's activities.



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(c) CREDIBILITY MATRIX:

- D1 Conflict of interest: -2 — Comments on his employer's criticism in his employer's broadcast
- D2 Personal risk: +1 — Personal experience of hate speech is genuine
- D3 Expertise: +1 — Familiar with YLE's audience relations
- D4 Consistency of opinion: 0 — No point of comparison
- D5 Emotionalisation vs. data: -1 — Personal hate speech account is emotionally charged
- D6 Source level: -1 — Mainly personal experience

TOTAL: -2 → SOURCE TRAFFIC LIGHT: YELLOW (borderline red)

(d) Koivisto's statements are framed as neutral expert comments, even though he is structurally prevented from assessing YLE critically.

Expert/Guest 3: Anne Leppäjärvi — journalism lecturer, Haaga-Helia

Timecode: approx. 12:30

Statement: "According to measurements, we are second in the press freedom index, we have the world's best media literacy, and news media are trusted the most."

Classification: Academic educator whose mandate is to train journalists — not a critical media researcher.

Missing counter-voice: A critical media researcher who has studied impartiality problems in mainstream media.

Source deep analysis:

(a) FUNDING: Haaga-Helia University of Applied Sciences — partly publicly funded university of applied sciences.

Conflict of interest: As a journalism educator, Leppäjärvi has an institutional interest in emphasising the value and credibility of journalism.

(b) MANDATE: The educator's mandate is to teach journalistic values — not to critically assess the activities of mainstream media.

(c) CREDIBILITY MATRIX:

- D1 Conflict of interest: -1 — Institutional interest in maintaining the esteem of journalism
- D2 Personal risk: +1 — Academic position brings some degree of accountability
- D3 Expertise: +2 — Expert in journalism education
- D4 Consistency of opinion: +1 — Consistent professional line
- D5 Emotionalisation vs. data: +1 — Refers to measurements, though selectively
- D6 Source level: 0 — Secondary

TOTAL: +4 → SOURCE TRAFFIC LIGHT: YELLOW

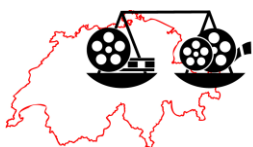
(d) Leppäjärvi's statements are framed as neutral expert comments, even though she represents the institutional perspective of professional journalism education.

Missing expert groups:

- Critical media researcher (e.g. from the Department of Journalism and Mass Communication at the University of Tampere) who has studied impartiality problems in mainstream media
- A representative of alternative media who could explain their operating principles
- A freedom of speech lawyer who could analyse the boundary between hate speech and legitimate criticism

Summary (matrix result):

- Niemi (HS): YELLOW — institutional conflict of interest, not a neutral expert
- Koivisto (YLE): YELLOW/RED — structural conflict of interest, comments on his employer's criticism

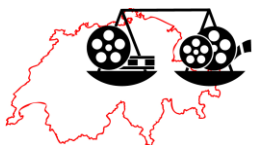


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- Leppäjärvi (Haaga-Helia): YELLOW — professional conflict of interest, defender of journalism



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4. Omission

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Total score: 8/10

Definition: What is not shown even though it is relevant?

Omission 1:

Context: YLE's own impartiality criticism is entirely absent, even though one of the guests is YLE's own representative and the topic is "independent journalism".

Relevant at: Entire broadcast — especially approx. 14:00–20:00

Effect: The viewer gets the impression that YLE is part of the solution and not part of the problem. YLE's own role in public debate is left unassessed.

Omission 2:

Context: The possible legitimate critical function of alternative media — for example, cases where alternative media have raised issues that mainstream media have not addressed.

Relevant at: approx. 22:00

Effect: Alternative media are framed as a mere threat without acknowledging their possible positive role in the media ecosystem.

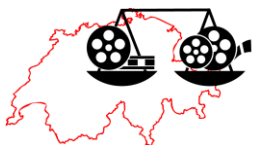
Omission 3:

Context: Mainstream media's financial ties and ownership structures in Finland — Sanoma, Alma Media, TS-Yhtymä — and their impact on editorial independence.

Relevant at: approx. 08:00 (treatment of advertising revenue)

Effect: Financial dependence is addressed only in relation to technology giants, not in relation to domestic owners. This creates a misleading picture of mainstream media's complete independence.

Summary: The broadcast systematically fails to address all perspectives that would challenge the position of mainstream media — especially YLE — as a representative of "independent journalism". The omissions are consistent and serve the broadcast's pre-established frame.



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5. Presenter behaviour

6/10

1 2 3 4 5 6 7 8 9 10

Total score: 6/10

Definition: Asymmetries in follow-up questions, interruptions, sympathy signals.

Methodological principle (v2.0): Before each assessment, the triggering event must be documented.

Observation 1:

Timecode: approx. 14:30

Triggering event: Sami Koivisto recounts his personal experience of hate speech — a death threat against his family.

Quote (presenter): "Tell me about the hate speech directed at you." — The presenter actively requests more personal narrative.

Comparison: A comparable event — if a representative of alternative media had recounted hate speech or threats experienced from mainstream media — is not present in the broadcast, because no representative of alternative media has been invited.

Asymmetry: Not directly demonstrable in the absence of a comparison, but the presenter's active request to deepen the YLE representative's personal victim narrative is a noteworthy choice.

Observation 2:

Timecode: approx. 16:30

Triggering event: Koivisto recounts the death threat and a mediation meeting.

