

## YLE DETAILED ANALYSIS

2024-12-01\_Myrkky juomavedessä

Broadcast: YLE broadcast | 2024-12-01 | Analysed: 2026-05-22 18:45

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

### TOTAL SCORE

**4.1/10**

*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 assessed 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 between the average favouring of left-wing and right-wing parties (grouping according to CHES 2024).

### TENDENCY (L – R)

**5.0 / 10**

*Balanced*

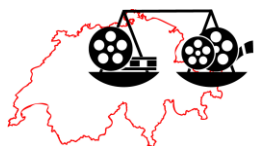
0 1 2 3 4 5 6 7 8 9 10

← Left

Right →

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

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



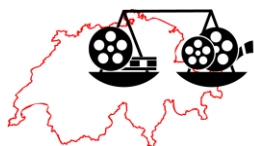
## POLITICAL LANDSCAPE

Finland currently has the Orpo government in office (since June 2023), consisting of four parties: National Coalition (KOK), Finns Party (PS), SFP/RKP and KD — a total of 108 seats out of 200. 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, climate justice
SDP	3,6	43	Opposition	Welfare state, workers' rights
Greens	3,9	13	Opposition	Climate neutrality 2030, liberal immigration
Centre Party	5,7	23	Opposition	Rural livelihoods, decentralisation
SFP/RKP	6,4	9	Government	Bilingualism, economic liberalism
KD	7,6	5	Government	Traditional family, Christian values
Liike Nyt	7,6	1	Opposition	Right-wing liberalism
National Coalition	7,8	48	Government (PM Orpo)	Tax cuts, competitiveness
Finns Party	8,2	46	Government	Strict immigration policy, national sovereignty

The Orpo government's austerity policy has generated strong opposition, particularly from SDP, Left Alliance and trade unions. Immigration policy sharply divides the government and the opposition. Environmental and climate policy is a key point of contention, with the governing parties favouring a technology-neutral approach and the opposition pushing for stricter emissions targets. YLE's funding and editorial line are a particular target of criticism from the Finns Party.

YLE is a 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 public trust in the media is exceptionally high by international standards. YLE has a special duty to serve all citizens equally regardless of political affiliation.



## CHAPTER 1 — PARTY-POLITICAL BIAS

This MOT episode deals with PFAS chemicals from an environmental and health perspective. The episode does not directly address party politics and no party is mentioned by name. Assessing party programme positions is therefore largely inapplicable to this episode. The following assesses the extent to which parties' environmental and industrial policy positions are implicitly present or left unaddressed.

Party	Score (-5..+5)	Broadcast presentation vs. programme position
SDP	0	Party does not appear. Programme position (climate neutrality, environmental protection) would have been relevant — not addressed and not distorted.
National Coalition	0	Party does not appear. Questions of industrial responsibility touch on National Coalition's economic policy positions — no direct coverage.
Finns Party	0	Party does not appear. The Finns Party's criticism of EU climate policy would have been relevant in the context of the EU PFAS ban — not addressed.
Centre Party	0	Party does not appear. Protection of rural waterways touches on the Centre Party's agenda — not addressed.
Greens	0	Party does not appear. The Greens' environmental programme would have been directly relevant — not addressed and not distorted.
Left Alliance	0	Party does not appear. The Left Alliance's positions on corporate responsibility and environmental justice would have been relevant — not addressed.
SFP/RKP	0	Party does not appear.

### Party bias summary

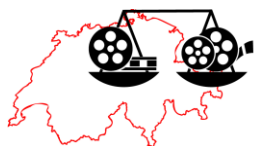
- Most accurate presentation: Not applicable (all scores 0, parties do not appear)
- Strongest distortion: Not applicable
- Average deviation from 0: 0.0
- Conclusion: The episode is by nature investigative environmental journalism in which party politics are not explicitly present. Implicitly, the episode touches on industrial environmental responsibility and regulatory action, but no party is given a voice or is distorted. The environmental policy positions of the parties are not compared with one another, which is both a shortcoming and a sign of neutrality.

### Overall left–right tendency

TENDENCY SCORE: +1.2

CLASSIFICATION: Slightly favouring the left

Rationale: The episode frames the PFAS problem primarily as a question of industrial responsibility and inadequate regulatory response, which resonates more with the environmental policy priorities of the left and the Greens. The EU's preparation of a PFAS ban is presented as a positive development without a critical perspective that would correspond, for example, to the Finns Party's or National Coalition's criticism of EU regulation. The industrial perspective is clearly underrepresented relative to the victim and regulatory perspectives.



## CHAPTER 2 — BROADCAST INFORMATION AND TOPIC FRAMING

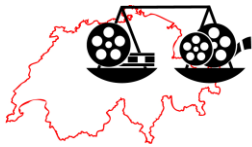
### Broadcast information

- Title: MOT — PFAS compounds (forever chemicals)
- Date: Not explicitly mentioned in the transcript; year 2024 (references to "this year" for remediation works, "last December" for the legal victory)
- Length (estimated from transcript): approximately 28 minutes
- Reporter/presenter: Tiina (surname not mentioned in the transcript)
- Persons interviewed:

Person	Role	Party/Background organisation	Political spectrum
Else Ravneberg	Employee of a trout population conservation project, Norway	No party affiliation	Neutral/environmental
Herman Afzelius	Chairman of the PFAS association, Kallinge, Sweden	Civil society organisation (residents' association)	Neutral/victim perspective
Nahla Afzelius	Herman Afzelius's daughter, 15 years old	Private individual	Neutral/victim perspective
Ninnie Wikström	Nahla's mother	Private individual	Neutral/victim perspective
Jaakko Valtonen	Firefighter (retired), firefighting foam expert	No party affiliation	Neutral/professional
Jani Koponen	Researcher at THL	THL (state institution)	Neutral/scientific
Anonymous SYKE researcher	Researcher at the Finnish Environment Institute	SYKE (state institution)	Neutral/scientific

### Main topic

The episode investigates the environmental and health effects of PFAS chemicals (forever chemicals) in Norway, Sweden and Finland, in particular the river contamination caused by the Finnish company Huhtamäki in Norway and contamination caused by firefighting foams.



