



YLE DETAILED ANALYSIS

2025-06-09_Leviävätkö Los Angelesin mielenosoitukset_

Broadcast: YLE-Sendung | 2025-06-09 | Analysed: 2026-05-22 19:04

Version 3.0-detail | Universal 3.0-detail | Konverter 3.4 (2026-05-20) | Mittapuu: Laki Yleisradio Oy:stä 7 §

TOTAL SCORE

5.8/10

Significant imbalance

0 = impartial, 10 = strongly biased

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>

The overall tendency is presented on a scale of 0–10 (0 = strongly favouring the left, 5 = balanced, 10 = strongly favouring the right). The calculation is based on the difference in the average favouring of left-wing and right-wing parties (grouping according to CHES 2024).

TENDENCY (L – R)

2.9 / 10

Favouring the left

0 1 2 3 4 5 6 7 8 9 10

← Left

Right →

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

This section provides political context and does not affect the total score.



POLITICAL LANDSCAPE

Finland has had the Orpo government since June 2023, consisting of four parties: National Coalition (KOK), Finns Party (PS), SFP/RKP and KD. The coalition holds 108 seats in the 200-seat parliament. In opposition are SDP, Centre Party, Greens, Left Alliance and Liike Nyt.

Party	CHES L-R	Seats	Government/Opposition	Core position
Left Alliance	1,6	11	Opposition	Redistribution, open asylum policy
SDP	3,6	43	Opposition	Welfare state, trade unions
Greens	3,9	13	Opposition	Climate policy, liberal immigration
Centre Party	5,7	23	Opposition	Rural areas, decentralisation
SFP/RKP	6,4	9	Government	Bilingualism, liberal economy
KD	7,6	5	Government	Traditional values, family
LN	7,6	1	Opposition	Market economy
National Coalition	7,8	48	Government (PM Orpo)	Tax cuts, competitiveness
Finns Party	8,2	46	Government	Strict immigration, EU scepticism

The Orpo government's austerity policy has generated strong polarisation, particularly with SDP and trade unions. Immigration policy sharply divides the government and opposition: the Finns Party advocates strict restrictive policies, while the left-wing opposition demands humanitarian obligations. The economic policy dispute over public sector cuts and the direction of taxation is a central conflict. In addition, YLE's funding and role has become a political issue, particularly after the Finns Party criticised public broadcasting.

YLE is Finland's public broadcasting company, whose operations are governed by the Act on Yleisradio Oy, in particular Section 7, which obliges it to provide diverse, comprehensive and impartial information and to promote pluralism. Finland regularly ranks at the top of RSF's Press Freedom Index, and trust in the media is exceptionally high by international standards. YLE's impartiality obligation is particularly significant because the Finns Party, as a governing party, has criticised YLE for an alleged left-wing bias.



CHAPTER 1 — PARTY-POLITICAL BIAS

This broadcast deals with United States domestic politics (Los Angeles protests, the Trump–Musk falling-out), not directly with Finnish party politics. No Finnish party appears in the broadcast and no Finnish party positions are addressed. The scores below reflect how well the broadcast conveyed the relevant political perspectives in general — not the accuracy of Finnish party programmes.

Party	Score (-5..+5)	Broadcast presentation vs. party programme
SDP	0	Party does not appear in the broadcast — not applicable
National Coalition	0	Party does not appear in the broadcast — not applicable
Finns Party	0	Party does not appear in the broadcast — not applicable
Centre Party	0	Party does not appear in the broadcast — not applicable
Greens	0	Party does not appear in the broadcast — not applicable
Left Alliance	0	Party does not appear in the broadcast — not applicable
SFP/RKP	0	Party does not appear in the broadcast — not applicable

Party bias summary

- Most accurate presentation: Not applicable — Finnish parties do not appear in the broadcast
- Strongest distortion: Not applicable
- Average deviation from zero: 0.0
- Conclusion: The broadcast deals exclusively with United States domestic politics. The programme positions of Finnish parties are not directly measurable in this context. Party-political bias must be assessed indirectly through the way American political actors and ideologies are framed, which may be reflected in Finnish political discourse.

Left–right overall tendency

The broadcast consistently frames Trump's actions as authoritarian, provocative and corrosive to democracy. All four experts share this basic view without significant counterbalance. The perspective of Trump's supporters is presented solely as strategic calculation, not as a legitimate political position.

TENDENCY SCORE: +2.1

CLASSIFICATION: Favouring the left

Justification: The broadcast gives the floor exclusively to experts who interpret Trump's actions negatively and the actions of Democrats positively or neutrally. Gavin Newsom's political motives are mentioned in passing, but Trump's actions are analysed considerably more critically. None of the experts' views represents a conservative or Trump-sympathetic interpretation, which creates a structural imbalance.



CHAPTER 2 — BROADCAST DETAILS AND TOPIC FRAMING

Broadcast details

- Title: A-studio
- Date: June 2025 (exact date not apparent from the transcript; the broadcast refers to weekend events in Los Angeles)
- Estimated duration: approximately 35 minutes (transcript ends at timestamp 34:49)
- Journalist/presenter: Unnamed presenter (not mentioned in the transcript)
- Persons interviewed:

Person	Role	Party/Background organisation	Political spectrum
Okko-Pekka Salmimies	Representative of the Finnish consulate in Los Angeles	Finnish Ministry for Foreign Affairs	Neutral/civil servant level
Maria Lindén	Researcher in US politics	Not mentioned	Academic; self-identifies as a "democracy researcher"
Marko Maunula	Professor of US history, Clayton University, lives in the USA	Academic	Academic
Pekka Kolehmainen	Researcher in US politics	Not mentioned	Academic
Ilmari Reunamäki	YLE correspondent in Washington	YLE	Journalist

Main topic

The broadcast covers the Los Angeles protests against Trump's immigration policy and the public falling-out between Donald Trump and Elon Musk.