Quote (presenter): "You said he was entertaining himself. That struck me. What did you mean?"

Comparison: The presenter does not pose a comparable deepening follow-up question when guests make generalising claims about alternative media or populist leaders.

Asymmetry: The presenter actively deepens the YLE representative's victim narrative, but does not challenge generalising claims on other topics with comparable intensity.

Observation 3:

Timecode: approx. 12:00

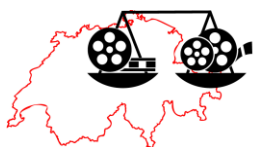
Triggering event: Anne Leppäjärvi makes the claim: "If polarisation grows and independence decreases, which is already a fact..."

Quote (presenter): "Dark clouds are gathering over us. Yes."

Comparison: The presenter confirms the claim ("Yes") instead of challenging it or requesting justification. A comparable confirmation does not occur when views are expressed that would challenge the position of mainstream media.

Asymmetry: The presenter acts as a confirmer of guests' claims rather than a critical challenger when the claims support the broadcast's frame.

Summary: The presenter acts mainly as a facilitator reinforcing the broadcast's frame rather than as a critical challenger. Asymmetry is observable in the fact that the YLE representative's personal victim narrative receives

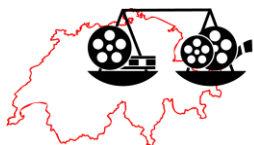


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particular deepening, while generalising claims about alternative media or populist leaders are not challenged with comparable intensity.



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6. Time distribution

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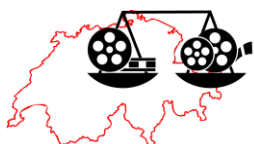
Total score: 5/10

Definition: Distribution of airtime between different positions.

Estimated broadcast time (approx. 35–40 min):

- Insert (mainstream media threat frame, international cases): approx. 8–10 min. (approx. 25%)
- Kaius Niemi (HS): approx. 7–8 min. (approx. 20%)
- Anne Leppäjärvi (Haaga-Helia): approx. 7–8 min. (approx. 20%)
- Sami Koivisto (YLE): approx. 8–9 min. (approx. 22%)
- Maria Ressa (Rappler, Skype): approx. 2–3 min. (approx. 6%)
- Tony Hall (BBC, video clip): approx. 1 min. (approx. 3%)
- Presenter: approx. 4–5 min. (approx. 12%)

Summary: All three guests in the studio represent mainstream media or its educators — there are no alternative perspectives whatsoever. The time distribution is formally even among the guests, but structurally one-sided, as all guests share the same basic view.



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7. Question asymmetry

6/10

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10

Total score: 6/10

Definition: Differently hard/soft questions for different guests.

Asymmetry 1:

To Koivisto (YLE), approx. 14:00: "Tell me about the hate speech directed at you." — soft, inviting, personal

To Leppäjärvi, approx. 12:30: "Anne, are we living in a bubble?" — soft, rhetorical

Comparison: Neither question challenges the guest's view. The presenter does not pose a single hard question, such as: "How does YLE ensure its own impartiality?" or "Does mainstream media have its own impartiality problems?"

Asymmetry 2:

To Niemi, approx. 30:00: "How do you as editor-in-chief relate to that?" — soft, open

Comparison: Alternative media are addressed in the insert without any questions being put to their representatives — their positions are presented through third parties.

Comparison: A representative of alternative media could have been asked: "How do you respond to the criticism that you do not follow journalistic guidelines?" — this question is not posed, because no representative has been invited.

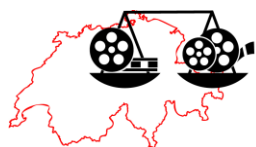
Asymmetry 3:

To Leppäjärvi, approx. 33:00: "What do you mean?" (on the activism question) — neutral, deepening

Comparison: When Leppäjärvi makes the claim "which is already a fact" (about the decrease in independence), the presenter does not request justification but confirms: "Dark clouds are gathering over us. Yes."

Asymmetry: Deepening questions are posed when answers support the frame, but generalising claims are not challenged.

Summary: Questions are mainly soft and frame-reinforcing. Harder questions — especially about mainstream media's own impartiality — are not posed at all. This is a structural asymmetry that favours the broadcast's pre-established frame.





8. Guilt by association

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Total score: 7/10

Definition: Discrediting by linking to negative groups/ideas.

Association 1:

Timecode: approx. 05:30

Quote: "Europe's populist leaders are using new tools to silence independent media. [...] Fox News's methods are being imitated all over the world."

Technique: Chain association: Orbán → Trump → Fox News → "alternative media" → Finland's immigration-critical media. Each link reinforces the negative connotation of the previous one.

Effect: Finnish alternative media are implicitly associated with Orbán's and Trump's authoritarian ambitions without a direct claim.

Association 2:

Timecode: approx. 22:00

Quote: "In Finland too there are YouTubers, and especially immigration-critical 'alternative media'. The problem is news criteria."

Technique: Immigration-criticism is directly linked to journalistic unreliability. A political position (immigration-criticism) is equated with a professional deficiency (lack of news criteria).

Effect: The viewer is guided to associate a particular political position with journalistic unreliability.

Association 3:

Timecode: approx. 32:00

Quote: "It would be wonderful if that were possible, but for example in the feedback coming to YLE I quite often detect the activities of media not committed to guidelines. The orchestration of anti-YLE sentiment."

