



## KBS 상세 분석

2026-04-28\_\_풀영상\_ 뉴스9 - 김건희 항소심\_ 징역 4년\_ 벌금 5천만 원\_ 주가조작\_ 샤넬 가방 수수 유죄\_

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### OVERALL SCORE

**5.9/10**

*Significant imbalance*

0 = balanced, 10 = strongly biased/manipulative

### POLITICAL SPECTRUM

Classification based on Chapel Hill Expert Survey (CHES) 2024

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

Party	JP	RKP	DPK	RP	PPP
CHES	2.00	3.50	4.50	6.50	7.50
Spectrum	<i>Left</i>	<i>Left</i>	<i>Center</i>	<i>Right</i>	<i>Right</i>

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

### TENDENCY (L – R)

**3.2 / 10**

*Left-favoring*

0 1 2 3 4 5 6 7 8 9 10

← Left

Right →

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

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



## POLITICAL LANDSCAPE

Since President Lee Jae-myung (Democratic Party of Korea, DP) took office in June 2025, the DP has been governing as the ruling party, while the People Power Party (PPP) has fallen to opposition status following the impeachment of former President Yoon Suk-yeol. The DP holds approximately 162 seats in the National Assembly, giving it a majority, and forms an overwhelming supermajority when allied with the progressive bloc including the Rebuilding Korea Party (RKP, 12 seats) and the Justice Party (JP, 4 seats).

Party	CHES Left-Right Score	Seats	Ruling/Opposition	Core Position
Democratic Party of Korea (DP)	4.5 (centre-left)	approx. 162	Ruling	Dialogue diplomacy, prosecution reform, welfare expansion
People Power Party (PPP)	7.5 (right)	approx. 107	Opposition	Strengthening ROK-US alliance, hardline stance on North Korea, deregulation
Rebuilding Korea Party (RKP)	3.5 (left)	12	Opposition (progressive)	Prosecution reform, media independence
Justice Party (JP)	2.0 (far-left)	4	Opposition (progressive)	Anti-US military, labour rights, reunification
Reform Party (RP)	6.5 (centre-right)	3	Opposition (conservative)	Pro-market, generational justice, anti-PPP authoritarianism

The central conflict in Korean politics revolves around the restructuring of prosecutorial power following Yoon Suk-yeol's impeachment, the direction of North Korea policy, the definition of the ROK-US alliance's character, and the ruling-opposition confrontation surrounding President Lee Jae-myung's judicial risks (including the suspected North Korea remittance case). With local elections approaching, the DP is focused on appealing to young voters and small business owners, while the PPP is pursuing a region-centred electoral strategy while distancing itself from the party leadership. The appellate court's guilty verdict against First Lady Kim Keon-hee represents an unprecedented situation involving the criminal prosecution of a former president's spouse, and its political ramifications are significant.

KBS and MBC are public broadcasters subject to obligations of impartiality and public interest under Article 6 of the Broadcasting Act. However, due to the structural problem of board composition being influenced by the ruling power, controversy over bias recurs with every change of government. Following the DP's revision of the Broadcasting Act in 2025, the boards of KBS and MBC were expanded, strengthening the influence of the current ruling forces.



## CHAPTER 1 — PARTY-POLITICAL BIAS

### Accuracy Assessment of Programme's Treatment of Each Party's Positions

Party	Score (-5 to +5)	Broadcast Representation vs. Platform Position
Democratic Party of Korea (DP)	+2	28:58 "DP leadership and Seoul mayoral candidate Jeong Won-ho focused today on attracting youth and small business owners" — Platform position: welfare expansion, small business support — accurately represented. However, the prosecution reform position was conveyed only through the DP's own claim of "confirming scheming," without critical examination.
People Power Party (PPP)	-2	29:45 "PPP candidate Oh Se-hun was also described as the very person who amplified the housing market chaos and only inflames conflict through false agitation" — Platform position: economic liberalisation, deregulation, strong security — only attack statements from the DP were quoted, with almost no representation of the PPP's own policy positions. Reporting centred on intra-party conflict (distancing from leadership) distorts PPP platform positions.
Rebuilding Korea Party (RKP)	0	Not directly mentioned in the broadcast — Platform position: prosecution reform, media independence — not applicable.
Justice Party (JP)	0	Not directly mentioned in the broadcast — Platform position: labour rights, reunification — not applicable.
Reform Party (RP)	0	32:01 "From the RP, Assembly member Jo Cheon-jeon declared his candidacy" — Platform position: pro-market, generational justice — merely mentioned in passing, with no representation of platform positions.

### Party Bias Summary

- Most accurately represented: Democratic Party of Korea (score +2) — Policy pledges were conveyed with relative accuracy
- Strongest distortion: People Power Party (score -2) — PPP platform positions distorted through reporting centred on DP attack statements
- Average deviation from 0: 0.8
- Conclusion: This broadcast conveyed the DP's policy positions with relative accuracy, while reporting on the PPP's policy positions centred on DP attack statements and intra-party conflict, systematically distorting PPP platform positions. In particular, quoting only the DP's attack statement that Oh Se-hun, the Seoul mayoral candidate, was "the very person who amplified the housing market chaos" without presenting his specific policy pledges constitutes a clear distortion of PPP platform positions.