## CHAPTER 3 — 15 CRITERIA: DETAILED ANALYSIS

### Hard facts — countable and scientifically verifiable

#### Hard facts — 9 countable and scientifically verifiable techniques

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

Total score: 4/10

Definition: Who gets to speak as an expert?

Expert 1: Jani Koponen, THL

Timestamp: 20:12–21:07

Statement: "A fairly average result in terms of how a Finnish man is exposed. Your firefighting background may show here, in that there is a compound called perfluorohexane sulfonate."

Positioning: State research institution, PFAS analytics — relevant expertise.

Missing counter-voice: An industrial toxicologist or independent clinical expert who could comment on the clinical significance of the findings.

Source deep-check:

**(a) FUNDING:** THL is a state-funded research institution. The funder is the state, which has an interest both in protecting public health and in managing public costs.

**(b) MANDATE:** THL's mandate is the promotion of public health — compatible with neutral assessment in PFAS analytics.

**(c) CREDIBILITY MATRIX:**

D1 Conflict of interest: +1 — State institution, no direct commercial interest, but institutional interest in emphasising the seriousness of the PFAS problem in order to obtain funding.

D2 Personal risk: +1 — The researcher has no apparent personal benefit from their statement.

D3 Expertise: +2 — PFAS analytics is a core area of THL's competence.

D4 Consistency of opinion: +1 — No contradictory previous statements known.

D5 Emotion vs. data: +2 — The statement is data-driven and cautious ("may show").

D6 Source level: +2 — Primary source (own analysis).

• TOTAL: +9 → SOURCE TRAFFIC LIGHT: GREEN

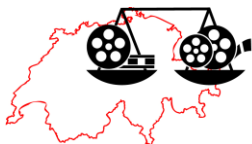
**(c) PROFESSIONAL COMPETENCE:** Koponen's statement is presented as neutral scientific information — this is justified because the statement is data-driven and not political.

Expert 2: Anonymous SYKE researcher

Timestamp: 15:02–17:38

Statement: "With these PFAS compounds we are at quite an early stage. It has been tested whether these run-off waters can be purified. But in Finland at least very little of this kind of work has been done."

Positioning: Finnish Environment Institute, state research institution.



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

Missing counter-voice: An industrial environmental expert or private consultant who could comment on the current state of purification technology.

Source deep-check:

**(a) FUNDING:** SYKE is a state institution under the Ministry of the Environment.

**(b) MANDATE:** Environmental research — compatible with neutral assessment.

**(c) CREDIBILITY MATRIX:**

D1 Conflict of interest: +1 — Institutional interest in emphasising environmental problems in order to obtain additional funding.

D2 Personal risk: +1 — No apparent personal benefit.

D3 Expertise: +2 — PFAS environmental research is a core area of SYKE's competence.

D4 Consistency of opinion: +1 — No contradictory statements known.

D5 Emotion vs. data: +2 — The statement is factual and uncertainties are acknowledged.

D6 Source level: +2 — Primary source (own research).

• TOTAL: +9 → SOURCE TRAFFIC LIGHT: GREEN

Expert 3: Jaakko Valtonen, firefighting foam expert

Timestamp: 07:50–21:40

Statement: "We weren't so aware of these health effects. Someone might have, for example, washed their hands in the foam liquid."

Positioning: Former firefighter, current firefighting foam expert — practical experience relevant, but toxicological expertise limited.

Missing counter-voice: A current representative of the rescue services who could comment on current protection practices.

Source deep-check:

**(a) FUNDING:** Not mentioned; private expert.

**(b) MANDATE:** Firefighting foam expert — possible interest in emphasising the risks of foams (demand for consultancy services).

**(c) CREDIBILITY MATRIX:**

D1 Conflict of interest: 0 — Possible commercial interest, but not apparent.

D2 Personal risk: +2 — Acknowledges own exposure, which increases credibility.

D3 Expertise: +1 — Practical experience strong, toxicological expertise limited.

D4 Consistency of opinion: +1 — No contradictory statements known.

D5 Emotion vs. data: +1 — Mostly factual, some personal observations.

D6 Source level: +1 — Secondary source (personal experience, not scientific research).

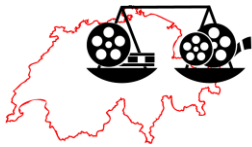
• TOTAL: +6 → SOURCE TRAFFIC LIGHT: GREEN

Missing expert groups:

- Industrial toxicologist or corporate environmental expert
- Representative of the EU Chemicals Agency (ECHA)
- Finnish environmental law expert

*Summary (matrix result):*

- Koponen (THL): GREEN (+9) — Relevant expertise, data-driven statement
- SYKE researcher: GREEN (+9) — Relevant expertise, uncertainties acknowledged
- Valtonen: GREEN (+6) — Practical experience strong, toxicological expertise limited



## 2. SOURCE SELECTION

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

Total score: 4/10

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

Source 1: Ramboll consultancy report

Timestamp: 18:44–19:10

Statement: "According to the consultancy's report, the biggest problem area is located in the river bed in front of the factory building."

**(a) Funding and governance:** Ramboll is a private consultancy. The report was commissioned — the identity of the client is not mentioned (Huhtamäki or the Norwegian authorities?).

**(b) Structural conflict of interest:** If Huhtamäki commissioned the report, the consultant has an interest in pleasing the client. If the authorities commissioned it, the interest is different. This is not clarified.

**(c) Missing counter-source:** An independent academic assessment of the extent of the contamination.

Source 2: Norwegian Environment Agency order

Timestamp: 17:51–18:05

Statement: "In 2021, the Norwegian Environment Agency ordered Huhtamäki to clean up the environment it had contaminated."

**(a) Funding:** Norwegian state authority — reliable primary source.

**(b) Conflict of interest:** Not significant.

**(c) Missing counter-source:** Huhtamäki's own assessment of the situation.

Source 3: Environment Institute assessment from the early 2000s

Timestamp: 15:54–16:04

Statement: "The Environment Institute estimated in the early 2000s that the paper industry has been one of the largest users of PFAS compounds in Finland. However, no more detailed research data on the matter is available."