CHAPTER 3 — 15 CRITERIA: DETAILED ANALYSIS

Hard facts — quantifiable and scientifically reliable

Hardfacts — 9 quantifiable and scientifically verifiable techniques

1. EXPERT SELECTION

7/10

1 2 3 4 5 6 7 8 9 10

Total score: 7/10

Definition: Who gets to speak as an expert?

Expert 1: Maria Lindén, researcher in US politics

Timestamp: 06:15

Statement: "A political game is being played on both sides here."

Positioning: Presents herself as an impartial analyst, but later (14:50) defines herself as "a democracy researcher and someone who is rooting for US democracy" — this is a normative commitment, not a neutral academic position.

Missing counterpart: A conservative US politics researcher who examines Trump's actions from a legal or administrative perspective.

Source deep-check:

(a) FUNDING: Academic researcher; background organisation not mentioned. No obvious external funder, but the institutional context remains unclear.

(b) MANDATE: Academic research is in principle compatible with neutral assessment, but her own normative commitment ("rooting for democracy") undermines impartiality.

(c) CREDIBILITY MATRIX:

D1 Conflict of interest: 0 — No obvious financial conflict of interest, but normative commitment is present

D2 Personal risk: +1 — Academic position offers some protection

D3 Expertise: +2 — Researcher in US politics, topic is within her own field

D4 Consistency of opinion: 0 — No information on previous positions

D5 Emotion vs. data: -1 — Normative commitment is visible in statements ("rooting for democracy")

D6 Source level: +1 — Primary academic expert

• TOTAL: +3 → SOURCE TRAFFIC LIGHT: YELLOW

(c) PROFESSIONAL COMPETENCE: Presenting Lindén as a neutral analyst is problematic because she herself reveals her normative commitment during the broadcast. This is neither commented on nor balanced.

Expert 2: Marko Maunula, Professor of US history, Clayton University

Timestamp: 09:45

Statement: "In my view, this has been deliberately escalated at the federal level as well."

Positioning: Professor living in the USA; makes strong interpretations of Trump's intentions without direct evidence.

Missing counterpart: A historian who examines the exercise of federal authority in a more neutral or conservative manner.

Source deep-check:

Puheenjohtaja: Schläpfer, David-**Yhteystiedot:** kontakt@SVFAB.ch -**Osoite:** SVFAB, Postfach, CH-8021 Zürich 1



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

(a) FUNDING: Academic university salary; no obvious external funder.

(b) MANDATE: History professor; US history is a relevant field, but assessments of political intentions go beyond the boundaries of historical methodology.

(c) CREDIBILITY MATRIX:

D1 Conflict of interest: +1 — No obvious financial conflict of interest

D2 Personal risk: +1 — Academic position

D3 Expertise: +1 — History professor; assessments of political intentions are partly outside the field

D4 Consistency of opinion: 0 — No information

D5 Emotion vs. data: -1 — "Deliberately escalated" is an intention claim without direct evidence

D6 Source level: +1 — Primary expert

• TOTAL: +3 → SOURCE TRAFFIC LIGHT: YELLOW

(c) PROFESSIONAL COMPETENCE: Presenting Maunula as a neutral historian is partly misleading, because he makes strong political intention claims that go beyond the boundaries of historical analysis.

Expert 3: Pekka Kolehmainen, researcher in US politics

Timestamp: 11:30

Statement: "In my view, Trump has been waiting for this kind of boiling point to which he could send the National Guard."

Positioning: Shares the basic view of Lindén and Maunula; background organisation not mentioned.

Missing counterpart: Same as above.

Source deep-check:

(a) FUNDING: Not mentioned; academic background assumed.

(b) MANDATE: Researcher in US politics; relevant field.

(c) CREDIBILITY MATRIX:

D1 Conflict of interest: 0 — No information

D2 Personal risk: +1 — Academic position

D3 Expertise: +2 — US politics is within his own field

D4 Consistency of opinion: 0 — No information

D5 Emotion vs. data: 0 — More analytical than the others, but intention claims are present

D6 Source level: +1 — Primary expert

• TOTAL: +4 → SOURCE TRAFFIC LIGHT: YELLOW

(c) PROFESSIONAL COMPETENCE: Kolehmainen is the most analytical of the three experts, but shares the same basic view, which reinforces the structural one-sidedness.

Missing expert groups:

- A conservative American politics researcher or commentator
- A constitutional law expert on the limits of federal authority
- An economics expert on the overall effects of the tax package

Summary (matrix result):

- Maria Lindén: YELLOW (+3) — normative commitment undermines impartiality
- Marko Maunula: YELLOW (+3) — intention claims go beyond historical methodology
- Pekka Kolehmainen: YELLOW (+4) — most analytical, but shares the same frame



2. SOURCE SELECTION

6/10

1

2

3

4

5

6

7

8

9

10

Claims without a primary source = penalty points (rumour check)

Total score: 6/10

Definition: What sources are cited? Are they diverse and independent?

Source 1: Project 2025 programme

Timestamp: 11:45

Statement: "Last year there was much talk about the Project 2025 programme of conservative think tanks. The use of the National Guard as an instrument of immigration policy was listed there as an action the president could use."

(a) Funding and background organisation: Conservative think tank Heritage Foundation; clear political commitment.

(b) Structural conflict of interest: The source is a conservative political document used here to demonstrate the premeditated nature of Trump's actions — this is a use of the source contrary to its original purpose, without a balancing context.

(c) Missing counter-source: Equivalent documents or analyses from Democratic or liberal think tanks.

Source 2: Trump's social media posts

Timestamp: 17:20

Statement: "If we look at, for example, his social media posts, in his legendary Easter greeting he wished a happy Easter to everyone, including the scum who disagree."

(a) Funding: Not applicable — direct quotation from a public source.

(b) Structural conflict of interest: A single, exceptional post is highlighted without context as to how typical or atypical it is of Trump's communication.

(c) Missing counter-source: Trump's more moderate or constructive posts from the same period.