## CHAPTER 2 — PROGRAMME INFORMATION AND TOPIC FRAMEWORK

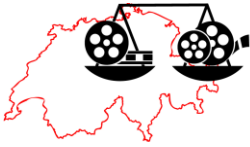
### Basic Programme Information

- Title: KBS 뉴스9
- Date (based on filename): No specific date recorded (estimated mid-2025 based on content — after the inauguration of the Lee Jae-myung government, in the local election preparation phase, with references to the US-Iran war situation)
- Anchors/Reporters: Anchor (name not stated), reporters Bae Ji-hyeon, Lee Hwa-jin, Kim Woo-jun, Park Seop-bin, Jeong Hae-ju, Jin Seon-min, Lee Ji-eun, Song Su-jin, Kim Ji-suk, Im Jong-bin, Kim Ji-seok, An Da-yeong, Yu Jae-hyeon, Jeon Hyeon-uk, Song Geum-han, Kim Jun-beom, Lee Su-min, Park Hyo-bin, Won Dong-ui, Kim Min-hyeok, Son Seo-yeong, Kim Yo-gyeong, Han Sol, Hwang Da-ui
- Interviewees:

Actors	Title	Party/Affiliation	Political Spectrum
Appellate court bench (voice)	Presiding judge, Seoul High Court	Judiciary	Neutral (judicial)
Legal defence team for Kim Keon-hee	Defence counsel	PPP-adjacent	Right
President Lee Jae-myung	President	DP	Centre-left
Kim Seong-tae, former chairman of Ssangbangwool	Witness	Independent (defendant)	Neutral (defendant)
DP member of parliament (hearing)	Member of the National Assembly	DP	Centre-left
PPP member of parliament (hearing)	Member of the National Assembly	PPP	Right
Jeong Won-ho, Seoul mayoral candidate	Seoul mayoral candidate	DP	Centre-left
Oh Se-hun, Seoul mayoral candidate	Seoul mayoral candidate	PPP	Right
Securities firm analyst (anonymous)	Market expert	Private sector	Neutral
Obesity treatment specialist (anonymous)	Physician	Private sector	Neutral
Multiple citizen interviews	General public	Independent	Varied

### Main Topics

A comprehensive news broadcast centring on the appellate court's guilty verdict against First Lady Kim Keon-hee on charges of stock price manipulation in the Deutsche Motors case and acceptance of valuables from the Unification Church, covering multiple items including controversy over the appropriateness of the prosecution's investigation, local election preparation trends, the US-Iran war and international affairs, the KOSPI reaching an all-time high, misuse of obesity medications, improvements to employment contracts, public transport measures, and more.



## Perspectives Required for Balanced Broadcasting

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- [A] The legal basis and limitations of the appellate court's guilty verdict — legal scholarly issues regarding the standard for recognising joint criminal liability
- [B] The defence team's grounds for appeal and the specific arguments for acquittal
- [C] The structural causes of the prosecution's investigative delay — whether it is simply "leniency" or a genuine legal difficulty
- [D] The political context of the special counsel investigation — the fairness of special counsel operations under the current administration
- [E] A comparative equity assessment with President Lee Jae-myung's judicial risks (North Korea remittance, etc.)
- [F] The legal doctrine of "implied solicitation" in the charge of accepting valuables from the Unification Church — consistency with Supreme Court precedent
- [G] The specific policy pledges of PPP candidates in the local elections
- [H] Iran's position and international legal issues in the US-Iran war
- [I] The positions of pharmaceutical companies and the medical community on the misuse of obesity medications
- [J] Various expert opinions on the bubble controversy and downside risks regarding the KOSPI rise

## Review of Whether Each Perspective Was Addressed

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[A] Partially addressed

Timestamp: 00:45–03:45 — Quote: "In conclusion, it is this court's judgment that joint criminal liability is recognised." — Assessment: The court's reasoning was conveyed in detail, but no expert opinion offering a contrary legal argument was included.

[B] Addressed

Timestamp: 10:20 — Quote: "There is absolutely no direct evidence that she was aware of the stock price manipulation." — Assessment: The defence's position was briefly included but without in-depth argumentation.

[C] Partially addressed

Timestamp: 03:48–05:22 — Quote: "The prosecution dragged this suspicion out for over four years and then cleared Ms. Kim of charges." — Assessment: Presented only through the frame of a "lenient investigation," with no explanation of legal difficulties.

[D] Not addressed

Timestamp: N/A — Quote: None — Assessment: The issue of the fairness of special counsel operations under the current administration was not addressed at all.

[E] Not addressed

Timestamp: N/A — Quote: None — Assessment: A comparative equity assessment with President Lee Jae-myung's judicial risks was completely omitted.

[F] Partially addressed

Timestamp: 07:23–08:30 — Quote: "It appears that she was aware of the existence of an implied solicitor" — Assessment: Only the court's reasoning was conveyed, with no counter-argument from legal scholars.

[G] Not addressed

Timestamp: 30:47–31:32 — Quote: "They formed their own campaign committee without figures from the party leadership." — Assessment: Almost no content on PPP candidates' specific policy pledges; reporting focused on intra-party conflict.

[H] Partially addressed

Timestamp: 18:19–21:28 — Quote: "directly criticising [the US], saying that the responsibility for the negotiating impasse lies entirely with America's destructive habits" — Assessment: Iran's claims were quoted, but no international law expert analysis was included.

[I] Not addressed



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Timestamp: N/A — Quote: None — Assessment: No positions from pharmaceutical companies or the medical community were included at all.

[J] Partially addressed

Timestamp: 13:50–14:07 — Quote: "selling pressure and the like could accelerate and risks that could create sharp fluctuations could also grow, couldn't they?" — Assessment: Risks were mentioned, but the balance between optimistic and pessimistic views was insufficient.



## CHAPTER 3 — DETAILED ANALYSIS OF 15 CRITERIA

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

#### 1. Expert Selection

6/10

1 2 3 4 5 6 7 8 9 10

Total score: 6/10

#### Expert 1: Appellate court bench (voice quotation)

<b>Timestamp</b>	01:27–01:33, 02:34–02:38, 08:02–08:08, etc.
<b>Statement</b>	"Not only has public trust in the fair execution of state policy been undermined, but the expectations of the public towards the spouse of the President have been betrayed."
<b>Classification</b>	Judiciary — the adjudicating body for the case in question

No conflict of interest: The judiciary is a neutral adjudicating body, but it is necessary to review whether quotations from the judgment were made selectively.

Absence of rebuttal: No critical analysis of the verdict from a criminal law professor.