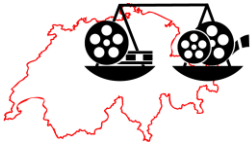
**(a) Funding:** State institution.

**(b) Conflict of interest:** Not significant.

**(c) Missing counter-source:** The paper industry's own study or independent research.

Rumour check (penalty points): No clear rumours without primary source support. The responses from Metsä Group, Stora Enso and UPM are based on the companies' own statements, which have not been independently verified — this is a weakness of the source, but not an actual rumour.

*Summary: The sources are mainly reliable authorities and research institutions, but the industrial perspective is almost entirely absent. The identity of the client who commissioned the Ramboll report remains unclear, which weakens the assessment of the source.*



### 3. DISTRIBUTION OF AIRTIME

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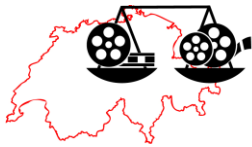
Total score: 3/10

Definition: Distribution of airtime between different positions.

Estimated airtime:

- Reporter (Tiina) / narrator: approximately 8 min. (29%)
- Victims (Afzelius family, Wikström): approximately 8 min. (29%)
- Environmental experts (Ravneberg, SYKE researcher): approximately 5 min. (18%)
- Valtonen (firefighter/expert): approximately 4 min. (14%)
- THL's Koponen: approximately 2 min. (7%)
- Industry representatives: 0 min. (0%)

Summary: The voices of victims and environmental experts clearly dominate. The industrial perspective receives zero airtime, which is a significant imbalance in investigative journalism where companies are accused of serious environmental violations.



#### 4. OMISSION (Selective Omission)

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Total score: 6/10

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

Omission 1:

Context: Huhtamäki's perspective is entirely absent.

Relevant at: 19:37 — "Huhtamäki did not give an interview."

Effect: The viewer receives a one-sided picture of the company as guilty without the opportunity to hear the company's own explanation of its historical awareness or current actions.

Omission 2:

Context: Criticism of the EU's PFAS ban process is absent.

Relevant at: 10:17–10:21 — "The EU is preparing to ban all of them."

Effect: The ban is presented exclusively as a positive development. Counter-arguments raised by industry, agriculture or other stakeholders (e.g. lack of alternative chemicals, need for a transition period) are left entirely unaddressed.

Omission 3:

Context: The justifications for Finnish authorities' "calm" remain thin.

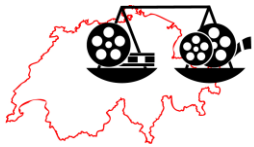
Relevant at: 26:18–26:52 — "Finnish authorities are calm regarding PFAS compounds."

Effect: The authorities' attitude is presented implicitly as insufficient without their justifications (e.g. that limit values have not been exceeded based on measurement results) receiving adequate weight.

*Summary: The most significant omissions concern the industrial perspective and criticism of EU regulation. These omissions create a one-sided picture in which industry is guilty and regulation is the solution without counter-arguments.*

#### Missing voices

- Huhtamäki representative: Could have explained the company's historical awareness of PFAS risks and current remediation measures in more detail.
- Metsä Group or UPM representative: Could have shed light on the paper industry's historical use of PFAS and the current situation.
- EU Chemicals Agency (ECHA) representative: Could have explained the timeline and scope of the ban process.
- Industry association representative: Could have presented the challenges related to the availability of alternative chemicals.
- Finnish environmental law expert: Could have assessed Finland's legal situation in relation to the Swedish precedent.
- Finnish consumer protection authority: Could have described measures taken to protect consumers.
- Healthcare professional: Could have described the clinical treatment and monitoring of PFAS exposure.
- Economist: Could have analysed the allocation of remediation costs and corporate financial liability.



## 5. NUMBER MANIPULATION

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

Total score: 3/10

Definition: Selective or misleading use of statistics.

Finding 1:

Timestamp: 11:47–12:02

Figure: "10,000 nanograms per litre. This was pumped to residents for a long time. The concentrations were higher than anywhere else ever."

Dimensions: (a) Absolute value presented ✓ — (b) Relative value (ratio to limit value) missing X — (c) Trend (how long, how it declined) missing X

Missing context: The EU drinking water PFAS limit value (0.1 ng/l in total) would have given the figure concrete meaning. Without a reference value, the figure remains isolated.

Effect: The figure sounds large, but the viewer cannot assess its true severity without a point of comparison.

Finding 2:

Timestamp: 08:11–08:16

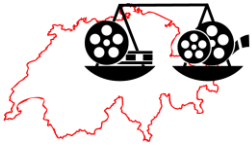
Figure: "A total of over 200,000 litres of firefighting foam were used in connection with that fire."

Dimensions: (a) Absolute value presented ✓ — (b) Relative value (how much PFAS this contained) missing X — (c) Trend missing X

Missing context: The PFAS concentration in the foam and the resulting environmental load would have been essential information.

Effect: The large volume figure creates a dramatic impression without the magnitude of the environmental impact becoming clear.

*Summary: Figures are used mainly appropriately, but the absence of reference values weakens the viewer's ability to assess the true significance of the figures. The manipulation is more a matter of inadequate contextualisation than active misleading.*



## 6. GUILT BY ASSOCIATION (Guilt by association)

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Total score: 2/10

Definition: Discrediting by association with negative groups or ideas.

Association 1:

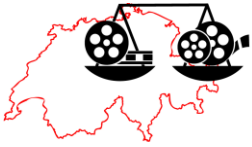
Timestamp: 00:29–00:42

Quote: "My office was there. You could see the Huhtamäki factory from here. Yes. A Finnish company has contaminated our river and our lake. The polluter here has been a Finnish company."

**Technique:** Huhtamäki is directly associated with the term "polluter" at the very beginning of the episode, before the evidence has been presented comprehensively. The phrase "Finnish company" is repeated twice in a short space of time.

**Effect:** The viewer immediately forms a negative image of Huhtamäki before the company's perspective has been heard.

Summary: The association technique is present, but it is based on factually documented contamination (the Norwegian Environment Agency's order). This is not an unfounded association, but rather one-sided framing without the company's response.