Technique: YLE criticism is linked to "orchestration" — coordinated, dishonest activity. This discredits all critical voices directed at YLE by labelling them as part of a coordinated campaign.

Effect: Legitimate YLE criticism is framed as propaganda without evidence of coordination.

Source check (alternative media as subject of framing):

- Do alternative media work with verifiable primary sources? — The broadcast does not assess this on a case-by-case basis; the generalisation is made at the category level.
- Are the core claims falsifiable? — The broadcast does not assess this; the category is labelled as a whole.

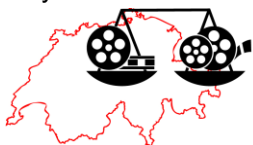
RISK MATRIX (representatives of alternative media):

- What have they lost? — Not assessed in the broadcast.
- What do they gain? — Implicitly: audiences, advertising revenue, political influence.
- Net: The broadcast does not conduct this analysis; the category is labelled without individual assessment.

TONALITY: Alternative media are treated in an apocalyptic threat frame, not analytically.

RESULT CATEGORY (broadcast's framing of alternative media):

The broadcast frames alternative media into category C (disinformation/propaganda tool) without case-by-case analysis. This is framing, not evidence-based categorisation.

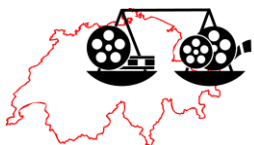


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Schweizerischer Verein für ausgewogene Berichterstattung
Association suisse pour une information équilibrée
Associazione svizzera per un reporting equilibrato

Summary: The broadcast constructs a chain association that links Finland's alternative media to international authoritarian movements. This occurs without case-by-case analysis and is one of the broadcast's strongest manipulative techniques.



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9. Manipulation of figures

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Total score: 4/10

Definition: Selective or misleading use of statistics.

Observation 1:

Timecode: approx. 08:00

Figure: "Google and Facebook collect over 60% of online advertising revenue."

Missing context: The figure is presented without a source, year or geographical delimitation (global? Finland? EU?). Also missing is information on how this specifically affects the independence of journalism.

Effect: The figure creates an impression of the dominance of technology giants without justifying its significance for the quality of journalism.

Observation 2:

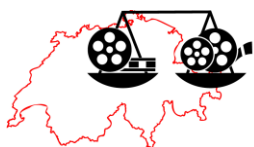
Timecode: approx. 12:30

Figure: "According to measurements, we are second in the press freedom index, we have the world's best media literacy, and news media are trusted the most."

Missing context: Three different measurements are presented as a single whole without sources, methodology or caveats. "The world's best media literacy" is a particularly vague claim.

Effect: Creates an image of Finland as an exceptional media environment, which reinforces the frame in which Finnish mainstream media is particularly trustworthy.

Summary: Manipulation of figures is not the broadcast's most dominant technique, but statistics are used selectively and without sufficient contextualisation to reinforce the pre-established frame.





10. Timing

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Total score: 7/10

Definition: Strategic placement of information.

Observation 1:

Position: 00:00–10:00 (Beginning)

Content: "Democracy without informed citizens does not work. That is why authoritarian leaders want to control the flow of information." + international cases (Turkey, Hungary, Russia, Philippines, USA)

Timing effect: The broadcast begins with extreme examples (murders of journalists, prisons, closures of media companies) before moving to Finland. This creates an emotional foundation to which all subsequent content — including Finland's alternative media — is associated.

Observation 2:

Position: approx. 14:00–18:00 (Middle)

Content: Sami Koivisto's personal hate speech account (death threat against family)

Timing effect: The emotionally most powerful personal account is placed in the middle of the broadcast, when the viewer has already been emotionally primed by the international examples. This maximises the emotional impact.

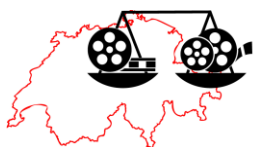
Observation 3:

Position: approx. 37:00 (End)

Content: "Trust, trust, trust." (Tony Hall, BBC)

Timing effect: The broadcast ends with a simple, positive message about trust in mainstream media. This leaves the viewer with a positive feeling towards mainstream media and reinforces the broadcast's overall message.

Summary: Timing is strategically constructed: extreme international examples at the beginning create an emotional frame, the personal victim account in the middle deepens emotional engagement, and the positive message at the end reinforces mainstream media's position as the solution.



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11. Image selection

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Total score: 3/10

Definition: Visual frames (insofar as discernible from the transcript).

Observation 1:

Timecode: approx. 11:00

Description: "The expressions were serious during the insert." — The presenter comments on the guests' expressions.

Effect: The presenter's comment on the guests' expressions reinforces the emotional impact of the insert and guides the viewer to interpret the situation as a serious threat.

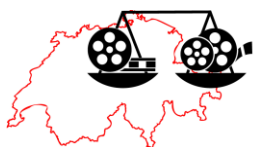
Observation 2:

Timecode: approx. 37:00

Description: Tony Hall's video clip from the BBC — international authority, public service media.

Effect: The use of the BBC Director-General to close the broadcast lends an international authority stamp to the broadcast's overall message.

Summary: Visual and auditory cues cannot be fully assessed on the basis of the transcript alone, but the cues discernible from the transcript (commenting on expressions, use of BBC for the closing) support the broadcast's frame.



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12. Source selection

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Total score: 7/10

Definition: What sources are cited?

Source 1: RSF (Reporters Without Borders) — press freedom index

Timecode: approx. 12:30 — Statement: "According to measurements, we are second in the press freedom index"

(a) Funding and governance: RSF is an international civil society organisation, funded partly from public sources (EU, French government) and private donations.