In-depth source review:

**(a) Funding:** State finances — independent judiciary

**(b) Mandate:** Possesses adjudicating authority for the case in question — appropriate in terms of the principle of neutrality

D1 Conflict of interest: +1 — the judiciary is independent, but full independence cannot be guaranteed in the current political environment

D2 Personal risk: +2 — no personal risk regarding the content of the judgment

D3 Expertise: +2 — possesses adjudicating authority for the case in question

D4 Consistency of opinion: +1 — a different judgment from the first instance, but legal grounds provided

D5 Emotionalisation vs. data: +1 — legal grounds provided, but includes some moral censure

D6 Source stage: +2 — primary source (direct quotation from the judgment)

**TOTAL: +9 → Source traffic light: GREEN**

(d) Quotations from the judgment are concentrated on the guilty portions, while the not-guilty portions (e.g., the Myung Tae-gyun opinion poll charge) are handled briefly → issue of selective quotation.

#### Expert 2: Securities firm analyst (anonymous)

<b>Timestamp</b>	11:31–11:37, 11:57–12:02
<b>Statement</b>	"Semiconductors have become the foundation. Expectations for our region, which provides fundamental support to American tech companies, can be said to be rising."
<b>Classification</b>	Affiliated with a private securities firm — revenue structure benefiting from stock market rises

Conflict of interest: Structural conflict of interest exists, as securities firms profit from market activation.

Absence of rebuttal: No expert warning of a market bubble.



In-depth source review:

**(a) Funding:** Private securities firm — interests tied to market activation

**(b) Mandate:** Market analysis — possibility of optimistic forecast bias

D1 Conflict of interest: -1 — securities firms profit when the market rises

D2 Personal risk: 0 — no personal risk from optimistic statements

D3 Expertise: +1 — market analysis specialist

D4 Consistency of opinion: 0 — unverifiable

D5 Emotionalisation vs. data: +1 — data-based but with optimistic bias

D6 Source stage: +1 — direct statement

**TOTAL: +2 → Source traffic light: YELLOW**

(d) Only optimistic forecasts presented, with no expert warning of structural risks → selective expert composition.

Missing Expert Groups:

- Criminal law professor (analysis of joint criminal liability doctrine)
- Independent judicial monitoring organisation (assessment of special counsel fairness)
- Pessimistic market forecast expert (KOSPI bubble controversy)

### Source Credibility Overview:

Source	D1	D2	D3	D4	D5	D6	Total	Signal
Appellate court bench (voice quotation)	+1	+2	+2	+1	+1	+2	+9	GREEN

*Summary (matrix results):*

- Appellate court bench: Green (+9) — but issue of selective quotation
- Securities firm analyst: Yellow (+2) — structural conflict of interest, optimistic bias

### Source Credibility Overview:

Source	D1	D2	D3	D4	D5	D6	Total	Signal
Securities firm analyst (anonymous)	-1	0	+1	0	+1	+1	+2	YELLOW



## 2. Source Selection

7/10

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Claims without primary source = penalty points (rumour check)

Total score: 7/10

### Source 1: Appellate court judgment

#### Timestamp

01:27–01:33 and multiple others — Quote: "Not only has public trust in the fair execution of state policy been undermined"

**(a) Funding:** State finances — independent judiciary

**(b) Structural conflict of interest:** None (principle of judicial independence)

**(c) Missing rebuttal source:** Critical analysis of the verdict from a criminal law professor

Traffic light: GREEN (the source itself is reliable, but issue of selective quotation)

### Source 2: Special counsel (voice quotation)

#### Timestamp

02:34–02:38 — Quote: "In conclusion, it is this court's judgment that joint criminal liability is recognised."

**(a) Funding:** State finances — operating under the current administration

**(b) Structural conflict of interest:** Possibility of structural conflict of interest in the form of a special counsel operating under the current DP government investigating figures from the previous administration

**(c) Missing rebuttal source:** Legal scholar critical of special counsel fairness

Traffic light: YELLOW (possibility of structural conflict of interest)

### Source 3: CNN (related to US-Iran)

#### Timestamp

17:05–17:10 — Quote: "CNN reported that 13 of the 18 individuals in the line of succession from first to eighteenth were present at this dinner."

**(a) Funding:** Private US media company

**(b) Structural conflict of interest:** Possibility of reporting bias from a US perspective

**(c) Missing rebuttal source:** Iranian side or neutral international media source

Traffic light: YELLOW (dependence on a single source)

*Summary: In its reporting on Kim Keon-hee, this broadcast concentrated on sources favouring the guilty verdict such as the court and special counsel, systematically excluding the defence side and independent legal scholar sources, in violation of the obligation of source diversity.*



3. Speaking Time Allocation						6/10			
1	2	3	4	5	6	7	8	9	10

Total score: 6/10

Estimated speaking time:

- Reporting related to Kim Keon-hee's guilt (positions of court, prosecution, special counsel): approx. 10 minutes (approx. 23% of total)
- Defence rebuttal for Kim Keon-hee: approx. 0.5 minutes (approx. 1% of total)
- Reporting related to the DP (candidate Jeong Won-ho, President Lee Jae-myung, DP members at hearing): approx. 8 minutes (approx. 19% of total)
- Reporting related to the PPP (candidate Oh Se-hun, PPP members at hearing): approx. 3 minutes (approx. 7% of total)
- International, economic, and social news: approx. 22 minutes (approx. 51% of total)
- Anchor presentation: approx. 5 minutes (approx. 12% of total)

*Summary: The distribution of speaking time between reporting favouring the guilty verdict and the defence rebuttal is an extreme imbalance of approximately 20:1, and in the local election reporting, the time allocated to the DP candidate is approximately 2.7 times that of the PPP candidate, in violation of the balance obligations of Article 6 of the Broadcasting Act.*



<b>4. SELECTIVE OMISSION</b>								<b>8/10</b>	
<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	9	10

Total score: 8/10

#### Omission 1:

##### Context

A comparative equity assessment of President Lee Jae-myung's judicial risks (suspected North Korea remittance, Ssangbangwool case) with the Kim Keon-hee verdict

Relevant timestamp: 00:03–10:40 (entire Kim Keon-hee verdict reporting)

##### Effect

By completely excluding the current officeholder's judicial risks, an impression is formed that "only figures from the previous administration are being subjected to judicial proceedings." The North Korea remittance hearing was covered at 34:12, but the connection to President Lee Jae-myung was minimised.