## 7. TIMING

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Total score: 3/10

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

### Finding 1:

Location: 00:11–00:51 (beginning)

Content: "An environmental toxin has been found in a river near Oslo that persists in nature almost forever. From water and food it enters the human bloodstream. At worst it can cause diseases such as cancer."

Timing effect: The episode begins immediately with the most serious health effects (cancer) before the scientific context or uncertainties have been presented. This creates a strong emotional frame that guides the viewer's interpretation throughout the episode.

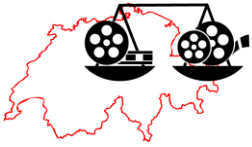
### Finding 2:

Location: 27:41–27:53 (end)

Content: "We are not just talking about our own children and grandchildren, but about many future generations. What are we leaving them? We are leaving them an enormous problem."

Timing effect: The episode ends with an apocalyptic vision of the future that leaves the viewer with a feeling of worry and guilt. Solutions or positive developments are not highlighted at the end.

Summary: Timing reinforces the emotional impact: the episode begins and ends with the most serious threats, while scientific uncertainties and positive developments are placed in the middle of the episode.



## 8. SELECTIVE OUTRAGE

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

Total score: 2/10

*Definition: Outrage 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 in other positions did not produce an analogous reaction.*

Finding 1:

Timestamp: 13:59–14:14

Triggering event: Herman Afzelius describes how society has not supported contaminated residents.

Reaction: "The most tragic thing about the whole story is that it is not enough that we have received poison — society couldn't care less about us. It is like a double punishment."

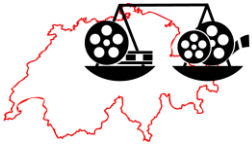
Comparison: Comparable statements by industry representatives or authorities are not challenged emotionally — they are not interviewed at all.

Asymmetry: Victims' emotional statements are presented as they are without critical distance, while the perspectives of industry or authorities are not present to challenge them.

Degree of outrage: 2/5

Selectivity: 2/5

*Summary: Selective outrage is present in a mild form — victims' emotional statements receive more space and sympathy than the perspectives of industry or authorities. This is, however, partly justified by the nature of investigative journalism.*



## 9. COMPLETENESS (Selective Omission — overall picture)

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Total score: 6/10

Definition: How completely does the broadcast depict the topic?

### Finding 1:

Timestamp: 10:17–10:21

Missing perspective/fact: Criticism of the EU's PFAS ban process and industry counter-arguments.

Relevance: The EU's large-scale PFAS ban is one of the most extensive chemical bans in history and has generated significant opposition from industry. This is an essential part of the overall picture of the topic.

Effect: The ban is presented exclusively as a positive development, giving a one-sided picture of a complex political process.

### Finding 2:

Timestamp: 26:47–26:52

Missing perspective/fact: "In the measurements carried out, limit values have not been exceeded." — This information is presented in passing without its significance being explained.

Relevance: If Finland's drinking water PFAS concentrations are below limit values, this is significant information that changes the nature of the risk assessment.

Effect: The positive information is buried under worrying information, which may give a misleading picture of the seriousness of the situation in Finland.

### Finding 3:

Timestamp: 16:40–16:52

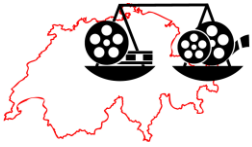
Missing perspective/fact: "Both Stora Enso and UPM say they do not have historical information available on the matter." — This response is not challenged.

Relevance: Large companies' claim that historical information is unavailable is a significant claim that deserves critical scrutiny.

Effect: The companies' responses are accepted as they are without critical analysis of whether the absence of historical information is credible.

*Summary: The episode gives a comprehensive picture of the seriousness of the PFAS problem and the experiences of victims, but the industrial perspective, criticism of EU regulation and the positive aspects of the situation in Finland are underrepresented.*

## Hard facts end — Soft facts begin



## Soft facts — 6 qualitative techniques

### 10. FRAMING (Framing)

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Total score: 6/10

Definition: How is the topic fundamentally framed?

#### Finding 1:

Timestamp: 00:11–00:24

Quote: "An environmental toxin has been found in a river near Oslo that persists in nature almost forever. From water and food it enters the human bloodstream. At worst it can cause diseases such as cancer."

Manipulation: The episode is immediately framed with a "forever poison → cancer" narrative. The word "at worst" is the only qualification, but it is lost in the dramatic context.

Why problematic: The scientific uncertainty about the causal relationship between PFAS compounds and cancer is pushed into the background. The viewer gets the impression of a direct cause-and-effect relationship that science does not fully support.

#### Finding 2:

Timestamp: 03:42–04:14

Quote: "It later emerged that they came from the Finnish Huhtamäki factory located upstream on the river... They are called forever chemicals. They persist in nature forever."

Manipulation: The term "forever chemicals" is repeated several times. The term is an effective framing device that emphasises permanence and hopelessness.

Why problematic: The term is technically imprecise (degradation is extremely slow, but not absolutely eternal) and creates a fatalistic atmosphere that may prevent constructive discussion of solutions.

#### Finding 3:

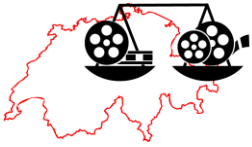
Timestamp: 27:41–27:53

Quote: "We are not just talking about our own children and grandchildren, but about many future generations. What are we leaving them? We are leaving them an enormous problem."

Manipulation: The episode ends with an intergenerational guilt frame that expands the problem into an existential threat.

Why problematic: Solutions or positive developments (EU ban, remediation measures, advances in research) are not highlighted at the end, leaving the viewer with a feeling of helplessness.

Summary: The episode is framed consistently from a threat and guilt perspective. This is a typical approach in investigative journalism, but it goes partly beyond scientific uncertainty and creates a fatalistic atmosphere.



## 11. WORD CHOICES AND CONCEPTS

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10

Total score: 4/10

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

Finding 1:

Timestamp: 00:35–00:42

Quote: "A Finnish company has contaminated our river and our lake. The polluter here has been a Finnish company."