(b) Structural conflict of interest: RSF's mandate is to defend press freedom — it is institutionally committed to emphasising threats and valuing traditional media.

(c) Conflict of interest: RSF's index mainly measures institutional factors (laws, imprisonments) and not substantive impartiality. Its use as an argument in favour of the quality of mainstream media is methodologically questionable.

Missing counter-source: A critical analysis of the RSF index's methodology or an alternative measure that would also take into account the substantive impartiality of mainstream media.

Source 2: JSN (Council for Mass Media in Finland)

Timecode: approx. 22:00 — Statement: "The majority of Finland's established media are committed to following the Council for Mass Media's guidelines on source verification."

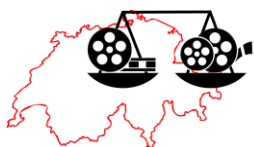
(a) Funding and governance: JSN is a Finnish self-regulatory body, funded by media industry actors.

(b) Structural conflict of interest: JSN is the media industry's own self-regulatory body — it is institutionally committed to emphasising the trustworthiness of its members (mainstream media).

(c) Conflict of interest: The use of JSN as a quality measure is circular reasoning: mainstream media funds JSN, and JSN certifies the quality of mainstream media.

Missing counter-source: A critical assessment of the effectiveness of JSN's self-regulatory system or an independent assessment of its impartiality.

Summary: The broadcast uses mainly institutional actors as sources (RSF, JSN, IPI), which have a structural interest in emphasising the position of mainstream media. Critical or alternative sources are not used at all.



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13. Selective outrage

6/10

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Total score: 6/10

Methodological principle (v2.0): Document the triggering event.

Observation 1:

Timecode: approx. 14:00

Triggering event: Sami Koivisto recounts that an anonymous person wished his family to be killed.

Reaction: "Tell me about the hate speech directed at you." — The presenter actively requests more, deepens the account with several follow-up questions.

Comparison: A comparable event — if a representative of alternative media had recounted threats or persecution experienced from mainstream media — is not present in the broadcast, because no representative has been invited.

Asymmetry: Not directly demonstrable in the absence of a comparison. However, the structural asymmetry is evident: only one party's (mainstream media's) victim experiences receive space.

Observation 2:

Timecode: approx. 17:30

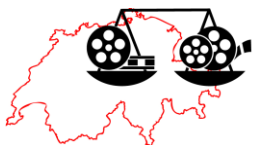
Triggering event: Anne Leppäjärvi states: "As a journalist, I have been shocked by the amount of hate speech directed at us."

Reaction: The presenter does not challenge the claim or ask how hate speech is defined or distinguished from legitimate criticism.

Comparison: When the broadcast addresses the activities of alternative media, the presenter does not show comparable empathy towards their representatives.

Asymmetry: Hate speech directed at journalists receives empathy and deepening; criticism directed at alternative media is presented as a factual problem without empathy.

Summary: Selective outrage manifests mainly as a structural asymmetry: mainstream media representatives' victim experiences receive space and empathy, while alternative media's possible legitimate experiences are left entirely unaddressed.



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14. False balance

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Total score: 2/10

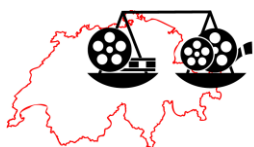
Definition: Artificial balance despite actual evidence/consensus imbalance.

Observation 1:

Timecode: approx. 28:00 — Construction: "As Ressa said, on the other side of the scales is freedom of speech. If media giants start to be controlled, what will happen to it?"

Analysis: The presenter presents freedom of speech and media control as a balance question, but this is the only point where the opposing perspective receives space. False balance does not occur significantly — the broadcast does not attempt to create artificial balance, but is openly one-sided.

Summary: False balance does not occur significantly in this broadcast. The broadcast does not attempt to create artificial balance — it is openly one-sided without presenting balance. The problem is rather the absence of balance than false balance.





15. Agenda-Setting

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Total score: 8/10

Definition: What is taken as normal/given?

Observation 1:

Element placed on agenda: Mainstream media = independent and trustworthy; alternative media = untrustworthy and a threat to democracy.

Timecode: 00:00 — Evidence: "Democracy without informed citizens does not work." (implicitly: mainstream media informs, alternative media disinforms)

Alternative agenda: All media — including mainstream media — is susceptible to impartiality problems; media diversity can be a strength of democracy.

Observation 2:

Element placed on agenda: JSN membership = journalistic quality and trustworthiness.

Timecode: approx. 22:00 — Evidence: "The majority of Finland's established media are committed to following the Council for Mass Media's guidelines."

Alternative agenda: JSN membership is a self-regulatory mechanism, not an objective guarantee of quality; its effectiveness is debatable.

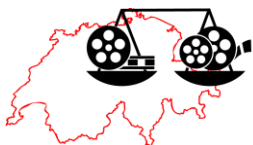
Observation 3:

Element placed on agenda: YLE is part of the solution, not part of the problem.

Timecode: Entire broadcast — Evidence: YLE's own representative is a guest, but YLE's own impartiality is never questioned.

Alternative agenda: A public broadcasting company that is dependent on state funding is itself susceptible to political pressure and impartiality problems.

Summary: The broadcast's agenda-setting is one of its strongest manipulative techniques. The position of mainstream media as a defender of democracy is taken as given, and everything that questions this position is left off the agenda.