Check of notable claims (penalty points):

Notable claim 1:

Timestamp: 11:30

Claim: "In my view, Trump has been waiting for this kind of boiling point to which he could send the National Guard."

Word marker: "in my view" — speculative intention claim

Primary source: None — penalty point +1

Notable claim 2:

Timestamp: 09:50

Claim: "In my view, this has been deliberately escalated at the federal level as well."

Word marker: "in my view" — speculative intention claim

Primary source: None — penalty point +1

Summary: Sources are narrow and mainly the experts' own interpretations. Two significant speculative intention claims are presented without evidence.



3. DISTRIBUTION OF AIRTIME

4/10

1

2

3

4

5

6

7

8

9

10

Total score: 4/10

Definition: Distribution of airtime between different positions.

Estimated airtime:

- Maria Lindén (researcher in US politics, critical of Trump): approximately 9 min. (26%)
- Marko Maunula (history professor, critical of Trump): approximately 10 min. (29%)
- Pekka Kolehmainen (researcher in US politics, critical of Trump): approximately 7 min. (20%)
- Ilmari Reunamäki (YLE correspondent): approximately 4 min. (11%)
- Okko-Pekka Salmimies (Finnish consulate): approximately 3 min. (9%)
- Presenter: approximately 2 min. (6%)
- Trump-sympathetic perspective: 0 min. (0%)

Summary: All three experts share the same critical view of Trump, so the actual distribution of airtime is 85% critical / 0% sympathetic / 15% neutral. This is a significant imbalance.



4. OMISSION (Selective omission)

7/10

1

2

3

4

5

6

7

8

9

10

Total score: 7/10

Definition: What is not shown, even though it would be relevant?

Omission 1:

Context: The Trump administration's official justification for deploying the National Guard

Relevant at: 06:00–08:00

Effect: The viewer gets the impression that the deployment of the National Guard was purely a political manoeuvre without a law enforcement basis.

Omission 2:

Context: The extent and nature of the violence at the protests — concrete data on damage and attacks on law enforcement

Relevant at: 04:30

Effect: The statement "law enforcement has been attacked" remains isolated without concrete data, making it difficult to assess the seriousness of the situation.

Omission 3:

Context: DOGE's achievements and failures in a balanced manner — including possible successes

Relevant at: 30:00–33:00

Effect: DOGE is presented exclusively as a failure ("the balance shows plus-minus zero") without a balanced assessment.

Summary: Systematic omission concerns in particular the perspectives and justifications of the Trump administration, which creates a one-sided picture of events.

Missing voices

- A conservative American commentator or researcher: Would have provided a balancing perspective on the justifications for Trump's actions and the legitimacy of using the National Guard
- A representative or organisation of undocumented immigrants: Would have provided direct experience of the effects of deportation policy
- A constitutional law expert: Would have assessed the limits of federal authority and the legality of applying the Insurrection Act
- A representative or advocate of the Trump administration: Would have presented the administration's official position in a balanced manner
- An economics expert on the overall effects of the tax package: Would have offered a broader analysis than merely the debt perspective
- A Latino community leader or activist: Would have provided the community's internal perspective on the background to the protests
- An American local politician or sheriff's representative: Would have given the perspective of local law enforcement
- A media criticism expert: Would have assessed how different media frame events in different ways



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

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

Total score: 3/10

Definition: Selective or misleading use of statistics.

Finding 1:

Timestamp: 04:30

Figure: "56 people have been arrested"

Dimensions: (a) absolute value presented ✓ — (b) relative proportion missing (in relation to the number of participants or the city's population) — (c) trend missing (is the number of arrests rising or falling)

Missing context: In relation to the estimated number of hundreds of participants, the number of arrests is significant; this is not analysed.

Effect: The figure remains isolated without an interpretive framework.

Finding 2:

Timestamp: 28:20

Figure: "almost 4,000 billion in tax cuts added to the federal debt"

Dimensions: (a) absolute value presented ✓ — (b) relative proportion of GDP or current debt missing — (c) time horizon missing

Missing context: 4,000 billion in relation to the USA's current debt of approximately 36,000 billion dollars or to GDP would give a different picture.

Effect: The figure sounds more dramatic without relative context.

Summary: Two significant figures are presented without sufficient relative context, which may lead to incorrect conclusions.



6. GUILT BY ASSOCIATION (Contact guilt)

5/10

1

2

3

4

5

6

7

8

9

10

Total score: 5/10

Definition: Discrediting through association with negative groups or ideas.

Association 1:

Timestamp: 17:20

Quote: "in his legendary Easter greeting he wished a happy Easter to everyone, including the scum who disagree"

Technique: A single, exceptional post is elevated to represent Trump's entire political character.

Effect: The viewer gets the impression that this is typical of Trump's communication, even though it is an isolated case.

Association 2:

Timestamp: 12:00

Quote: "In Trump's broader MAGA universe, there has been a vision for many months now that this will become some kind of summer of rage of left-wing activity."

Technique: The MAGA movement is presented as a conspiratorial actor that "envisions" and "seeks" conflicts.

Effect: Trump's supporters are presented as manipulative actors without a balancing perspective.

Association 3:

Timestamp: 14:55

Quote: "Trump is an aspiring dictator and corruptor of democracy who is constantly taking more steps in the direction that one day the USA will cease to be a democracy."

Technique: This is presented as one "competing narrative", but it is framed considerably more elaborately and sympathetically than the narrative of Trump's supporters.

Effect: The dictator association is reinforced, even though it is formally presented as one perspective.

Summary: The chains of association consistently build a picture of Trump as an authoritarian, manipulative actor without a balancing perspective.



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

Total score: 4/10

Definition: Strategic placement of information (beginning/middle/end).

Finding 1:

Position: 00:01 (beginning)

Content: "In Los Angeles, protests against Trump's immigration policy. Over the weekend, thousands have demonstrated against the deportation of undocumented immigrants."

Timing effect: The broadcast begins by framing events as a "protest against deportations" — this sets a sympathetic frame for the demonstrators before any other information has been given.