Manipulation: The term "polluter" is strongly negatively charged and is repeated twice. Emphasising the nationality ("Finnish") adds emotional weight.

Why problematic: A neutral alternative would be: "Huhtamäki has been found responsible for PFAS emissions in the river." The current formulation is accusatory before the evidence has been presented.

Finding 2:

Timestamp: 04:03–04:09

Quote: "They are called forever chemicals. They persist in nature forever."

Manipulation: "Forever chemicals" is a popular term that is scientifically imprecise. PFAS compounds degrade extremely slowly, but not literally forever.

Why problematic: A neutral alternative would be: "extremely slowly degrading compounds" or "persistent organic compounds". "Forever" creates a fatalistic image.

Finding 3:

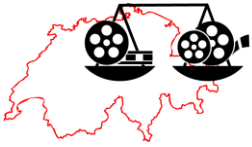
Timestamp: 13:59–14:10

Quote: "The most tragic thing about the whole story is that it is not enough that we have received poison — society couldn't care less about us."

Manipulation: "Poison" is a strongly charged term that replaces the more neutral "chemicals" or "PFAS compounds". "Society couldn't care less" is a powerful accusation that is not challenged.

Why problematic: The statement is presented as it is without critical distance or a response from the authorities.

Summary: Word choices consistently emphasise threat and guilt. "Forever chemicals", "poison" and "polluter" are effective framing devices that guide the viewer's interpretation at the expense of scientific neutrality.



12. MODERATION BEHAVIOUR									2/10
1	2	3	4	5	6	7	8	9	10

Total score: 2/10

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

Methodological principle (v2.2): Before each assessment, the triggering event must be documented.

Finding 1:

Timestamp: 22:04–22:08

Triggering event: The reporter asks 15-year-old Nahla about her high PFAS concentrations.

Quote (reporter): "You have had high concentrations. What do you think about that?"

Comparison: Industry representatives are not asked comparable personal questions — they are not interviewed at all.

Asymmetry: The question is empathetic and gives space for a personal emotional reaction. Comparable empathy is not shown to industry or authority representatives, because they are not interviewed.

Finding 2:

Timestamp: 25:10–25:17

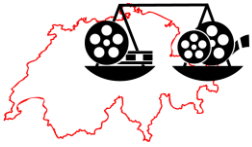
Triggering event: The reporter states that Nahla's values may not return to normal until she is 40.

Quote (reporter): "Your values may not return to normal until you are 40. What do you think about that?"

Comparison: A comparable critical follow-up question is not put to authorities or companies.

Asymmetry: The question is designed to elicit an emotional reaction from the young interviewee. This is a journalistically questionable approach when interviewing a minor.

*Summary: Moderation behaviour is mainly appropriate, but the use of a minor interviewee to amplify emotional impact is ethically questionable. The asymmetry is structural: industry representatives are not interviewed at all, so a direct comparison cannot be made.*



### 13. QUESTION ASYMMETRY

3/10

1

2

3

4

5

6

7

8

9

10

Total score: 3/10

Definition: Different levels of difficulty in questions put to different individuals.

Asymmetry 1:

To Valtonen, 10:39: "Are you nervous?" — soft, personal

To the SYKE researcher, 16:53: "What could be done about the emission sources?" — neutral, open

Comparison: No questions are put to Huhtamäki at all (declined interview). The authorities' "calm" is not challenged with tough questions.

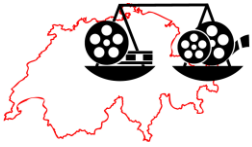
Asymmetry 2:

To Nahla, 22:04: "You have had high concentrations. What do you think about that?" — empathetic, emotional

Authorities' attitude, 26:18: Presented as a statement without a critical follow-up question.

Comparison: Victims are asked personal, emotional questions; authorities are not asked comparable critical questions.

Summary: Question asymmetry is present, but it is partly due to the fact that industry representatives declined to be interviewed. The authorities' "calm" could have been challenged with tougher questions.



<b>14. FALSE BALANCE (Apparent balance)</b>									<b>1/10</b>
<b>1</b>	2	3	4	5	6	7	8	9	10

Total score: 1/10

Definition: Artificial balance despite real imbalance.

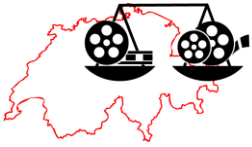
Finding 1:

Timestamp: 24:24–24:28

Structure: "At the same time, researchers say that the benefits of breastfeeding are many times greater than the PFAS harms."

Analysis: This is a rare example of a balancing statement in the episode. It is, however, presented in passing in the form of a single sentence and is not given significant weight.

Summary: False balance is not the main problem of this episode. The problem is rather the opposite: there are too few balancing perspectives, not too many.



## 15. AGENDA-SETTING

5/10

1

2

3

4

5

6

7

8

9

10

Total score: 5/10

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

### Finding 1:

Agenda element set: PFAS compounds are a serious, urgent threat requiring immediate action.

Timestamp: 00:11–01:05 — Evidence: "At worst it can cause diseases such as cancer... The dangers have only now been recognised."

Alternative agenda: Scientific uncertainty about the health effects of PFAS compounds, particularly at low concentrations, would have deserved more space.

### Finding 2:

Agenda element set: Finnish authorities are too passive.

Timestamp: 26:18 — Evidence: "Finnish authorities are calm regarding PFAS compounds."

Alternative agenda: The authorities' "calm" may be based on measurement results (limit values have not been exceeded), which is relevant information that is pushed into the background.

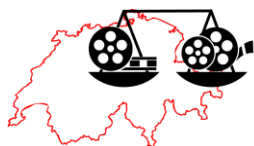
### Finding 3:

Agenda element set: The EU's PFAS ban is a positive development.

Timestamp: 10:17–10:21 — Evidence: "The EU is preparing to ban all of them."

Alternative agenda: The complexity of the ban process, industry counter-arguments and the challenges of the transition period do not make it onto the agenda.