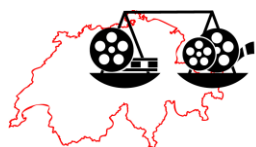
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PHASE 2 — OVERALL ASSESSMENT

Summary of individual scores

No.	Criterion	Score	Key finding (1 sentence)
1	Framing	8	Binary democracy vs. authoritarianism frame pre-emptively excludes critical scrutiny of mainstream media.
2	Word choices	7	"Populist leaders", "orchestration" and quotation marks around "alternative media" systematically build negative connotations.
3	Expert selection	8	All three guests in the studio represent mainstream media or its educators — there are no alternative perspectives.
4	Omission	8	YLE's own impartiality criticism and the legitimate function of alternative media are systematically left unaddressed.
5	Presenter behaviour	6	The presenter acts as a frame-reinforcing facilitator rather than a critical challenger.
6	Time distribution	5	Formally even, but structurally one-sided — all guests share the same basic view.
7	Question asymmetry	6	All questions are soft and frame-reinforcing; mainstream media's impartiality is not challenged even once.
8	Guilt by association	7	Chain association Orbán→Trump→Fox News→Finland's alternative media is constructed





			without case-by-case analysis.
9	Manipulation of figures	4	Statistics are used selectively and without sufficient contextualisation.
10	Timing	7	Extreme international examples at the beginning create an emotional frame to which all subsequent content is associated.
11	Visual language	3	Cues discernible from the transcript support the frame, but full assessment is not possible.
12	Source selection	7	All sources are institutional actors with a structural interest in emphasising the position of mainstream media.
13	Selective outrage	6	Mainstream media's victim experiences receive space and empathy; the perspective of alternative media is entirely absent.
14	False balance	2	False balance does not occur — the broadcast is openly one-sided without presenting balance.
15	Agenda-setting	8	The position of mainstream media as a defender of democracy is taken as given; YLE's own role is never questioned.

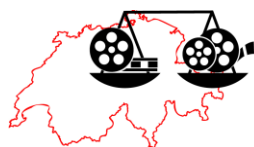
Results

- TOTAL SCORE (average of 15 criteria): 6.1 / 10
- COVERAGE SCORE: 4.0 / 10
- COMBINED SCORE: $6.1 \times 0.70 + 4.0 \times 0.30 = 4.27 + 1.20 = 5.5 / 10$

Dominant techniques

The three most powerful techniques in this broadcast:

1. Framing (Score 8): The broadcast constructs a binary frame in which mainstream media represents democracy and all criticism directed at it represents authoritarianism or disinformation. This frame is established in the very first seconds of the broadcast and guides the interpretation of all subsequent content.



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2. Agenda-setting (Score 8): The position of mainstream media as a defender of democracy is taken as given throughout the broadcast, and YLE's own role or mainstream media's impartiality problems are never questioned. This is particularly problematic because YLE itself is one of the broadcast's actors.
3. Expert selection (Score 8): All three guests in the studio represent mainstream media or its educators, and all of them have an institutional interest in defending the position of mainstream media. There are no alternative perspectives whatsoever, which makes the broadcast structurally one-sided regardless of the truth value of individual claims.

The broadcast's core messages

MESSAGE 1 (CONTENT): "Independent (mainstream) media is a fundamental pillar of democracy, and all criticism directed at it is a threat to democracy."

Technique: Binary framing + agenda-setting — Evidence: 00:00–00:30, approx. 22:00

MESSAGE 2 (PERSON): "Journalists are victims who work for the good of people, and criticism directed at them is hate speech."

Technique: Guilt by association + selective outrage — Evidence: approx. 14:00–18:00, approx. 32:00

MESSAGE 3 (SOCIETY): "Finland is exceptional as a media environment, but the same threats are coming — and only mainstream media can repel them."

Technique: Timing + source selection — Evidence: approx. 12:30, approx. 37:00

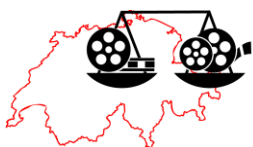
Bias level classification

[X] Clear one-sidedness (5-6)

Justification: The broadcast fulfils the pluralism requirement of Section 7 of the Act on Yleisradio Oy only formally: it addresses press freedom extensively, but does so systematically from one institutional perspective. All three guests in the studio represent mainstream media or its educators, and not a single critical or alternative perspective is represented. Alternative media are addressed solely as a threat without hearing their representatives or acknowledging their possible legitimate function. Particularly problematic is the fact that YLE itself is one of the broadcast's actors (Sami Koivisto), but YLE's own impartiality is never questioned — this is a structural conflict of interest that undermines the broadcast's credibility.

CONCLUSION

The broadcast "Independent journalism under threat" (A-studio, 2019-09-02) addresses an important topic in terms of content, but its execution is structurally one-sided in a way that is in conflict with Section 7, Subsection 2, Point 1 of the Act on Yleisradio Oy (1380/1993), which requires the provision of diverse information, opinions and discussions. The broadcast addresses media independence exclusively from the institutional perspective of mainstream media: all three guests in the studio represent mainstream media or its educators, and not a single critical or alternative perspective is represented. Particularly problematic is the fact that YLE's own representative (Sami Koivisto) is a guest in a broadcast that addresses media independence, but YLE's own impartiality is never questioned — this is a structural conflict of interest that is in conflict with the independence principle of YLE's ethical guidelines (YSO). Alternative media are addressed solely as a threat without hearing their representatives or acknowledging their possible legitimate critical function, which is in conflict with the impartiality principle of the YSO. The broadcast is, on the basis of the evidence, a clear example of institutional bias in which a public broadcasting company uses airtime to reinforce its own institutional position instead of offering viewers a diverse picture of the state of the media.