#### Omission 2:

##### Context

The specific policy pledges of the PPP's Seoul mayoral candidate (Oh Se-hun)

Relevant timestamp: 29:45–31:32 (local election reporting)

##### Effect

While the DP's Jeong Won-ho candidate's youth start-up support and small business pledges were reported in detail, for Oh Se-hun only the DP's attack statement that he was "the very person who amplified the housing market chaos and only inflames conflict through false agitation" was quoted, with almost no content on Oh Se-hun's own policy pledges.

#### Omission 3:

##### Context

The issue of political fairness in the special counsel investigation under the current administration

Relevant timestamp: 03:48–05:22 (reporting critical of the prosecution's investigation)

##### Effect

While the prosecution's "lenient investigation" during the Yoon Suk-yeol government was criticised in detail, the issue of the political independence of the special counsel operating under the current Lee Jae-myung government was not addressed at all, forming a one-sided critical structure.

*Summary: This broadcast reported in detail on the judicial proceedings against a figure from the previous administration (First Lady Kim Keon-hee) while systematically omitting the current officeholder's judicial risks and the opposition's policy pledges, in violation of the balance obligations of Article 6 of the Broadcasting Act.*

## Missing Voices

- Criminal law professor: Would have analysed the legal issues surrounding the standard for recognising joint criminal liability and its consistency with Supreme Court precedent
- PPP official spokesperson: Would have conveyed the opposition's official position on the verdict and concerns about political judicialization



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- Legal representative for President Lee Jae-myung: Would have presented a position on the controversy regarding equity with the North Korea remittance case
- Independent judicial monitoring organisation: Would have assessed the procedural fairness of the special counsel investigation
- Pharmaceutical industry representative: Would have conveyed the industry's position on the controversy over relaxing obesity medication prescription standards
- Energy economics expert: Would have analysed the specific impact of the US-Iran war on the Korean economy
- PPP Seoul mayoral candidate's campaign: Would have explained the specific content of their policy pledges
- Labour law expert: Would have discussed the legal loopholes in the 364-day contract practice and measures for expanding it to the private sector



<b>5. Numerical Manipulation</b>									<b>3/10</b>
<b>1</b>	<b>2</b>	<b>3</b>	4	5	6	7	8	9	10

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

Total score: 3/10

#### Finding 1:

Timestamp 00:39–00:42

Number: "This amounts to a sentence more than twice as heavy as the first instance sentence of one year and eight months in prison."

#### Missing context

The scope of charges found guilty differs between the first and second instance (with the stock price manipulation charge added in the second instance). A simple comparison of sentences ignores the difference in the scope of charges, with potential for misunderstanding.

#### Effect

The expression "more than twice as heavy" may be perceived as an increase in sentence for the same charges, potentially exaggerating the severity of the judgment.

*Summary: Numerical manipulation is not at a serious level, but comparing only the sentence without explaining the difference in the scope of charges between the first and second instance may cause misunderstanding.*



<b>6. Guilt by Association</b>									<b>5/10</b>
<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	6	7	8	9	10

Total score: 5/10

#### Association 1:

<b>Timestamp</b>	05:07–05:11
<b>Quote</b>	<i>"In the special counsel investigation, a text message from Ms. Kim to then-Justice Minister Park Seong-jae asking about the status of the investigation was also confirmed."</i>

Technique: Kim Keon-hee is linked to improper communication with the Justice Minister, implying suspicion of interference in the investigation. Only the "suspicious association" is presented, without the specific content or context of the text messages.

<b>Effect</b>	An impression is formed in viewers that Kim Keon-hee interfered in her own investigation, though this remains at the level of an unproven suspicion.
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#### Association 2:

<b>Timestamp</b>	00:26–00:28
<b>Quote</b>	<i>"First Lady Kim Keon-hee, who has been under suspicion of accepting valuables from the Unification Church and stock price manipulation."</i>

Technique: "Unification Church" and "stock price manipulation" are mentioned simultaneously in the initial introduction, bundling the two charges into a single negative image.

<b>Effect</b>	An associative effect of consolidating charges that each require independent legal judgment into a single criminal persona.
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Association chain (not applicable): No explicit association chain was confirmed in this broadcast.

*Summary: This broadcast formed a complex negative association structure linking Kim Keon-hee to "Unification Church + stock price manipulation + Justice Minister text messages," making it difficult for viewers to apply independent legal judgment to each individual charge.*



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

Total score: 7/10

#### Finding 1:

Position: 00:03–10:40 (broadcast start to approximately 25%)

Content: Kim Keon-hee appellate court guilty verdict — four consecutive reports scheduled

Timing effect: By filling the first 25 minutes of the broadcast with Kim Keon-hee's guilty verdict, the strongest impression is made on viewers' first impressions and memory. A placement that utilises the psychological primacy effect.

#### Finding 2:

Position: 34:12–35:58 (approximately 80% of the broadcast)

Content: North Korea remittance case hearing — former Ssangbangwool chairman Kim Seong-tae denies complicity with President Lee Jae-myung

Timing effect: Hearing content that could be unfavourable to President Lee Jae-myung is placed in the latter part of the broadcast and structured around Kim Seong-tae's denial, minimising a negative impression of President Lee Jae-myung.

