



POLITICAL LANDSCAPE

The Schoof cabinet took office in July 2024 as an extra-parliamentary cabinet, supported by PVV (37 seats), VVD (24 seats), NSC (20 seats) and BBB (7 seats). Prime Minister Dick Schoof is non-partisan. The largest opposition party is GL-PvdA with 25 seats, followed by D66 (9 seats), CDA (5 seats), SP (5 seats), SGP (3 seats), PvdD (3 seats), CU (3 seats) and FvD (3 seats).

Party	CHES L-R	Seats	Government/Opposition	Core position
SP	1.1	5	Opposition	Socialist, anti-market
GL-PvdA	2.4	25	Opposition	Climate, social, humane asylum
PvdD	2.5	3	Opposition	Animal rights, climate
D66	4.8	9	Opposition	Liberal-progressive, pro-EU
CDA	5.5	5	Opposition	Christian democratic, centre
NSC	5.8	20	Government	Economic security, rule of law
CU	6.0	3	Opposition	Christian-social
VVD	7.0	24	Government	Liberal, free market
BBB	7.5	7	Government	Agrarian-populist
SGP	7.8	3	Opposition	Reformed, conservative
PVV	9.2	37	Government	Anti-Islam, migration halt
FvD	9.5	3	Opposition	Far right, sovereignty

The coalition is under pressure due to internal disagreements over asylum policy, with NSC and VVD regularly clashing with the hard PVV line. The climate debate is polarised between the coalition (which wants to weaken climate legislation) and the left-wing opposition. The relationship between the government and the public broadcaster is strained, partly because PVV has repeatedly labelled the NPO a "left-wing broadcaster". Socioeconomic themes such as purchasing power and the housing market dominate public debate.

The Dutch public broadcaster (NPO) operates under the Media Act 2008, of which Article 2.1 requires pluriform, balanced and independent reporting across the total output. The NPO system is fragmented through broadcasting associations (BNNVARA, AVRO TROS, KRO-NCRV and others) with their own editorial responsibility. Political pressure on the NPO has increased in recent years, particularly from the PVV parliamentary group.



CHAPTER 1 — PARTY-POLITICAL BIAS

Assessment per party

Party	Score (-5..+5)	Broadcast representation vs. party programme position
VVD	0	Not addressed in this broadcast — score not applicable
PVV	0	Not addressed in this broadcast — score not applicable
GL-PvdA	0	Not addressed in this broadcast — score not applicable
NSC	0	Not addressed in this broadcast — score not applicable
D66	0	Not addressed in this broadcast — score not applicable
BBB	0	Not addressed in this broadcast — score not applicable
CDA	0	Not addressed in this broadcast — score not applicable
SP	0	Not addressed in this broadcast — score not applicable

Summary of party bias

- Most accurate representation: Not applicable — no party-political content in the broadcast
- Strongest distortion: Not applicable
- Average deviation from 0: 0.0
- Conclusion: This broadcast concerns a short news bulletin () with reports on Gaza, bus transport in Gelderland, flooding in Italy, a pier accident in the US and a DJ ranking. No party-political positions are taken, no parties are named and no political debates are conducted. An assessment of party-political bias is therefore not possible on the basis of this material.

Left-Right General Tendency

TENDENCY SCORE: 0.0

CLASSIFICATION: Balanced

Reasoning: The broadcast contains exclusively factual news reports without political interpretation, commentary or framing in a left-right direction. No political actors are quoted, with one exception: President Biden is mentioned in connection with a statement of condolence following the pier accident in Georgia. This is a factual mention without political charge. There is no discernible tendency favouring left or right.



CHAPTER 2 — BROADCAST INFORMATION AND THEMATIC FRAMEWORK

Broadcast details

- Title: NOS Journaal (short bulletin, TT888)
- Date: 20.10.2024
- Length (estimated from transcript):
- Presenter/reporter: Not named in transcript
- Persons interviewed: No interviews — exclusively presentation of news reports

Person	Function	Party/Affiliation	Political spectrum
Joe Biden (mentioned)	President of the United States	Democratic Party (US)	Centre-left (US)
Martin Garrix (mentioned)	DJ/artist	None	Not political

Main topic

A short news bulletin with five separate news reports without an overarching theme.



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

CHAPTER 3 — 15 CRITERIA: DETAILED ANALYSIS



Hard facts — 9 techniques that are countable and scientifically verifiable

1. CHOICE OF EXPERTS

1/10

1

2

3

4

5

6

7

8

9

10

Definition: Who speaks as an expert?