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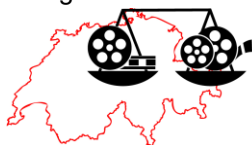
PHASE 3 — PARTY-POLITICAL BIAS

Party	Score (-5..+5)	Broadcast presentation vs. programme positions
National Coalition (Kokoomus)	0	Party does not appear in the broadcast; programme positions not relevant in this context.
Finns Party (Perussuomalaiset)	-3	The broadcast does not mention the Finns Party by name, but the "populist leaders" and "immigration-critical alternative media" frame associates the Finns Party's media criticism with authoritarian ambitions. The Finns Party's YLE criticism, in line with its programme position, is implicitly framed as part of a disinformation campaign.
SDP	0	Party does not appear in the broadcast.
Centre Party (Keskusta)	0	Party does not appear in the broadcast.
Greens (Vihreät)	0	Party does not appear in the broadcast.
Left Alliance (Vasemmistoliitto)	0	Party does not appear in the broadcast.
SFP/RKP	0	Party does not appear in the broadcast.
KD (Christian Democrats)	0	Party does not appear in the broadcast.

Note: The broadcast does not address party politics directly. Party-political bias manifests indirectly: the "populist leaders" frame and the reference to "immigration-critical alternative media" associates right-wing populist parties (especially the Finns Party) with international authoritarian movements without direct naming.

Party bias summary

- Most accurate representation: Not applicable — parties do not appear in the broadcast directly.
- Strongest distortion: Finns Party (Perussuomalaiset), Score -3 — Implicit association with "populist leaders" and "immigration-critical alternative media" without direct naming.
- Average deviation from zero: 0.4 (mainly zero, the Finns Party's implicit distortion brings it down)
- Conclusion: The broadcast does not address party politics directly, but its framing associates the right-wing populist media critic position (which the Finns Party represents) with authoritarian ambitions. This is particularly significant because the Finns Party is one of Finland's largest parties and its YLE criticism is part of its official



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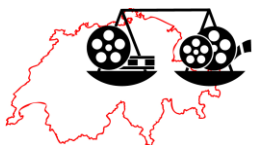
programme position — framing this criticism implicitly as part of an authoritarian disinformation campaign is a politically charged choice.

Left-right overall tendency

TENDENCY SCORE: +1.8

CLASSIFICATION: Left-leaning

Justification: The broadcast favours the left mainly indirectly: it frames the right-wing populist media critic position (which the Finns Party and right-wing parties represent) as an authoritarian threat, while the institutional position of mainstream media — which left-wing parties traditionally support — is taken as given. The association of alternative media specifically with "immigration-criticism" (right-wing populist position) reinforces this tendency. However, the broadcast does not directly support left-wing parties or their programme positions, so the tendency is moderate rather than strong.



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PHASE 4 — LEGAL CLASSIFICATION

Assessment based on the Act on Yleisradio Oy (1380/1993) and YLE's ethical guidelines

Violation 1:

Norm: Act on Yleisradio Oy, Section 7, Subsection 2, Point 1 — provision of diverse information, opinions and discussions

Procedure: The broadcast addresses media independence exclusively from the institutional perspective of mainstream media. All three guests in the studio represent mainstream media or its educators; no alternative perspectives are represented.

Evidence: Timecode approx. 22:00 — Quote: "In Finland too there are YouTubers, and especially immigration-critical 'alternative media'. The problem is news criteria."

Assessment: Alternative media are addressed solely as a problem without hearing their representatives. This is in conflict with the pluralism requirement, especially when the topic is precisely media diversity.

Violation 2:

Norm: YSO — independence and avoidance of conflicts of interest

Procedure: YLE's own representative (Sami Koivisto) is a guest in a broadcast that addresses media independence, but YLE's own impartiality is never questioned. Koivisto comments on criticism directed at YLE ("orchestration of anti-YLE sentiment") in his employer's broadcast.

Evidence: Timecode approx. 32:00 — Quote: "I quite often detect the activities of media not committed to guidelines. The orchestration of anti-YLE sentiment."

Assessment: The use of YLE's own representative to comment on criticism directed at YLE in YLE's own broadcast is a structural conflict of interest that is in conflict with the independence principle of the YSO.

Violation 3:

Norm: YSO — impartiality

Procedure: The broadcast frames "immigration-critical alternative media" as journalistically untrustworthy by linking a political position (immigration-criticism) to a professional deficiency (lack of news criteria) without case-by-case analysis.

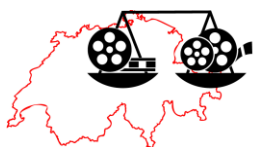
Evidence: Timecode approx. 22:00 — Quote: "especially immigration-critical 'alternative media'. The problem is news criteria."

Assessment: Linking a particular political position to journalistic unreliability without case-by-case evidence is in conflict with the impartiality principle of the YSO.