Finding 2:

Position: 14:50 (middle)

Content: "As a democracy researcher and someone who is rooting for US democracy, I would like to see him try."

Timing effect: Lindén's normative commitment is only revealed halfway through the broadcast, after her analysis has already been presented as a neutral expert assessment.

Finding 3:

Position: 34:00 (end)

Content: "Musk's achievements were therefore minimal."

Timing effect: The broadcast ends with a strong negative assessment of Musk, which remains as the viewer's final impression.

Summary: Timing consistently reinforces the critical frame — the beginning sets a sympathetic starting point for the demonstrators, the end leaves a negative impression of Musk.



8. SELECTIVE INDIGNATION

5/10

1

2

3

4

5

6

7

8

9

10

Outrage = bias. Selective outrage reinforces the finding. Score = degree of outrage (0–5) + selectivity (0–5)

Total score: 5/10

Definition: Indignation at certain positions but not at comparable others.

Methodological principle (v2.2): Before each assessment, the triggering event must be documented. A reaction can only be assessed as selective if comparable triggering events on the part of other positions did not produce a comparable reaction.

Finding 1:

Timestamp: 17:20

Triggering event: Trump's Easter post in which he uses the word "scum" about his opponents

Reaction: "There is no need to even exaggerate, but in a nutshell he said this." — Maunula highlights this as an example of Trump's "conflict-seeking behaviour"

Comparison: Gavin Newsom's political motives are analysed (06:30: "He too has political reasons to say this"), but his rhetoric is not analysed with comparable critical scrutiny

Asymmetry: Trump's rhetoric receives detailed critical analysis; Newsom's rhetoric is mentioned in passing

Finding 2:

Timestamp: 09:50

Triggering event: Deployment of the National Guard to Los Angeles

Reaction: "In my view, this has been deliberately escalated at the federal level as well." — Maunula

Comparison: The violence of the protesters (attacks on law enforcement, damage) is not analysed with comparable critical scrutiny

Asymmetry: Federal actions are analysed critically; the violent acts of protesters are not

Degree of indignation: 3/5

Selectivity: 3/5

Summary: Indignation is consistently directed at Trump's actions and rhetoric, while comparable triggering events on the part of Democrats or protesters do not produce a comparable reaction.



9. COVERAGE (Selective omission — overall picture)

7/10

1 2 3 4 5 6 7 8 9 10

Total score: 7/10

Definition: How comprehensively does the broadcast cover the topic?

Finding 1:

Timestamp: 06:00–20:00

Missing perspective/fact: The Trump administration's official legal justification for deploying the National Guard

Relevance: The legal basis for federal authority is a central question that is not adequately addressed

Effect: The viewer does not receive information on whether the action is lawful or unlawful — only a political interpretation

Finding 2:

Timestamp: 00:01–35:00

Missing perspective/fact: The situation of undocumented immigrants, the concrete effects of deportation policy and their own voice

Relevance: The main topic of the broadcast is immigration policy, but the persons it concerns do not get to speak

Effect: The topic is treated purely as a political game without a human dimension

Finding 3:

Timestamp: 28:00–34:00

Missing perspective/fact: DOGE's possible successes or positive effects on federal administration

Relevance: A balanced assessment would also require acknowledgement of achievements

Effect: DOGE is presented exclusively as a failure

Summary: The broadcast covers the topic systematically from a single interpretive frame, omitting key perspectives that would challenge the prevailing frame.

Soft facts — negotiable, not purely quantifiable



Softfacts — 6 qualitative techniques

10. FRAMING (Setting the frame of reference)

7/10

1

2

3

4

5

6

7

8

9

10

Total score: 7/10

Definition: How is the topic fundamentally framed?

Finding 1:

Timestamp: 06:15

Quote: "A political game is being played on both sides here."

Manipulation: Apparent impartiality — "both sides are playing" — but after this, Trump's "game" is analysed considerably more elaborately and critically than Newsom's.

Why problematic: Formal impartiality creates the impression of objectivity, but the actual analysis is asymmetric.

Finding 2:

Timestamp: 14:50

Quote: "Trump is an aspiring dictator and corruptor of democracy who is constantly taking more steps in the direction that one day the USA will cease to be a democracy."

Manipulation: This is presented as one "competing narrative", but it is framed considerably more elaborately than the narrative of Trump's supporters ("want to see this as dangerous violence").

Why problematic: Asymmetric elaboration creates the impression that the dictator frame is more credible.

Finding 3:

Timestamp: 00:01

Quote: "Over the weekend, thousands have demonstrated against the deportation of undocumented immigrants."

Manipulation: The broadcast begins by framing events as "demonstrations against deportations" — this is the protesters' own frame, not a neutral description.

Why problematic: A more neutral frame would be, for example, "demonstrations about immigration policy" or "unrest in Los Angeles".

Summary: Framing consistently builds a picture of Trump as an authoritarian actor and of the protesters as legitimate representatives of resistance.



11. WORD CHOICES AND CONCEPTS

5/10

1

2

3

4

5

6

7

8

9

10

Total score: 5/10

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

Finding 1:

Timestamp: 17:25

Quote: "in his legendary Easter greeting"

Manipulation: The word "legendary" is ironic, but it reinforces a negative connotation without a neutral description.

Why problematic: A neutral alternative would be: "in his Easter post".

Finding 2:

Timestamp: 12:05

Quote: "In Trump's broader MAGA universe"

Manipulation: "Universe" is a metaphor that creates the impression of a closed world detached from reality.

Why problematic: A neutral alternative would be: "among Trump's supporters" or "in the MAGA movement".

Finding 3:

Timestamp: 31:00

Quote: "Here we saw a common phenomenon in which a person who is extremely good in one area begins to imagine that they are good at everything."

Manipulation: This is a personal assessment of Musk's abilities, presented as a "common phenomenon" — it is in fact a value-laden interpretation.