In this broadcast, no experts are interviewed or quoted. The bulletin consists exclusively of the presenter reporting news facts. There are no guest experts, no scientists, no policymakers and no other external sources who speak on air.

Missing expert groups:

- International law expert for the Gaza report
- Transport specialist or consumer organisation for the EBS report
- Meteorologist or climate scientist for the Italy report

Summary: Because no experts are featured, there is no selective or distorted choice of experts. The score of 1/10 reflects the absence of any expert input, which is normal for a short bulletin but limits the informational value.



2. CHOICE OF SOURCES

3/10

1

2

3

4

5

6

7

8

9

10

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

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

Source 1: News agencies (not further specified) — Gaza casualties

Timestamp: 00:19

Statement

Dozens of people were injured, news agencies report based on information from Hamas.

(a) Funding and ownership: News agencies (presumably AP, AFP, Reuters) are commercially funded and generally editorially independent.

(b) Structural conflict of interest: The information originates from Hamas, a party to the conflict with a direct interest in certain reporting. This is explicitly stated in the broadcast, which is methodologically correct.

(c) Missing counter-source: An independent humanitarian organisation on the ground is absent.

Source 2: Israeli military — death toll Gaza

Timestamp: 00:31

Statement

According to the Israeli military, the death toll is lower.

(a) Funding: State military body, funded by the Israeli government.

(b) Structural conflict of interest: The Israeli military is a direct party to the conflict and has an interest in a lower death toll in reporting.

(c) Missing counter-source: An independent verification source (e.g. UN OCHA) is absent.

Source 3: Omroep Gelderland — EBS bus cancellations

Timestamp: 01:16

Statement

according to research by Omroep Gelderland.

(a) Funding: Regional public broadcaster, funded through the NPO system and provincial contributions.

(b) Structural conflict of interest: No direct conflict of interest; regional broadcaster has an interest in regional news value but not in a specific outcome.

(c) Missing counter-source: EBS itself is not directly quoted; the carrier is only mentioned indirectly.

Rumour check (penalty points):

No claims without a primary source were found. The broadcast is careful in attributing information to sources, including the explicit mention that figures cannot be independently verified.

Summary: The choice of sources is limited but methodologically reasonably sound. The explicit mention of Hamas as the information provider and the impossibility of independent verification are journalistically correct. The absence of independent humanitarian sources in the Gaza report and the absence of a direct response from EBS are weak points.



3. TIME ALLOCATION

2/10

1

2

3

4

5

6

7

8

9

10

Definition: Distribution of speaking time between different positions.

Estimated speaking time per topic:

- Gaza conflict: approx. 1 min. 10 sec. (approx. 23%)
- EBS bus cancellations: approx. 45 sec. (approx. 15%)
- Flooding Italy: approx. 1 min. 15 sec. (approx. 25%)
- Pier accident Georgia (US): approx. 50 sec. (approx. 17%)
- Martin Garrix / DJ Mag: approx. 40 sec. (approx. 13%)
- Weather report: approx. 20 sec. (approx. 7%)
- Presenter (total): approx. 5 min. (100% — sole speaker)

Summary: Because there are no guests or interviewees, there is no unequal distribution of time between different positions or persons. The distribution of time across topics is reasonably proportionate. The score of 2/10 reflects the absence of any counter-voice or alternative perspective, which is inherent to the format of a short news bulletin.



4. OMISSION (Selective omission)

4/10

1

2

3

4

5

6

7

8

9

10

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

Omission 1: International legal context in the Gaza report

Context

No mention is made of ongoing proceedings at the International Criminal Court or UN resolutions on the conflict in Gaza.

Relevant at: 00:11–01:13

Effect: The omission of the international legal context suggests that the conflict is exclusively a military matter, without a normative framework.

Omission 2: Perspective of passengers and municipalities in the EBS report

Context

The report on the bus cancellations contains only figures and a response from EBS (indirect). Passengers, municipalities or the province as the concession authority are not given a voice.

Relevant at: 01:13–01:55

Effect: The omission of the passenger perspective makes the report one-sidedly informative without a human dimension or societal impact.

Omission 3: Climate context in the Italy flooding

Context

The flooding is described as a weather event, but no connection is made to climate change or the structural vulnerability of the region.

Relevant at: 01:55–03:01

Effect: The omission of the climate context reduces a structural problem to an incidental weather event.

Summary: The omissions are partly inherent to the short bulletin format, but the absence of international legal context in the Gaza report and the climate context in the Italy report are editorial choices that limit the informational picture.