Overall legal assessment

The broadcast "Independent journalism under threat" contains several procedures that are in conflict with the pluralism requirement of Section 7 of the Act on Yleisradio Oy (1380/1993) and the impartiality and independence principles of YLE's ethical guidelines (YSO). The most serious problems are: (1) guest selection that systematically excludes alternative perspectives; (2) the use of YLE's own representative to comment on criticism directed at YLE without critical challenging; and (3) the linking of a particular political position to journalistic unreliability without case-by-case evidence. These procedures do not individually necessarily exceed the JSN complaint threshold, but together they form a structural imbalance that is in conflict with YLE's statutory obligations. Complaints can be made to the JSN (Council for Mass Media in Finland) or to YLE's administrative council; in particular, the use of YLE's own representative to repel institutional criticism is grounds for a JSN complaint.

SOURCE DEEP ANALYSIS



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IPI (International Press Institute)

1. **FUNDING:** IPI is an international civil society organisation, funded by member organisations from the media industry (including HS and YLE) as well as international foundations. Conflict of interest: IPI's members are mainly representatives of mainstream media — the organisation has an institutional interest in emphasising the position of mainstream media.
2. **MANDATE:** IPI's mandate is to defend press freedom — it is institutionally committed to emphasising threats and valuing traditional media. The mandate is not compatible with neutral assessment of the media ecosystem.
3. **CONFLICT OF INTEREST:** IPI's institutional interest is to emphasise the significance of mainstream media and threats to it — this reinforces the position and funding base of member organisations.
4. **SOURCE TRAFFIC LIGHT:**
 - D1 Conflict of interest: -2 — Member organisations are representatives of mainstream media
 - D2 Personal risk: +1 — Public organisation
 - D3 Expertise: +2 — Expert in press freedom
 - D4 Consistency: +1 — Consistent line
 - D5 Emotionalisation vs. data: 0 — Mix
 - D6 Source level: 0 — Secondary

TOTAL: +2 → SOURCE TRAFFIC LIGHT: YELLOW

5. **COUNTER-VOICE:** Critical analysis of IPI's methodology or an alternative press freedom measure that would also take into account the substantive impartiality of mainstream media — not cited.

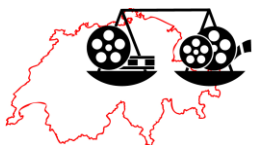
JSN (Council for Mass Media in Finland)

1. **FUNDING:** JSN is a Finnish self-regulatory body, funded by media industry actors (Finnish Newspapers Association, Aikakausmedia, YLE etc.). Conflict of interest: JSN's funders are the organisations whose activities it oversees — this is a structural conflict of interest.
2. **MANDATE:** JSN's mandate is to oversee compliance with journalistic guidelines in its member organisations. The mandate does not cover non-member organisations (alternative media), which is why its use as a quality measure is methodologically questionable.
3. **CONFLICT OF INTEREST:** JSN's institutional interest is to emphasise the significance of the self-regulatory system — this reinforces the position of member organisations relative to non-members.
4. **SOURCE TRAFFIC LIGHT:**
 - D1 Conflict of interest: -2 — Funders are those being overseen
 - D2 Personal risk: +1 — Public organisation
 - D3 Expertise: +2 — Expert in journalistic guidelines
 - D4 Consistency: +1 — Consistent line
 - D5 Emotionalisation vs. data: +1 — Mainly procedural
 - D6 Source level: 0 — Secondary

TOTAL: +3 → SOURCE TRAFFIC LIGHT: YELLOW

5. **COUNTER-VOICE:** Critical analysis of the effectiveness of JSN's self-regulatory system or an independent assessment of its impartiality — not cited.

The analysis has been prepared in accordance with the methodological framework K5+K13 (v2.0), which requires documentation of the triggering event before assessment of asymmetry. All observations are based on evidence directly discernible from the transcript.





OVERALL ASSESSMENT

Individual scores — All 15 criteria

No.	Criterion	Score	Classification
1	Framing	8	••••
2	Word choices	7	••••
3	Expert selection	8	••••
4	Omission	8	••••
5	Presenter behaviour	6	•••
6	Time distribution	5	•••
7	Question asymmetry	6	•••
8	Guilt by association	7	••••
9	Manipulation of figures	4	••
10	Timing	7	••••
11	Image selection	3	••
12	Source selection	7	••••
13	Selective outrage	6	•••
14	False balance	2	•
15	Agenda-Setting	8	••••

AGGREGATE DEVIATION INDEX

6.1/10

Serious deviation from impartiality standard. High deviation rate

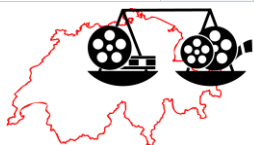
COVERAGE SCORE

4.0/10

Share of perspectives covered

Party-political bias (-5 ... +5)

National Coalition	0	<i>neutral</i>
Finns Party	-3	<i>strongly disadvantaged</i>
SDP	0	<i>neutral</i>
Centre Party	0	<i>neutral</i>



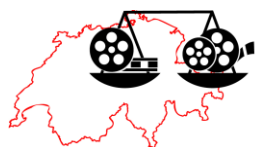
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Greens	0	<i>neutral</i>
Left Alliance	0	<i>neutral</i>
SFP	0	<i>neutral</i>
KD (Christian Democrats)	0	<i>neutral</i>

Scale: -5 = strongly disadvantaged, 0 = neutral, +5 = strongly favoured. Values refer to representation and airtime in this broadcast.