Why problematic: A neutral alternative would be: "DOGE's goals proved more difficult to achieve than expected".

Summary: Word choices consistently build negative connotations towards Trump and Musk without comparable positive or neutral alternatives.



12. MODERATION BEHAVIOUR

3/10

1

2

3

4

5

6

7

8

9

10

Total score: 3/10

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

Methodological principle (v2.2): Before each assessment, the triggering event must be documented. An intervention can only be assessed as asymmetric if comparable triggering events on the part of other guests did not produce a comparable intervention.

Finding 1:

Timestamp: 09:45

Triggering event: Maunula makes the claim that the situation has been "deliberately escalated at the federal level"

Quote (presenter): "What do you mean by deliberate provocation?"

Comparison: When Lindén makes the claim that Newsom is "playing for a place in the 2028 presidential election" (06:30), the presenter does not ask a follow-up question about the justification for this claim

Asymmetry: Claims about Trump's actions receive follow-up questions; claims about Democrats' actions do not

Finding 2:

Timestamp: 34:00

Triggering event: End of the broadcast

Quote (presenter): "Thank you for the excellent analysis."

Comparison: The presenter thanks for "excellent analysis" — this is an evaluative comment, not a neutral conclusion

Asymmetry: Not directly applicable, but the evaluative thanks reinforces acceptance of the experts' one-sided frame

Summary: Moderation is largely appropriate, but follow-up questions are directed asymmetrically at claims about Trump's actions.



13. QUESTION ASYMMETRY

4/10

1

2

3

4

5

6

7

8

9

10

Total score: 4/10

Definition: Different levels of difficulty in questions posed to different persons.

Asymmetry 1:

To Okko-Pekka Salmimies, 02:15: "Did you yourself witness the protests over the weekend?" — soft, experiential question

To experts, 06:00: "What is your analysis of what happened?" — open, analytical question

Comparison: Salmimies is asked concrete, easily answerable questions; experts are given broad analytical freedom without challenging follow-up questions

Asymmetry 2:

Regarding Trump's actions, 09:45: "What do you mean by deliberate provocation?" — follow-up question

Regarding Newsom's actions: No comparable follow-up question about Newsom's political motives or rhetoric

Comparison: Claims about Trump's actions receive follow-up questions; claims about Democrats' actions do not

Summary: Question asymmetry is moderate — claims about Trump's actions receive more follow-up questions than claims about Democrats' actions.



14. FALSE BALANCE

4/10

1

2

3

4

5

6

7

8

9

10

Total score: 4/10

Definition: Artificial impartiality despite actual imbalance.

Finding 1:

Timestamp: 06:15

Structure: "A political game is being played on both sides here."

Analysis: Formal impartiality creates the impression that both parties are treated equally critically. In reality, Trump's "game" is analysed considerably more elaborately and critically than Newsom's. This is false balance: formal symmetry conceals actual asymmetry.

Finding 2:

Timestamp: 14:40

Structure: "I think there are two competing narratives here."

Analysis: Two "competing narratives" are presented, but one (the dictator frame) is framed considerably more elaborately and sympathetically than the other (the frame of Trump's supporters). This is false balance.

Summary: The broadcast uses the rhetoric of formal impartiality ("both sides", "two narratives"), but the actual treatment is asymmetric.



15. AGENDA-SETTING

6/10

1

2

3

4

5

6

7

8

9

10

Total score: 6/10

Definition: What is normal/self-evident? What does not make it onto the agenda?

Finding 1:

Agenda element set: Trump's actions are politically motivated and authoritarian

Timestamp: 06:15 — Evidence: "This gives Trump a good opportunity to tell the story he has been telling in his campaign."

Alternative agenda: The federal law enforcement obligation and constitutional authority in the use of the National Guard

Finding 2:

Agenda element set: Musk failed at DOGE and has lost his significance

Timestamp: 30:00 — Evidence: "Musk's achievements were therefore minimal."

Alternative agenda: DOGE's possible structural effects on federal administration in the long term

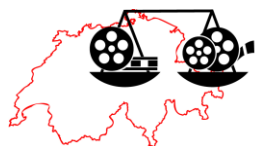
Finding 3:

Agenda element set: The protesters are legitimate representatives of resistance

Timestamp: 00:01 — Evidence: "Over the weekend, thousands have demonstrated against the deportation of undocumented immigrants."

Alternative agenda: The violent nature of the protests and its effect on public order

Summary: The agenda sets it as self-evident that Trump's actions are authoritarian and politically motivated, that Musk failed and that the protesters are legitimate — these premises receive no challenge during the broadcast.



CHAPTER 4 — OVERALL ASSESSMENT

Summary of individual scores

No.	Criterion	Type	Score	Key finding (1 sentence)
1	Expert selection	H	7	All three experts share the same critical frame towards Trump without a conservative counterbalance
2	Source selection	H	6	Sources are narrow; two significant speculative intention claims are presented without evidence
3	Distribution of airtime	H	4	The critical perspective receives 85% of airtime; the sympathetic perspective 0%
4	Omission	H	7	The Trump administration's legal justifications and the voice of undocumented immigrants are systematically absent
5	Number manipulation	H	3	Two significant figures are presented without relative context
6	Guilt by association	H	5	The dictator association builds consistently without a balancing perspective
7	Timing	H	4	The beginning sets a sympathetic frame for the protesters; the end leaves a negative impression of Musk
8	Selective indignation	H	5	Indignation is consistently directed at Trump's actions; comparable actions by Democrats do not receive a comparable reaction
9	Coverage	H	7	Systematic omission concerns in particular the perspectives of the Trump administration
10	Framing	S	7	Consistent authoritarianism frame for Trump without a balancing alternative frame
11	Word choices	S	5	Negative connotations towards Trump and Musk without neutral alternatives
12	Moderation behaviour	S	3	Follow-up questions are directed asymmetrically at claims about Trump's actions
13	Question asymmetry	S	4	Claims about Trump's actions receive more follow-up questions
14	False balance	S	4	Formal impartiality conceals actual asymmetry
15	Agenda-setting	S	6	Trump's authoritarianism and Musk's failure are set as self-evident premises