#### Finding 3:

Position: 05:29–06:59 (approximately 13% of the broadcast)

Content: Re-broadcast of former President Yoon Suk-yeol's past denial statements

Timing effect: Former President Yoon's past denial statements are placed immediately after the appellate court's guilty verdict, reinforcing the impression of a "former president who lied." This is a timing manipulation that connects past statements unrelated to the current case with the current verdict.

*Summary: This broadcast exhibits a strategic timing structure in which Kim Keon-hee's guilty verdict is concentrated in the first 25 minutes of the broadcast, while content unfavourable to President Lee Jae-myung is minimised and placed in the latter portion.*



## 8. Selective Outrage

6/10

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

Total score: 6/10

*Methodological principle (v2.2): The triggering event must be documented before all assessments. A reaction can only be assessed as selective if a comparable triggering event directed at another position did not produce a comparable reaction.*

### Finding 1:

**Timestamp** 03:48–05:22

Triggering event: The fact that the prosecution cleared First Lady Kim Keon-hee of charges

Reaction: "The prosecution dragged this suspicion out for over four years and then cleared Ms. Kim of charges" — critical reporting + separate report scheduled

### Comparison

In reporting on the prosecution's investigation related to President Lee Jae-myung (North Korea remittance, etc.) (34:12–35:58), the DP member's statement that it was "a forum for confirming the prosecution's scheming against President Lee" was quoted as-is, with no independent criticism of the prosecution.

Asymmetry: The prosecution's "leniency" under the previous administration is strongly criticised, while the DP member's claim of "scheming" by the prosecution under the current administration is handled only as a DP member's statement without independent criticism. The nature of the triggering event (appropriateness of the prosecution's investigation) is the same, but the reactions differ markedly.

### Finding 2:

**Timestamp** 27:35–27:42

Triggering event: The 364-day contract practice at public institutions

Reaction: The trade union side's statement, "This is blatant labour theft, and it is a shameful act of the government leading the way in copying the tricks of unscrupulous companies," was broadcast without rebuttal.

### Comparison

Compared to cases in which the management side's position is covered equally in reporting on similar practices by companies, in this matter only the labour side's position is strongly highlighted.

Asymmetry: Broadcasting strong critical expressions about public institution practices without rebuttal shows a pattern of selective outrage. However, this matter is classified as a labour issue bias rather than a political bias.

*Summary: This broadcast applies a strong critical frame to the prosecution's investigative conduct under the previous administration, while failing to apply the same critical standard to the prosecution's investigative conduct under the current administration, showing a pattern of selective outrage.*



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

The Kim Keon-hee case concerns allegations first raised at a confirmation hearing in 2019 that resulted in a guilty verdict at the appellate court approximately seven years later, representing an unprecedented situation involving the criminal punishment of a former president's spouse. The progressive camp criticises the prosecution for a "lenient investigation," while the conservative camp expresses concern about political judicialization. President Lee Jae-myung himself carries judicial risks including the suspected North Korea remittance case, meaning neither the ruling nor the opposition side is free from judicial issues.

*Share of covered perspectives*

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



## Soft Facts — 6 qualitative techniques

### 10. Framing

7/10

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4

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10

Total score: 7/10

#### Finding 1:

Timestamp	00:03–00:12
Quote	<i>"First Lady Kim Keon-hee received a heavier sentence at the appellate court. A prison term of four years was handed down in the second trial on charges including stock price manipulation and acceptance of valuables."</i>
Manipulation	From the very first sentence, emphasis is placed on the "heavier sentence," opening with a frame of confirmed guilt. Despite the verdict being unconfirmed with the Supreme Court appeal still pending, a definitive tone is used.

Why it is problematic: It causes viewers to perceive the case as concluded, undermining the presumption of innocence and blocking an open perspective on the outcome of the appeal.

#### Finding 2:

Timestamp	03:48–03:56
Quote	<i>"The prosecution dragged this suspicion out for over four years and then cleared Ms. Kim of charges."</i>
Manipulation	The expression "dragged out" sets a negative frame implying intentional delay by the prosecution. No legal reasons for the investigative delay are explained at all.

Why it is problematic: A frame is formed that categorically labels the prosecution's investigative delay as "leniency," depriving viewers of the opportunity to fairly assess the prosecution's legal reasoning process.

#### Finding 3:

Timestamp	05:16–05:22
Quote	<i>"It appears that the second comprehensive special counsel investigation, which is examining the lenient investigative intent of the prosecution during the Yoon Suk-yeol government, will also gain momentum."</i>
Manipulation	The reporter directly uses the expression "lenient investigation" to categorically characterise the prosecution's work. This is the expression of an opinion, not factual reporting.

Why it is problematic: By using a value-laden expression such as "leniency" as if it were fact, a public broadcaster journalist violates the impartiality obligations of Article 6 of the Broadcasting Act.



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*Summary: This broadcast consistently framed the Kim Keon-hee verdict through a dual frame of "confirmed guilt + prosecutorial leniency," systematically excluding the possibility of an appeal and the legal issues at stake.*



<b>11. Word Choice and Terminology</b>							<b>7/10</b>		
<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	8	9	10

Total score: 7/10

#### Finding 1:

<b>Timestamp</b>	05:16
<b>Quote</b>	<i>"the lenient investigative intent of the prosecution during the Yoon Suk-yeol government"</i>
<b>Manipulation</b>	"Leniency" is a strongly negative expression implying the intentional provision of favour. Neutral alternatives would be "investigative delay" or "passive investigation."

Why it is problematic: By using a value-laden expression in a factual reporting context, the journalist steers viewers' perceptions in a particular direction.

#### Finding 2:

<b>Timestamp</b>	04:02–04:04
<b>Quote</b>	<i>"the Deutsche stock price manipulation suspicion, in which First Lady Kim Keon-hee was identified as the funding source"</i>
<b>Manipulation</b>	The expression "funding source" is a term primarily used in the context of criminal organisations, carrying strong negative connotations. A neutral alternative would be "identified as the provider of funds."