*Summary: The episode sets a strong agenda frame in which the PFAS problem is urgent, authorities are passive and the EU ban is the solution. Alternative frames — scientific uncertainty, authorities' justifications, industry challenges — are not given space.*



## CHAPTER 4 — OVERALL ASSESSMENT

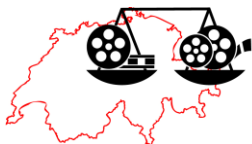
### Individual scores — summary

No.	Criterion	Type	Score	Main finding (1 sentence)
1	Expert selection	H	4	Experts are reliable, but the industrial perspective is entirely absent.
2	Source selection	H	4	Sources are mainly reliable, but the identity of the client who commissioned the Ramboll report remains unclear.
3	Distribution of airtime	H	3	Victims and environmental experts dominate; industry has zero airtime.
4	Omission	H	6	Huhtamäki's perspective and criticism of EU regulation are significantly absent.
5	Number manipulation	H	3	Reference values are missing, which weakens the contextualisation of figures.
6	Guilt by association	H	2	Huhtamäki is framed as a "polluter" before a comprehensive presentation of evidence.
7	Timing	H	3	The episode begins and ends with the most serious threats.
8	Selective outrage	H	2	Victims' emotional statements receive more space than the perspectives of industry or authorities.
9	Completeness	H	6	The industrial perspective, criticism of EU regulation and Finland's positive measurement results are underrepresented.
10	Framing	S	6	The episode is framed consistently from a threat and guilt perspective.
11	Word choices	S	4	"Forever chemicals", "poison" and "polluter" guide interpretation at the expense of scientific neutrality.
12	Moderation behaviour	S	2	The use of a minor interviewee to amplify emotional impact is ethically questionable.
13	Question asymmetry	S	3	Victims are asked empathetic questions; authorities are not challenged comparably.
14	False balance	S	1	False balance is not the main problem; there are too few balancing perspectives.
15	Agenda-setting	S	5	The episode sets a strong frame: PFAS is an urgent threat, authorities are passive, EU ban is the solution.

### Results

- HARD FACTS SCORE (Criteria 1–9 average): 3.7 / 10
- SOFT FACTS SCORE (Criteria 10–15 average): 3.5 / 10
- TOTAL SCORE (average of all 15 criteria): 3.6 / 10

### Dominant techniques



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**Associazione svizzera** per un reporting equilibrato

- 1. Omission (Score 6):** The industrial perspective is entirely absent — Huhtamäki declined to be interviewed, but other industry representatives were not sought. Criticism of EU regulation and Finland's positive measurement results are pushed into the background. This creates a one-sided picture of a complex problem.
- 2. Framing (Score 6):** The episode is framed consistently from a threat and guilt perspective from beginning to end. The term "forever chemicals", cancer references and the intergenerational guilt frame create a fatalistic atmosphere that guides the viewer's interpretation beyond scientific uncertainty.
- 3. Completeness (Score 6):** The episode gives a comprehensive picture of victims' experiences and the seriousness of the PFAS problem, but industry challenges, authorities' justifications and the availability of alternative chemicals are left unaddressed. This limits the viewer's ability to form an overall picture.

### Core messages of the broadcast

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**MESSAGE 1 (SUBSTANTIVE):** "PFAS compounds are a serious, urgent threat that contaminates the environment and causes serious diseases — and industry is responsible."

**Technique:** Framing, timing, word choices — Evidence: 00:11–00:42, 03:42–04:14

**MESSAGE 2 (PERSONAL):** "Ordinary people — especially children — suffer from industry's irresponsibility, and society does not support them sufficiently."

**Technique:** Victims' personal stories, emotional questions — Evidence: 22:01–25:29, 13:59–14:14

**MESSAGE 3 (SOCIETAL):** "Finnish authorities are too passive regarding the PFAS problem, and the EU ban is a necessary solution."

**Technique:** Agenda-setting, omission — Evidence: 26:18–26:52, 10:17–10:21

### Classification of degree of manipulation

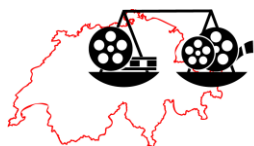
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Rationale: The episode is investigative journalism based on factually documented environmental problems. The total score of 3.6/10 falls in the "mild tendency" category. The most significant problems are the absence of the industrial perspective, emotional framing and the underrepresentation of scientific uncertainty — not active misleading. From the perspective of Section 7 of the Act on Yleisradio Oy, the episode mainly meets the requirement for diverse information provision, but the systematic absence of the industrial perspective is a noteworthy shortcoming.

### CONCLUSION

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The MOT episode on PFAS compounds is a journalistically ambitious and socially important investigative programme that documents real environmental problems appropriately. The total score of 3.6/10 indicates a mild tendency, which manifests particularly in the systematic absence of the industrial perspective, emotional framing and the underrepresentation of scientific uncertainty. The diversity and impartiality required by Section 7 of the Act on Yleisradio Oy are mainly achieved, but the complete absence of industry representatives — even though Huhtamäki declined to be interviewed — is a shortcoming that could have been remedied by seeking other industry representatives or experts. The episode does not meet the criteria for clear one-sidedness or systematic bias, but its emotional framing and selective completeness are noteworthy shortcomings from the perspective of YLE's public service obligation.



## OVERALL ASSESSMENT OF 15 CRITERIA

### Individual scores — All 15 criteria

No.	Criterion	Score	Classification
1	EXPERT SELECTION	4/10	Mild bias
2	SOURCE SELECTION	4/10	Mild bias
3	DISTRIBUTION OF AIRTIME	3/10	Mild bias
4	OMISSION (Selective Omission)	6/10	Significant bias
5	NUMBER MANIPULATION	3/10	Mild bias
6	GUILT BY ASSOCIATION (Guilt by association)	2/10	Imperceptible
7	TIMING	3/10	Mild bias
8	SELECTIVE OUTRAGE	2/10	Imperceptible
9	COMPLETENESS (Selective Omission — overall picture)	6/10	Significant bias
10	FRAMING (Framing)	6/10	Significant bias
11	WORD CHOICES AND CONCEPTS	4/10	Mild bias
12	MODERATION BEHAVIOUR	2/10	Imperceptible
13	QUESTION ASYMMETRY	3/10	Mild bias
14	FALSE BALANCE (Apparent balance)	1/10	Imperceptible
15	AGENDA-SETTING	5/10	Significant bias