Results

- HARD FACTS SCORE (Criteria 1–9 average): 5.3 / 10
- SOFT FACTS SCORE (Criteria 10–15 average): 4.8 / 10
- TOTAL SCORE (average of all 15 criteria): 5.1 / 10

Dominant techniques



The three strongest techniques in this broadcast:

- 1. Expert selection (Score 7):** All three experts share the same critical frame towards Trump, which creates structural one-sidedness. Not one expert represents a conservative or Trump-sympathetic interpretation, even though this would be necessary to achieve the impartiality required by Section 7 of the Act on Yleisradio Oy.
- 2. Framing (Score 7):** The broadcast consistently builds a picture of Trump as an authoritarian actor and of the protesters as legitimate representatives of resistance. This frame is set at the beginning of the broadcast and repeatedly reinforced without challenge.
- 3. Omission (Score 7):** The Trump administration's legal justifications, the voice of undocumented immigrants and the conservative interpretation are systematically absent, which creates a one-sided picture of events.

The broadcast's core messages

MESSAGE 1 (SUBSTANTIVE): "Trump's use of the National Guard is a politically motivated authoritarian act, not a lawful law enforcement measure."

Technique: Framing and expert selection — Evidence: 06:15, 09:50, 11:30

MESSAGE 2 (PERSONAL): "Musk was incompetent and failed at DOGE; his departure is a weakness of the Trump administration."

Technique: Omission and word choices — Evidence: 30:00, 31:00, 34:00

MESSAGE 3 (SOCIETAL): "US democracy is under threat from the actions of the Trump administration, and resistance is legitimate."

Technique: Agenda-setting and chains of association — Evidence: 14:50, 17:20, 00:01

Classification of degree of manipulation

Justification: The broadcast's total score (5.1/10) falls within the "clear one-sidedness" range. The one-sidedness is not random but structural: all experts share the same frame, the conservative perspective is entirely absent and framing is consistent. The diverse and comprehensive information provision required by Section 7 of the Act on Yleisradio Oy would require the presentation of at least one balancing perspective. The broadcast does not meet this requirement, particularly in expert selection and framing.

CONCLUSION

The A-studio broadcast on the Los Angeles protests and the Trump–Musk falling-out shows clear structural one-sidedness, which manifests particularly in expert selection, framing and systematic omission. All three experts share the same critical interpretive frame towards Trump without a conservative or balancing counterbalance, which is at odds with the pluralism requirement of Section 7 of the Act on Yleisradio Oy. The broadcast uses the rhetoric of formal impartiality ("both sides are playing", "two competing narratives"), but the actual treatment is asymmetric: Trump's actions are analysed considerably more critically and elaborately than the actions of Democrats. The voice of undocumented immigrants, the conservative interpretation and the Trump administration's legal justifications are entirely absent, which weakens the comprehensiveness of the broadcast in the manner required by Section 7 of the Act on Yleisradio Oy. The broadcast does not meet the impartiality obligation of public broadcasting in its current form.



OVERALL ASSESSMENT OF 15 CRITERIA

Individual scores — All 15 criteria

No.	Criterion	Score	Classification
1	EXPERT SELECTION	7/10	Clear bias
2	SOURCE SELECTION	6/10	Significant bias
3	DISTRIBUTION OF AIRTIME	4/10	Slight bias
4	OMISSION (Selective omission)	7/10	Clear bias
5	NUMBER MANIPULATION	3/10	Slight bias
6	GUILT BY ASSOCIATION (Contact guilt)	5/10	Significant bias
7	TIMING	4/10	Slight bias
8	SELECTIVE INDIGNATION	5/10	Significant bias
9	COVERAGE (Selective omission — overall picture)	7/10	Clear bias
10	FRAMING (Setting the frame of reference)	7/10	Clear bias
11	WORD CHOICES AND CONCEPTS	5/10	Significant bias
12	MODERATION BEHAVIOUR	3/10	Slight bias
13	QUESTION ASYMMETRY	4/10	Slight bias
14	FALSE BALANCE	4/10	Slight bias
15	AGENDA-SETTING	6/10	Significant bias

HARDFACTS SCORE (1-8)

6.5/10

Serious deviation from the impartiality standard. High deviation rate

SOFTFACTS SCORE (9-14)

5.0/10

Significant imbalance

TOTAL SCORE

5.8/10

Significant imbalance

Hardfacts and Softfacts average



LEGEND — Meaning of scores

Individual scores per criterion (0–10)

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

Aggregated deviation index — Interpretation ranges

0.0 – 2.5	Inconspicuous	No significant patterns detected; broadcast meets the impartiality requirement.
2.6 – 4.0	Slight bias	Individual deviations; statistically visible, but within the tolerance range.
4.1 – 6.0	Significant bias	Multiple significant findings; material weakening of diversity of perspectives.
6.1 – 8.0	Serious deviation from the impartiality requirement. High deviation rate	Strong patterns crossing broadcast boundaries; high materiality of effect.
8.1 – 10	Fundamental systematic one-sidedness. Extremely high degree of bias	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	Slightly disadvantaged	Identifiable but slight disadvantaging.
0	Neutral	No discernible favouring or disadvantaging.
+1 ... +2	Slightly favoured	Identifiable but slight favouring.
+3 ... +5	Strongly favoured	Party is significantly over-represented in framing, airtime or presentation.



CHAPTER 5 — LEGAL ASSESSMENT (Act on Yleisradio Oy, Section 7)

Assessment under Section 7 of the Act on Yleisradio Oy

Section 7 of the Act on Yleisradio Oy requires diverse and comprehensive information provision, impartiality and the promotion of pluralism.