Missing voices

- International law expert (UN or ICJ): Could have clarified the legal qualification of the attack in Beit Lahiya
- Independent humanitarian organisation (e.g. MSF/Médecins Sans Frontières): Could have confirmed or nuanced the humanitarian situation in northern Gaza
- Passenger or municipal spokesperson Deventer/Heerde: Could have illustrated the concrete consequences of the bus cancellations for daily commuters
- Spokesperson of the province of Gelderland (concession authority): Could have explained the government's enforcement position vis-à-vis EBS
- Climate scientist or meteorologist: Could have placed the flooding in Italy in a broader climate context
- Eyewitness or aid worker Sapelo Island: Could have deepened the human dimension of the pier accident



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

- EBS spokesperson: Could have provided the company's own explanation for the staff shortages (currently only cited indirectly)
- Representative of the local Sapelo Island community: Could have explained the cultural significance of the celebration



5. USE OF FIGURES

3/10

1

2

3

4

5

6

7

8

9

10

Complete figures include: absolute number, share (%) and trend

Definition: Selective or misleading use of statistics.

Finding 1: Death toll Gaza

Timestamp: 00:11

Figure: "more than 80 people have been killed" (Hamas source) vs. "the death toll is lower" (Israeli military)

Dimensions: (a) Absolute value — two contradictory absolute figures presented; (b) Share — no ratio to total population or previous attacks; (c) Trend — no comparison with earlier incidents

Missing context

No historical comparison, no cumulative death toll for the entire operation in northern Gaza

Effect: The two contradictory figures are placed side by side without methodological explanation of how they were arrived at, giving viewers no tools for assessment.

Finding 2: EBS bus cancellations

Timestamp: 01:28–01:32

Figure: "on average around 4% of buses do not" vs. "the 0.2 percent that was agreed"

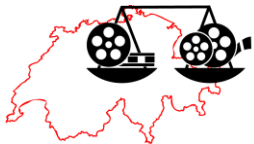
Dimensions: (a) Absolute value — not stated; (b) Share — both percentages are correctly presented; (c) Trend — no development over time (improved or worsened?)

Missing context

The absolute number of cancelled trips per day is missing, as is the trend over recent months.

Effect: The comparison of 4% with 0.2% is effective and illustrative, but the absence of a trend line prevents assessment of whether the situation is improving or worsening.

Summary: The use of figures is generally correct and transparent, particularly the explicit mention of the impossibility of independent verification for the Gaza figures. The missing trend analysis for the EBS figures is a limitation but not manipulation.



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

6. GUILT BY ASSOCIATION

0/10

1 2 3 4 5 6 7 8 9 10

Definition: Discrediting through association with negative groups or ideas.

No instances of guilt by association were found in this broadcast. No persons or organisations are associated with negative groups or ideas in a manner that can be considered discrediting.

Summary: No findings. The broadcast contains no associative discrediting techniques.



7. TIMING

2/10

1

2

3

4

5

6

7

8

9

10

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

Finding 1: Gaza report as opening item

Position: 00:11 (beginning)

Content: "In an Israeli attack in the north of Gaza, more than 80 people are said to have been killed."

Timing effect

The Gaza report opens the bulletin, assigning it the highest news value. This is an editorial choice that positions the conflict as the most important news of the moment. Given the scale of the conflict, this is journalistically defensible, but it is a choice that is not neutral.

Finding 2: Martin Garrix as closing item

Position: 03:50 (end)

Content: "Martin Garrix was again named the world's most popular DJ last night."

Timing effect

The light, positive report on Garrix closes the bulletin, which is a classic "feel-good ending" technique. This is a common journalistic practice but creates a deliberate emotional conclusion.

Summary: The placement of the Gaza report as the opening item and the Garrix report as the closing item are recognisable editorial choices that partly determine the tone of the bulletin, but cannot be considered manipulative.



8. SELECTIVE INDIGNATION

0/10

1

2

3

4

5

6

7

8

9

10

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

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

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

No instances of selective indignation were found. The presenter maintains a neutral, factual tone throughout the entire broadcast. There are no moments at which emotional involvement or indignation is noticeable on one topic but not on another.

Degree of indignation: 0/5

Selectivity: 0/5

Summary: No findings. The presentation style is consistently neutral across all topics.



9. COMPLETENESS (Selective omission — overall picture)

4/10

1

2

3

4

5

6

7

8

9

10

Definition: How completely does the broadcast portray the topic?