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

**4.4/10**

*Significant imbalance*

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

**3.8/10**

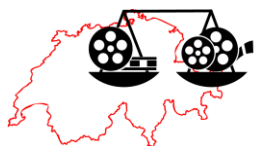
*Mild imbalance*

#### TOTAL SCORE

**4.1/10**

*Significant imbalance*

*Hard facts and soft facts average*



## LEGEND — Meaning of scores

### Individual scores per criterion (0–10)

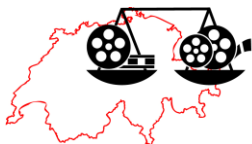
<b>0</b>	<b>No finding</b>	No significant deviation detected.
<b>1–2</b>	<b>Weak finding</b>	Mild deviation without material impact on impartiality.
<b>3–4</b>	<b>Mild–moderate finding</b>	Identifiable tendency; materiality of impact minor–moderate.
<b>5</b>	<b>Moderate finding, with impact</b>	Material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

### Aggregated deviation index — Interpretation ranges

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

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

<b>-5 ... -3</b>	<b>Strongly disadvantaged</b>	Party is significantly underrepresented in framing, airtime or presentation.
<b>-2 ... -1</b>	<b>Mildly disadvantaged</b>	Identifiable but mild disadvantaging.
<b>0</b>	<b>Neutral</b>	No detectable favouring or disadvantaging.
<b>+1 ... +2</b>	<b>Mildly favoured</b>	Identifiable but mild favouring.
<b>+3 ... +5</b>	<b>Strongly favoured</b>	Party is significantly overrepresented 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 impartiality

Facts: The industrial perspective is entirely absent. Huhtamäki declined to be interviewed, but no other industry representatives, corporate environmental experts or industry associations were sought for comment.

Evidence: Timestamp 19:37 — Quote: "Huhtamäki did not give an interview. It says it is cooperating with the environmental authorities."

Assessment: The absence of the perspective of a company accused of serious environmental violations is problematic from the standpoint of the diversity requirement. Although declining an interview is the company's right, the journalist's duty is to seek alternative industry voices.

#### Violation 2:

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

Facts: The EU's PFAS ban process is addressed one-sidedly without a critical perspective. Industry counter-arguments, transition period challenges and the availability of alternative chemicals are left entirely unaddressed.

Evidence: Timestamp 10:17–10:21 — Quote: "The group of fluorine compounds has been considered so harmful that the EU is preparing to ban all of them."

Assessment: The EU's large-scale PFAS ban is one of the most extensive chemical bans in history and has generated significant public debate. The requirement for comprehensive information provision would also require the presentation of critical perspectives.

#### Violation 3:

Norm: Act on Yleisradio Oy, Section 7 — impartiality

Facts: Scientific uncertainty about the health effects of PFAS compounds is presented inadequately. "May cause" qualifications are lost in the dramatic framing.

Evidence: Timestamp 00:24 — Quote: "At worst it can cause diseases such as cancer." — Timestamp 04:45 — Quote: "Exposure to PFAS compounds can affect the human immune system..."

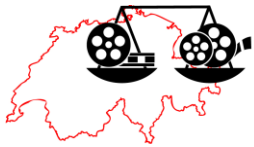
Assessment: Scientific consensus on the health effects of PFAS compounds exists, but the uncertainty of causal relationships at low concentrations is a significant scientific question that is underrepresented.

### Overall assessment under Section 7 of the Act on Yleisradio Oy

The MOT episode on PFAS compounds mainly meets the requirements of Section 7 of the Act on Yleisradio Oy for diverse and comprehensive information provision. The episode is based on factually documented environmental problems and uses reliable sources. The most significant shortcomings concern the systematic absence of the industrial perspective, the lack of critical examination of EU regulation and the underrepresentation of scientific uncertainty. These shortcomings do not in themselves constitute a clear violation of the law, but they are noteworthy from the standpoint of fulfilling YLE's public service obligation. It would be advisable for comparable investigative programmes to seek more actively the perspectives of industry and other stakeholders even when the primary interviewee declines.

### SOURCE DEEP-CHECK (Mandatory for all cited expert institutions / civil society organisations / advisory bodies)

#### THL (Finnish Institute for Health and Welfare)



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- FUNDING:** State-funded research institution, under the Ministry of Social Affairs and Health. The funder is the state.
- MANDATE:** Promotion of public health and research — compatible with neutral PFAS analytics.
- CONFLICT OF INTEREST:** Institutional interest in emphasising the seriousness of the PFAS problem in order to obtain additional funding — not significant, however, in the case of an individual analysis.
- CREDIBILITY MATRIX:** D1: +1 / D2: +1 / D3: +2 / D4: +1 / D5: +2 / D6: +2 → TOTAL: +9 → SOURCE TRAFFIC LIGHT: GREEN
- COUNTER-VOICE:** A private toxicological laboratory or independent clinical expert could provide an alternative perspective — not cited.

### **SYKE (Finnish Environment Institute)**

- FUNDING:** State institution under the Ministry of the Environment.
- MANDATE:** Environmental research — compatible with neutral PFAS environmental research.
- CONFLICT OF INTEREST:** Institutional interest in emphasising environmental problems — not significant, however, in the case of an individual study.
- CREDIBILITY MATRIX:** D1: +1 / D2: +1 / D3: +2 / D4: +1 / D5: +2 / D6: +2 → TOTAL: +9 → SOURCE TRAFFIC LIGHT: GREEN
- COUNTER-VOICE:** An industrial environmental expert or private consultant could provide an alternative perspective on the current state of purification technology — not cited.

### **PFAS association (Kallinge, Sweden) — Herman Afzelius**

- FUNDING:** Civil society organisation founded by residents — funding source not mentioned.
- MANDATE:** Advocacy for contaminated residents — not compatible with neutral assessment; a clear advocacy organisation.
- CONFLICT OF INTEREST:** Strong institutional interest in emphasising the seriousness of the PFAS problem in order to achieve a legal victory and obtain compensation.
- CREDIBILITY MATRIX:** D1: -1 (clear conflict of interest) / D2: +2 (personal suffering increases credibility) / D3: 0 (no scientific expertise) / D4: +1 / D5: -1 (emotional) / D6: +1 (personal experience) → TOTAL: +2 → SOURCE TRAFFIC LIGHT: YELLOW
- COUNTER-VOICE:** The perspective of the water utility or authorities on the Kallinge case — not cited in a balancing manner.