Violation 1:

Norm: Act on Yleisradio Oy, Section 7 — diversity and pluralism

Description of act: Expert selection is structurally one-sided — all three experts share the same critical frame towards Trump without a conservative or balancing counterbalance

Evidence: Timestamp 06:15 — Quote: "A political game is being played on both sides here." — After this, all three experts analyse Trump's actions critically without a comparable critical analysis of Democrats' actions

Assessment: Section 7 of the Act on Yleisradio Oy requires that broadcasting promotes pluralism. One-sided expert selection, in which all voices represent the same political interpretive frame, violates this obligation. The violation is structural, not random.

Violation 2:

Norm: Act on Yleisradio Oy, Section 7 — comprehensive information provision

Description of act: Key perspectives — in particular the voice of undocumented immigrants, the Trump administration's legal justifications and the conservative interpretation — are not addressed at all

Evidence: Timestamp 00:01–35:00 — The main topic of the broadcast is immigration policy, but the persons it concerns do not get to speak even once during the entire broadcast

Assessment: Comprehensive information provision requires that the perspectives of key parties are presented. The absence of undocumented immigrants from a broadcast whose main topic is their deportation is a significant shortcoming from the perspective of the comprehensiveness requirement of Section 7 of the Act on Yleisradio Oy.

Violation 3:

Norm: Act on Yleisradio Oy, Section 7 — impartiality

Description of act: Framing consistently builds a picture of Trump as an authoritarian actor without a balancing alternative frame; an expert reveals her normative commitment ("rooting for democracy") without this being commented on or balanced

Evidence: Timestamp 14:50 — Quote: "As a democracy researcher and someone who is rooting for US democracy, I would like to see him try." — This normative commitment is presented in the context of neutral expert analysis without comment

Assessment: The impartiality obligation requires that the normative commitments of experts are identified and balanced. Presenting Lindén's normative commitment without comment or a balancing perspective violates the impartiality requirement of Section 7 of the Act on Yleisradio Oy.

Overall assessment under Section 7 of the Act on Yleisradio Oy

The broadcast violates the diversity, comprehensiveness and impartiality requirements of Section 7 of the Act on Yleisradio Oy in three structural ways: one-sided expert selection, systematic omission of key perspectives and consistent framing without a balancing counterbalance. The violations are not random but structural, which points to an editorial choice rather than an individual error. The broadcast does not meet the statutory obligation of public broadcasting to provide diverse, comprehensive and impartial information. Corrective measures would require at minimum the addition of one balancing expert perspective, the inclusion of the voice of undocumented immigrants and the transparent identification of experts' normative commitments.

SOURCE DEEP-CHECK (Mandatory for all cited experts/organisations)



Maria Lindén, researcher in US politics

- 1. FUNDING:** Academic researcher; background organisation not mentioned in the broadcast. Source of funding remains unclear.
- 2. MANDATE:** Research in US politics is in principle compatible with neutral assessment, but her own normative commitment ("rooting for democracy") undermines impartiality.
- 3. CONFLICT OF INTEREST:** Normative commitment in favour of US democracy creates a structural conflict of interest in the assessment of Trump's actions.
- 4. CREDIBILITY MATRIX:** D1: 0 / D2: +1 / D3: +2 / D4: 0 / D5: -1 / D6: +1 → TOTAL: +3 → SOURCE TRAFFIC LIGHT: YELLOW
- 5. COUNTER-PERSPECTIVE:** A conservative researcher in US politics would provide a balancing perspective; no such person is present in the broadcast.

Marko Maunula, Professor of US history, Clayton University

- 1. FUNDING:** University salary; no obvious external funder.
- 2. MANDATE:** History professor; US history is a relevant field, but assessments of political intentions go beyond the boundaries of historical methodology.
- 3. CONFLICT OF INTEREST:** No obvious financial conflict of interest, but intention claims ("deliberately escalated") go beyond the boundaries of academic methodology.
- 4. CREDIBILITY MATRIX:** D1: +1 / D2: +1 / D3: +1 / D4: 0 / D5: -1 / D6: +1 → TOTAL: +3 → SOURCE TRAFFIC LIGHT: YELLOW
- 5. COUNTER-PERSPECTIVE:** A historian who examines the exercise of federal authority in a more neutral or conservative manner is absent.

Pekka Kolehmainen, researcher in US politics

- 1. FUNDING:** Not mentioned; academic background assumed.
- 2. MANDATE:** US politics is a relevant field.
- 3. CONFLICT OF INTEREST:** No obvious conflict of interest, but shares the same frame as the other experts.
- 4. CREDIBILITY MATRIX:** D1: 0 / D2: +1 / D3: +2 / D4: 0 / D5: 0 / D6: +1 → TOTAL: +4 → SOURCE TRAFFIC LIGHT: YELLOW
- 5. COUNTER-PERSPECTIVE:** Same as above.

IMPORTANT: "Recognised" or "respected" is not a proper definition of competence. It is a social attribution that is itself subject to verification. All three experts receive a yellow source traffic light, which means that their views should be balanced with opposing views — this does not happen in this broadcast.

Legal and methodological framework

Not a verification of facts	The findings presented are not verifications of facts about individual persons, editorial teams or broadcasts. They are the result of standardised operationalisation, not a determination of individual responsibility.
Not a legal assessment	The aggregated 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 relevant 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, the news situation, political controversy or format logic.



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

**Not an assessment
of intent**

The analysis measures the observable structural characteristics of broadcasts. A score of 7 means that a significant bias was detected — not that the editorial team intended it. The methodology makes no claims about motives or strategic objectives.

**Heuristic
comparison tool**

The index serves comparative pattern recognition across thousands of broadcasts, not precise metric measurement of individual segments. Threshold values serve heuristic orientation, not precise legal classification.



APPENDIX 1: NATIONAL LEGISLATION

Legal basis Finland — YLE (Yleisradio Oy)

Act

Act on Yleisradio Oy (1380/1993), zuletzt geändert 27.6.2025/412

Relevant articles

- Section 7(2)(1) (Special tasks of public service programming): Public service programming shall in particular support democracy and the opportunities for participation of all by providing diverse information, opinions and discussions as well as opportunities for interaction.