Why it is problematic: In a situation where the Supreme Court verdict is still pending, using an expression with criminal connotations such as "funding source" violates the presumption of innocence.

#### Finding 3:

<b>Timestamp</b>	27:35–27:42
<b>Quote</b>	<i>"This is blatant labour theft, and it is a shameful act of the government leading the way in copying the tricks of unscrupulous companies."</i>
<b>Manipulation</b>	The extreme expressions "labour theft," "unscrupulous companies," "tricks," and "shameful" were quoted as statements by a trade union representative but were broadcast without rebuttal.

Why it is problematic: By broadcasting strongly emotional language without rebuttal, the public institution in question is deprived of the opportunity to present its position, and a one-sided impression is formed.

*Summary: In its reporting on First Lady Kim Keon-hee, this broadcast used expressions with strong negative connotations such as "leniency" and "funding source" in a factual reporting context, undermining neutrality, and also broadcast extreme expressions without rebuttal in its labour-related reporting.*



## 12. Anchor Behaviour

4/10

1

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Total score: 4/10

*Methodological principle (v2.2): The triggering event must be documented before all assessments. An intervention can only be assessed as asymmetric if a comparable triggering event directed at a different guest did not produce a comparable intervention.*

### Finding 1:

**Timestamp** 10:20–10:31

Triggering event: The defence team argued, "There is absolutely no direct evidence that she was aware of the stock price manipulation."

**Quote (anchor)** *The anchor switched to the next item without separate commentary following the defence counsel's statement.*

**Comparison** When quoting the court's guilty judgment (00:45–03:45), detailed background explanations and three additional reports were scheduled consecutively.

Asymmetry: While three reports (approximately 10 minutes) were devoted to the guilty judgment, only approximately 30 seconds was allocated to the defence rebuttal. The edited duration differed markedly depending on the nature of the triggering event (guilty vs. not-guilty claim).

### Finding 2:

**Timestamp** 29:45–29:51

Triggering event: The DP candidate (Jeong Won-ho) announced his youth start-up support pledge.

**Quote (anchor)** *"DP Seoul mayoral candidate Jeong Won-ho focused today on attracting youth and small business owners."*

**Comparison** In reporting on the PPP candidate (Oh Se-hun) at 30:31, the broadcast opened with the intra-party conflict frame: "PPP candidates are distancing themselves from the party leadership."

Asymmetry: An editorial asymmetry was confirmed, with the DP candidate introduced through their policy pledges and the PPP candidate introduced through intra-party conflict.

*Summary: Direct intervention asymmetry on the part of the anchor is limited, but a DP-favourable asymmetry is confirmed in the distribution of editing time and introductory framing. However, this is judged to be an issue of editorial policy rather than the individual anchor's behaviour.*



### 13. Question Asymmetry

5/10

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Total score: 5/10

#### Asymmetry 1:

Subject A (Kim Seong-tae, former chairman of Ssangbangwool), 34:51–34:58: "You paid the 3 million dollar travel expenses of Governor Lee Jae-myung on his behalf. Why did you pay on his behalf?" — Strong question

Subject B (related to President Lee Jae-myung), 36:04–37:35: President Lee Jae-myung's remarks on autonomous national defence were conveyed as-is, with no follow-up questions — Very weak question

#### Comparison

While former chairman Kim Seong-tae was directly pressed on the reason for the payment, President Lee Jae-myung's remarks were conveyed without critical examination.

#### Asymmetry 2:

Subject A (PPP's Oh Se-hun candidate), 29:45–29:51: The DP's attack statement that he was "the very person who amplified the housing market chaos and only inflames conflict through false agitation" was quoted as-is, with no rebuttal from Oh Se-hun's side.

Subject B (DP's Jeong Won-ho candidate), 29:09–29:43: The youth start-up support pledge was introduced in detail without any critical questions.

#### Comparison

An asymmetric structure in which the ruling party's attack statements are conveyed as-is for the opposition candidate, while the ruling party candidate's pledges are introduced favourably.

*Summary: While critical questions were almost entirely absent for President Lee Jae-myung and DP candidates, strong questioning was directed at opposition figures and individuals associated with the previous administration, confirming a question asymmetry.*



<b>14. False Balance</b>									<b>3/10</b>
<b>1</b>	<b>2</b>	<b>3</b>	4	5	6	7	8	9	10

Total score: 3/10

#### Finding 1:

**Timestamp** 35:42–35:53

Composition: "The DP said it was a forum for confirming the prosecution's scheming against President Lee, while the PPP said it confirmed a national audit aimed at pinning crimes on the President."

#### Analysis

The conflicting claims of both ruling and opposition sides were presented side by side to create a superficial appearance of balance, but in practice significantly more reporting time and context was allocated to the DP's claim (prosecution scheming), while the PPP's claim was handled in a single sentence. This is a typical pattern of false balance.

*Summary: False balance appears to a limited extent in this broadcast, and the more dominant problem is one-sided reporting that abandons even the appearance of balance.*



<b>15. Agenda Setting</b>							<b>7/10</b>		
<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	8	9	10

Total score: 7/10

#### Finding 1:

Agenda element set: The Kim Keon-hee guilty verdict = evidence of the previous administration's corruption and collusion with the prosecution

#### Timestamp

00:03–05:22 — Basis: "It appears that the second comprehensive special counsel investigation, which is examining the lenient investigative intent of the prosecution during the Yoon Suk-yeol government, will also gain momentum."

Alternative agenda: The legal issues of the appellate court verdict, the uncertainty of the Supreme Court appeal outcome, the issue of judicial independence

#### Finding 2:

Agenda element set: President Lee Jae-myung's remarks on autonomous national defence = rational sovereign diplomacy

#### Timestamp

36:04–37:35 — Basis: "We will focus on diplomacy that, as a sovereign state, builds genuine friendships with our allies from a dignified standpoint."