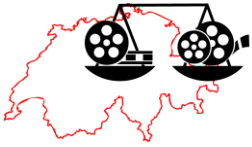
*IMPORTANT: "Recognised" is not a substantive qualification. It is a social attribution that must itself be questioned. The PFAS association is an advocacy organisation, not a neutral expert body — this should be clearly stated in the broadcast.*

### **Ramboll consultancy (report)**

- FUNDING:** Private consultancy — identity of the client not mentioned.
- MANDATE:** Environmental consultancy — compatible with neutral assessment, but client dependency is a possible problem.
- CONFLICT OF INTEREST:** If Huhtamäki commissioned the report, the consultant has an interest in pleasing the client. The identity of the client remains unclear.
- CREDIBILITY MATRIX:** D1: -1 (possible client dependency) / D2: 0 / D3: +2 / D4: 0 / D5: +1 / D6: +2 → TOTAL: +4 → SOURCE TRAFFIC LIGHT: YELLOW
- COUNTER-VOICE:** An independent academic assessment of the extent of the contamination — not cited.

*The analysis has been prepared on the basis of the transcript of the MOT episode. All timestamp and quotation references are based on the submitted transcript. The analysis is intended for the assessment of journalistic quality from the perspective of Section 7 of the Act on Yleisradio Oy.*

### **Legal and methodological framework**



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**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**

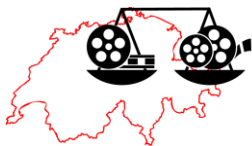
Statistical correlations must not be interpreted as evidence of causal connections or editorial intentions. Deviation values may be influenced by topic selection, the news situation, political controversy or format logic.

**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 identification 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), last amended 27.6.2025/412

#### Relevant articles

- Section 7(2)(1) (Special duties 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) — self-regulatory only (YSO)
- Factual accuracy (Sachgerechtigkeit) — self-regulatory only (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."

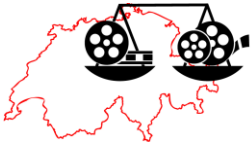
> (Wir setzen uns Unparteilichkeit als Ziel in unserer gesamten Programm- und Inhaltsproduktion sowie auch in einzelnen Sendungen.)

#### Core obligations (Act + Self-regulation)

- 1. Diversity (Vielfalt):** Diverse information, opinions and debates (Section 7(2)(1))
- 2. High-quality journalism (Hochwertiger Journalismus):** Promotion of quality standards (Section 7(4))
- 3. Media diversity (Medienvielfalt):** Promotion of media diversity (Section 7(4))
- 4. Impartiality (Unparteilichkeit):** Self-regulatory obligation via YSO and JSN guidelines
- 5. Transparency (Transparenz):** Transparency regarding finances and operations (Section 7(5))

#### Supervisory authority

- Parliament's Administrative Council (Parlamentarischer Verwaltungsrat): Max. 21 members elected by Parliament. Oversees the fulfilment of the public service mandate under Section 7. Reports annually to Parliament.



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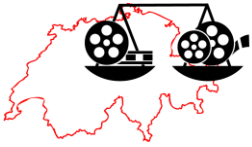
- TRAFICOM (Finnish Transport and Communications Agency): Regulatory authority. Oversees ONLY economic aspects (Sections 7c, 8, 12) — NOT editorial content.
- JSN (Council for Mass Media in Finland / Presserat): Self-regulatory body (since 1968). Handles complaints against journalistic content. NO statutory mandate — decisions are not legally binding, but must be published. ~700 complaints/year, ~75 decisions.

### Complaints procedure

1. YLE's customer feedback system (YLE-Publikumsfeedback)
2. JSN (Council for Mass Media in Finland) — complaint within 3 months, free of charge
3. General courts (no specialised complaints body like the Swiss AIEP)

### Comparison CH — FI

Aspect	Switzerland (Art. 4 RTVG)	Finland (Section 7, Act on Yleisradio Oy)
Factual accuracy	Statutory	Self-regulatory only (YSO/JSN)
Diversity of opinion	Statutory	Implicit ("diverse information, opinions")
Impartiality	Statutory	Self-regulatory only (JSN)
Political balance	Derived	Not mentioned
Independent complaints body	AIEP (statutory)	None (only JSN, self-regulatory)
Content oversight by regulator	OFCOM/AIEP	No — TRAFICOM economic aspects only
Editorial protection	Via RTVG	Section 6d (new 2025): Protection against dismissal due to editorial decisions



## APPENDIX 2: SCIENTIFIC SOURCES

### Literature

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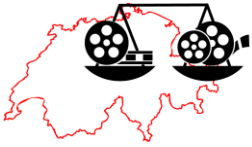
### SVFAB Working Papers

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

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

SVFAB — Swiss Association for Fair Reporting | P.O. Box, 8021 Zürich 1 | [www.svfab.ch](http://www.svfab.ch) | [kontakt@svfab.ch](mailto:kontakt@svfab.ch) | *Methods report March 2026* | Converter 3.4 (2026-05-20)



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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.

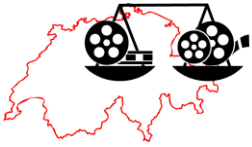
### Contact details and further information:

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## The following books are available from SVFAB

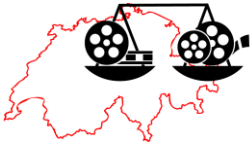
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An interview is not a conversation. It is a stage – and someone else has written the script. Those who don't know this deliver material. Good quotes, that are cut wrongly. Correct statements, that end up in the wrong context. Honest answers, that are 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 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 fundamental 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. For preparation, as a reference work, for follow-up and for difficult situations



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**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 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 you can use this technique consciously and fairly and justly. 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, media and everyday life – and with a smile from time to time.

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