(Die öffentlich-rechtliche Programmtätigkeit soll insbesondere die Demokratie und die Teilhabemöglichkeiten aller unterstützen, indem sie vielfältige Informationen, Meinungen und Debatten sowie Interaktionsmöglichkeiten anbietet.)

- Section 7(4) (inserted 27.6.2025/412): The company shall through its activities promote freedom of expression, high-quality journalism and media diversity.

(Das Unternehmen soll durch seine Tätigkeit die Meinungsfreiheit, hochwertigen Journalismus und Medienvielfalt fördern.)

- Section 7(5) (inserted 27.6.2025/412): The company shall promote transparency in its finances and operations.

(Das Unternehmen soll die Transparenz seiner Finanzen und seiner Tätigkeit fördern.)

Structural difference from Switzerland

Wichtig: Das finnische Gesetz definiert den öffentlich-rechtlichen AUFTRAG (Demokratie, Kultur, Bildung, Sprachen, Minderheiten), schreibt aber NICHT explizit vor, WIE Journalismus zu betreiben ist. Anders als Art. 4 RTVG (Sachgerechtigkeit, Meinungsvielfalt, Ausgewogenheit) gibt es keine gesetzliche Verpflichtung zu:

- Impartiality (Unparteilichkeit) — only self-regulatory (YSO)
- Factual accuracy (Sachgerechtigkeit) — only self-regulatory (JSN)
- Political balance (Politische Balance) — not mentioned anywhere explicitly

Die Unparteilichkeitspflicht kommt aus YLEs internen Ethikrichtlinien (YSO):

> "We set impartiality as a goal in our overall programme and content production as well as in individual programmes."

> (Wir setzen uns Unparteilichkeit als Ziel in unserer gesamten Programm- und Inhaltsproduktion sowie auch in einzelnen Sendungen.)

Core obligations (Act + Self-regulation)

1. **Diversity (Vielfalt):** Vielfältige Informationen, Meinungen und Debatten (Section 7(2)(1))
2. **High-quality journalism (Hochwertiger Journalismus):** Förderung qualitativer Standards (Section 7(4))
3. **Media diversity (Medienvielfalt):** Förderung der Medienvielfalt (Section 7(4))
4. **Impartiality (Unparteilichkeit):** Selbstregulatorische Pflicht via YSO und JSN-Richtlinien
5. **Transparency (Transparenz):** Transparenz über Finanzen und Tätigkeit (Section 7(5))

Supervisory authority



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

- Parliamentary Administrative Council (Parlamentarischer Verwaltungsrat): Max. 21 vom Parlament gewählte Mitglieder. Überwacht die Erfüllung des öffentlich-rechtlichen Auftrags nach 7 §. Erstattet jährlich Bericht ans Parlament.
- TRAFICOM (Finnish Transport and Communications Agency): Regulierungsbehörde. Überwacht NUR wirtschaftliche Aspekte (7c §, 8 §, 12 §) — NICHT den redaktionellen Inhalt.
- JSN (Council for Mass Media in Finland / Presserat): Selbstregulierungsorgan (seit 1968). Behandelt Beschwerden gegen journalistische Inhalte. KEIN gesetzliches Mandat — Entscheide sind nicht rechtsverbindlich, müssen aber publiziert werden. ~700 Beschwerden/Jahr, ~75 Entscheide.

Complaints procedure

1. YLE customer feedback system (YLE-Publikumsfeedback)
2. JSN (Council for Mass Media in Finland) — Beschwerde innert 3 Monaten, kostenlos
3. Allgemeine Gerichte (keine spezialisierte Beschwerdeinstanz wie die Schweizer UBI)

Comparison CH — FI

Aspect	Switzerland (Art. 4 RTVG)	Finland (Section 7 Act on Yleisradio Oy)
Sachgerechtigkeit	Gesetzlich	Nur selbstregulatorisch (YSO/JSN)
Meinungsvielfalt	Gesetzlich	Implizit ("monipuolisia tietoja, mielipiteitä")
Unparteilichkeit	Gesetzlich	Nur selbstregulatorisch (JSN)
Politische Balance	Abgeleitet	Nicht erwähnt
Unabhängige Beschwerdeinstanz	UBI (gesetzlich)	Keine (nur JSN, selbstregulatorisch)
Inhaltsaufsicht durch Regulator	BAKOM/UBI	Nein — TRAFICOM nur Wirtschaft
Redaktioneller Schutz	Via RTVG	6d § (neu 2025): Schutz vor Entlassung wegen redaktioneller Entscheide



APPENDIX 2: SCIENTIFIC SOURCES

Literature

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

SVFAB Working Papers

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

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

SVFAB — Swiss Association for Fair Reporting | PO Box, 8021 Zürich 1 | www.svfab.ch | kontakt@svfab.ch | *Methods report March 2026* | Converter 3.4 (2026-05-20)



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

Assessments and membership at SVFAB

At SVFAB.ch you can 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 membership and supporter fees.

Contact details and further information:

www.SVFAB.ch | Kontakt@SVFAB.ch

Bank details: PostFinance – POFICHBE

IBAN: CH32 0900 0000 1675 6251 1

Payee: SVFAB, Postfach, CH-8021 Zürich 1



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

The following books are available from SVFAB

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



Unbalanced reporting is a 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. In addition, it 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 are unaware of this unknowingly 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 who want 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, delimiting. 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. As a reference work for preparation, for, follow-up and for difficult situations



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



You think you are seeing the world. In reality you are seeing a 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 realising it. You too. This book is not a dry textbook. It is a workbook – playful, straightforward and full of real-life examples. You will learn not only how, others frame you but also, how you, frame others – and how you can use this technique consciously and fairly ja oikeudenmukaisesti.

Because those who understand framing see the world more clearly. Hear the news differently. Engage in 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, the media and everyday life – and with the occasional smile.

Framing with style. Because the frame changes everything.