Alternative agenda: Concerns about weakening the ROK-US alliance, the specific content of the controversy over limiting intelligence sharing with North Korea, opposition security concerns

#### Finding 3:

Agenda element set: Local elections = a competition of policy pledges by the DP

#### Timestamp

28:53–30:28 — Basis: Detailed reporting on DP candidate pledges vs. reporting on PPP candidates centred on intra-party conflict

Alternative agenda: The specific policy pledges of PPP candidates, the substantive policy issues of the local elections

*Summary: This broadcast set "previous administration's corruption + current administration's rationality" as a self-evident premise and systematically excluded perspectives contrary to this (current administration's judicial risks, opposition policy pledges) from the agenda.*



## CHAPTER 4 — OVERALL EVALUATION

### OVERALL EVALUATION OF THE 15 CRITERIA

#### Individual Scores — All 15 Criteria

No.	Criterion	Score	Rating
1	Expert Selection	6/10	Significant imbalance
2	Source Selection	7/10	Pronounced imbalance
3	Speaking Time Allocation	6/10	Significant imbalance
4	SELECTIVE OMISSION	8/10	Pronounced imbalance
5	Numerical Manipulation	3/10	Slight imbalance
6	Guilt by Association	5/10	Significant imbalance
7	Timing	7/10	Pronounced imbalance
8	Selective Outrage	6/10	Significant imbalance
9	COMPLETENESS	6/10	Significant imbalance
10	Framing	7/10	Pronounced imbalance
11	Word Choice and Terminology	7/10	Pronounced imbalance
12	Anchor Behaviour	4/10	Slight imbalance
13	Question Asymmetry	5/10	Significant imbalance
14	False Balance	3/10	Slight imbalance
15	Agenda Setting	7/10	Pronounced imbalance

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

**6.0/10**

*Significant imbalance*

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

**5.8/10**

*Significant imbalance*

#### OVERALL SCORE

**5.9/10**

*Significant imbalance*

*Average of Hardfacts and Softfacts*



## KEY — Score Definitions

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

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

### Aggregated Deviation Index — Interpretation Ranges

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

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

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



## CHAPTER 5 — LEGAL CLASSIFICATION (Broadcasting Act Article 6)

### Assessment Under Article 6 of the Broadcasting Act

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Article 6 of the Broadcasting Act stipulates the impartiality and public interest of broadcasting, requiring that reporting be fair and objective and that diverse opinions be reflected in a balanced manner.

#### Violation 1:

Standard: Article 6(1) of the Broadcasting Act (impartiality obligation)

Content of violation: A journalist directly uses the value-laden expression "lenient investigation" in a factual reporting context.

Basis: Timestamp 05:16–05:22 — Quote: "It appears that the second comprehensive special counsel investigation, which is examining the lenient investigative intent of the prosecution during the Yoon Suk-yeol government, will also gain momentum."

Assessment: "Lenient investigation" is an expression that categorically asserts intentional provision of favour, and its use by a public broadcaster journalist in a factual reporting context violates the impartiality obligation of Article 6(1) of the Broadcasting Act. The neutral expressions "investigative delay" or "passive investigation" should have been used.

#### Violation 2:

Standard: Article 6(2) of the Broadcasting Act (balance obligation)

Content of violation: In reporting on Kim Keon-hee's guilty verdict, an extreme time imbalance of allocating approximately 10 minutes to reporting favouring the guilty verdict while assigning only approximately 30 seconds to the defence rebuttal.

Basis: Timestamp 00:03–10:40 (four reports favouring the guilty verdict) vs. 10:20–10:31 (defence rebuttal, approximately 30 seconds)

Assessment: Article 6(2) of the Broadcasting Act stipulates that "diverse opinions must be reflected in a balanced manner." A distribution of speaking time of approximately 20:1 between the direction of guilty verdict and the not-guilty claim constitutes a clear violation of this obligation.

#### Violation 3:

Standard: Article 6(2) of the Broadcasting Act (balance obligation)

Content of violation: Complete omission of a comparative equity assessment of President Lee Jae-myung's judicial risks (suspected North Korea remittance) with the Kim Keon-hee verdict, and failure to address the issue of the current administration's special counsel's fairness.

Basis: Timestamp 00:03–10:40 (concentrated reporting on Kim Keon-hee verdict) — No reporting on President Lee Jae-myung's judicial risks.

Assessment: Reporting in detail on the judicial proceedings against a figure from the previous administration while completely omitting the current officeholder's judicial risks violates the balance obligation of Article 6(2) of the Broadcasting Act and may be interpreted as a public broadcaster serving the interests of a particular political force.

### Overall Assessment Under Article 6 of the Broadcasting Act

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This KBS 뉴스9 violated the impartiality obligation of Article 6(1) and the balance obligation of Article 6(2) of the Broadcasting Act at multiple points. The journalist's direct use of the value-laden expression "lenient investigation" in a factual reporting context is a clear violation of the impartiality obligation, and the extreme time imbalance between reporting favouring the guilty verdict and the defence rebuttal (approximately 20:1) is a violation of the balance obligation. The complete omission of a comparative equity assessment with President Lee Jae-myung's judicial risks and the failure to address the issue of the current administration's special counsel's fairness may be interpreted as a public broadcaster serving the interests of a particular political force, also violating the public interest obligation of



Article 6 of the Broadcasting Act. However, the international, economic, and social items were reported with relative balance, making it difficult to categorically conclude that the broadcast as a whole is at a level of extreme bias.