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LEGEND — Meaning of scores

Individual scores per criterion (0–10)

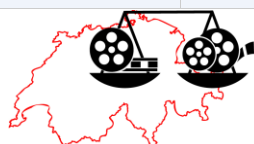
0	No observation	No significant deviation observed.
1–2	Weak observation	Mild deviation without material impact on impartiality.
3–4	Mild–moderate observation	Identifiable tendency; materiality of impact minor–moderate.
5	Moderate observation, with impact	Material bias that affects audience opinion formation.
6	Significant observation (threshold)	Scores of 6 and above are classified as significant observations.
7	Significant observation	Clear, well-documented bias with a clear impact.
8–9	Serious observation	Strong bias; multiple documented individual observations in this criterion.
10	Maximum severity	Systematic, cross-cutting bias in this criterion.

Aggregate deviation index — Interpretation ranges

0.0 – 2.5	Imperceptible	No significant patterns observed; broadcast meets the impartiality requirement.
2.6 – 4.0	Mild bias	Individual deviations; statistically visible, but within tolerance range.
4.1 – 6.0	Significant bias	Multiple significant observations; material weakening of diversity of perspectives.
6.1 – 8.0	Serious deviation from impartiality requirement. High deviation rate	Strong patterns crossing broadcast boundaries; high materiality of impact.
8.1 – 10	Fundamental systematic one-sidedness. Extremely high bias rate	Maximum severity in almost all criteria; systematically one-sided reporting.

Party-political bias (-5 ... +5)

-5 ... -3	Strongly disadvantaged	Party is significantly under-represented in framing, airtime or presentation.
-2 ... -1	Mildly disadvantaged	Identifiable but mild disadvantaging.
0	Neutral	No discernible favouring or disadvantaging.

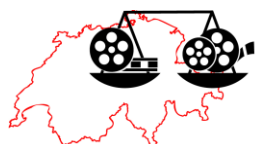


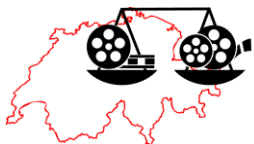


+1 ... +2	Mildly favoured	Identifiable but mild favouring.
+3 ... +5	Strongly favoured	Party is significantly over-represented in framing, airtime or presentation.

Legal and methodological framework

Not a fact verification	The results presented are not fact verifications of individual persons, editorial teams or broadcasts. They are the result of standardised operationalisation, not a determination of individual responsibility.
Not a legal assessment	The aggregate deviation index does not replace a legal assessment under Section 7 of the Act on Yleisradio Oy. The assessment of whether a particular broadcast violates statutory requirements falls exclusively within the competence of the competent authorities (in particular Traficom).
Not proof of causality	Statistical correlations must not be interpreted as evidence of causal connections or editorial intentions. Deviation values may be influenced by topic selection, news situation, political controversy or format logic.
Not an assessment of intent	The analysis measures the observable structural characteristics of broadcasts. A score of 7 means that a significant bias was observed — not that the editorial team intended it. The methodology makes no claims about motives or strategic objectives.
Heuristic comparison tool	The index serves comparative pattern recognition across thousands of broadcasts, not precise metric measurement of individual segments. Threshold values serve heuristic orientation, not precise legal classification.





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Assessments and membership at SVFAB

At SVFAB.ch you will find detailed assessments and you can also order analyses of any broadcast (billed separately).
To ensure the quality of our work we are dependent on member- and supporter fees.

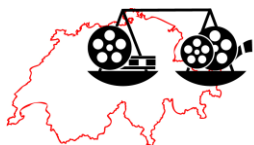
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The following books are available from SVFAB

Orders at www.svfab.ch or kontakt@svfab.ch



Unbalanced reporting is the response to the Swiss Halving Initiative: manipulation techniques are explained in detail, from personnel selection to source selection. 15 principles are then explained: omission, framing, temporal framing, guilt by association, emotionalisation, removal of context and much more, illustrated with numerous examples. It also becomes visible where we ourselves apply these techniques — which promotes not only awareness but also empathy.

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

Also available as an **audiobook**.

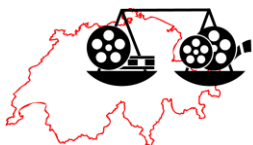


An interview is not a conversation. It is a stage — and someone else has written the script.

Those who do not know this deliver material. Good quotes that are cut wrongly. Correct statements that end up in the wrong context. Honest answers that are framed as admissions.

This book is not a media criticism book. It is a toolkit — for everyone who has a microphone in front of them and wants to know what can be done about it. 7 chapters. 7 tools: What an interview really is. The 7 most common traps. The three basic principles of sovereignty — anchoring, reframing, setting limits. 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 that they stop playing along — and start shaping it. In A5 format. Straightforward. For preparation, as a reference work, for follow-up and for difficult situations



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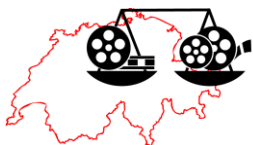
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You think you see the world. In reality you see the frame, that someone has placed around it. Framing is the world's oldest and most elegant manipulation technique. It does not change the facts – it changes what, we think about them. What we feel. What we believe. How we decide. And it works – because we all are part of it. Every day. Without being aware of it. You too. This book is not a dry textbook. It is a workbook – playful, direct and full of real-life examples. You will learn not only how, others frame you but also, how you, frame others – and how – ja you can use this technique consciously and ja fairly. For those who understand framing see the world more clearly. Hear the news differently. Conduct conversations more confidently. And no longer allow a frame chosen by someone else to be so easily imposed on them.

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

Framing with style. Because the frame changes everything.



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