### **In-Depth Source Review (Mandatory — All Cited Expert Institutions/NGOs/Advisory Bodies)**

In-depth review of major institutions/sources cited in this broadcast:

#### **1. Appellate court bench (Seoul High Court)**

- 1. Funding:** State finances — independent judiciary
- 2. Mandate:** Possesses adjudicating authority for the case in question — appropriate in terms of the principle of neutrality
- 3. Conflict of interest:** None (principle of judicial independence) — though full guarantee of judicial independence in the current political environment is uncertain
- 4. Credibility matrix:** D1(+1) D2(+2) D3(+2) D4(+1) D5(+1) D6(+2) → Total +9 → GREEN
- 5. Rebuttal source:** No critical analysis of the joint criminal liability doctrine from a criminal law professor

#### **2. Special counsel (2nd comprehensive special counsel)**

- 1. Funding:** State finances — operating under the current DP government
- 2. Mandate:** Investigation of figures from the previous administration — possibility of conflict of interest with the current administration
- 3. Conflict of interest:** Structural incentive exists to produce investigative results favourable to the current ruling party (DP)
- 4. Credibility matrix:** D1(-1) D2(+1) D3(+2) D4(0) D5(+1) D6(+1) → Total +4 → YELLOW
- 5. Rebuttal source:** No legal scholar critical of special counsel fairness or independent judicial monitoring organisation

#### **3. CNN (reporting related to US-Iran)**

- 1. Funding:** Private US media company — possibility of bias from a US perspective
- 2. Mandate:** Political reporting within the US — possibility of bias favourable to the US government's position
- 3. Conflict of interest:** Reporting bias from a US perspective — possibility of underrepresentation of the Iranian side's position
- 4. Credibility matrix:** D1(-1) D2(0) D3(+1) D4(0) D5(+1) D6(+1) → Total +2 → YELLOW
- 5. Rebuttal source:** No Iranian side or neutral international media source

*Important: "Recognised" is not a factual qualification. It is a social attribution that must itself be examined.*

### **Legal and Methodological Notes**

<b>No factual determination</b>	The results presented do not constitute factual determinations about individual persons, editorial teams, or broadcasts. They are the product of a standardized operationalization, not a finding of individual responsibility.
<b>No legal judgment</b>	The aggregated deviation index does not replace a legal assessment under 방송법 제6조. The determination of whether a specific broadcast violates legal requirements is exclusively the responsibility of the competent authorities (in particular 방송통신위원회).
<b>No proof of causation</b>	Statistical correlations are not to be interpreted as proof of causal relationships or editorial intent. Deviation values may be influenced by topic selection, news environment, political controversy, or format logic.



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**No judgment of intent**

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

**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 sharp legal qualification.



## APPENDIX 1: NATIONAL BROADCASTING LAW

### Legal Basis South Korea — KBS / MBC

#### Legislation

Broadcasting Act (방송법, Act No. 6139, January 28, 2000, last amended 2025)

Constitutional basis: Article 21 of the Constitution of the Republic of Korea (1987) guarantees freedom of expression and press. Paragraph 3: Standards for news services and broadcasting facilities shall be determined by law.

#### Relevant Provisions

- Art. 3 (Freedom of Broadcasting): Freedom of programming is guaranteed. No one may regulate or influence programming except under the conditions of this Act.
- Art. 5 (Public Responsibility of Broadcasting): Public responsibility of broadcasting. Broadcasting must conform to the democratic constitutional order.
- Art. 6 Para. 1 (Fairness and Public Interest): "Reporting through broadcasting must be fair and objective."
- Art. 6 Para. 2: Broadcasting shall not discriminate in its programming on the basis of gender, age, occupation, religion, belief, class, region, or race.
- Art. 6 Para. 3: Broadcasting must respect the ethical and emotional sensibilities of the people and contribute to the protection of fundamental rights and the promotion of international friendship.
- Art. 6 (further paragraphs): Obligation to promote diversity of opinion and balanced representation of different viewpoints on controversial issues.
- Art. 43 (Establishment of KBS): Establishment of the Korea Broadcasting Corporation (KBS) to create a fair and healthy broadcasting culture.
- Art. 44: Public responsibility of KBS.

#### Broadcasting Review Regulations

- Art. 9: Fairness/objectivity of reporting — detailed rules for news reporting.
- Art. 14: Objectivity in news reports.
- Art. 100: Sanction levels: Correction recommendation → Warning → Fine → Suspension of broadcasting license.

#### Regulatory Authorities

- KMCC / KCC (Korea Media and Communications Commission): Broadcasting policy, licensing, investigation and sanctioning of violations. 2025 reform: Renamed, new BMCC as independent buffer between politics and broadcasting governance.
- KCSC (Korea Communications Standards Commission): Content oversight. Reviews whether broadcasting content maintains fairness, public interest, and public responsibility (per Art. 32). 9 commissioners appointed by the President (6 ruling party, 3 opposition).
- Press Arbitration Commission: Complaint pathway for citizens. Right to correction, right of reply, follow-up reporting. Settlement is legally binding.

#### Public Broadcasters

Broadcaster	Legal Form	Funding
KBS (Korean Broadcasting System)	Public corporation	License fees + state funding + advertising (KBS-2)
MBC (Munhwa Broadcasting Corporation)	Corporation, 70% Foundation for Broadcast Culture	Primarily advertising



EBS (Educational Broadcasting System)

Public corporation

Textbook sales + advertising

## Complaint Procedures

1. KCSC deliberation process (ex-post review)
2. Viewers' Complaint Settlement Committee (Art. 35, at broadcasters)
3. Press Arbitration Commission (correction, right of reply)
4. General courts

## Comparison Switzerland — South Korea

Aspect	Switzerland (Art. 4 RTVG)	South Korea (Art. 6 Broadcasting Act)
Factual accuracy	Statutory (Art. 4 Para. 2)	Statutory (Art. 6 Para. 1: fair and objective)
Diversity of opinion	Statutory (Art. 4 Para. 4)	Statutory (Art. 6: diverse viewpoints)
Impartiality	Derived	Statutory (fairness)
Political balance	Derived	Implicit (diversity of opinion)
Independent complaints body	UBI (statutory)	KCSC + Press Arbitration Commission
Content oversight	BAKOM/UBI	KCSC
Structural issue	No direct political control	Government change → leadership change in KBS/MBC



## APPENDIX 2: SCIENTIFIC REFERENCES

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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*



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