Finding 1: Gaza — missing humanitarian context

Timestamp: 00:11–01:13

Missing perspective/fact: The broader humanitarian situation in northern Gaza (food, water, medical care) is not mentioned, nor is the response of international organisations.

Relevance: The attack in Beit Lahiya takes place in the context of a prolonged blockade and humanitarian crisis that is essential for understanding.

Impact

The omission reduces the report to an incident without structural context.

Finding 2: EBS — missing administrative context

Timestamp: 01:13–01:55

Missing perspective/fact: The role of the province as concession authority and the question of whether the imposed fine is effective as an enforcement instrument are absent.

Relevance: Administrative responsibility is essential for understanding the problem and possible solutions.

Impact

The report suggests that the problem lies exclusively with EBS, while the concession structure also plays a role.

Finding 3: Italy — missing structural context

Timestamp: 01:55–03:01

Missing perspective/fact: The Bologna region frequently experiences flooding (explicitly mentioned in the transcript), but no connection is made to climate change, spatial planning or prevention policy.

Relevance: Structural vulnerability requires structural interpretation.

Impact

The report remains at the level of a weather event without policy or scientific context.

Summary: The completeness deficiencies are partly inherent to the short bulletin format, but the absence of structural context in three of the five reports is a pattern that limits the informational value of the broadcast.



Soft facts — 6 qualitative techniques

10. FRAMING (Setting the frame)

3/10

1

2

3

4

5

6

7

8

9

10

Definition: How is the topic fundamentally framed?

Finding 1: Gaza — use of conditional mood

Timestamp: 00:11

Quote	<i>**In an Israeli attack in the north of Gaza, more than 80 people are said to have been killed.**</i>
Manipulation	The use of the conditional mood ("are said to") for the Hamas-side death toll, while the Israeli denial is stated in the indicative ("Israel denies this and says..."), creates an asymmetric epistemic framework.
Why problematic	The conditional for Hamas information and the indicative for Israeli information implicitly suggests a difference in reliability, while both sources are parties to the conflict. A consistent conditional for both sources would have been more neutral.

Finding 2: Italy — normalisation of disasters

Timestamp: 02:48

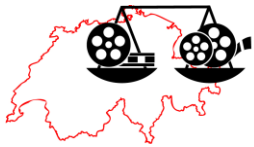
Quote	<i>**This region is in fact frequently affected by these weather conditions.**</i>
Manipulation	The normalisation of flooding as "frequently occurring" without further interpretation frames it as a familiar, acceptable situation.
Why problematic	The normalisation without climate context prevents viewers from understanding the structural dimension of the problem.

Finding 3: Sapelo Island — cultural context as a side note

Timestamp: 03:15

Quote	<i>**People had gathered there for an annual celebration of local culture.**</i>
Manipulation	The cultural celebration is used merely as a contextual explanation for the presence of people, not as an independent news element.
Why problematic	Sapelo Island has a special historical significance as a community of descendants of enslaved people (Gullah Geechee culture). The omission of this context reduces the community to an anonymous crowd.

Summary: The framing is generally neutral, but the asymmetric application of the conditional in the Gaza report and the absence of cultural context in the Sapelo Island report are noticeable editorial choices.



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



11. WORD CHOICE AND TERMINOLOGY

2/10

1

2

3

4

5

6

7

8

9

10

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

Finding 1: "Are said to" — epistemic asymmetry

Timestamp: 00:11 and 00:37

Quote	<i>"more than 80 people are said to have been killed" / "an apartment building and several houses are said to have been hit"</i>
Manipulation	Consistent use of the conditional for Palestinian/Hamas information.
Why problematic	A neutral alternative would be: consistent use of "according to Hamas" or "according to the Israeli military" for both sources, without epistemic distinction through verb form.

Finding 2: "Critical situation"

Timestamp: 01:59

Quote	<i>"Italian media speak of a critical situation in several regions."</i>
Manipulation	The term "critical situation" is attributed to Italian media, which emphasises the seriousness of the situation without independent journalistic verification.
Why problematic	Attributing to "Italian media" (plural, unspecified) is a vague source reference that does not substantiate the seriousness of the qualification.

Summary: The word choice is generally sober and factual. The asymmetric application of the conditional in the Gaza report is the most notable linguistic finding, but is also a common journalistic practice when dealing with unverifiable information.



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

12. MODERATION BEHAVIOUR

0/10

1

2

3

4

5

6

7

8

9

10

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

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

There are no guests or interviewees in this broadcast. The bulletin consists exclusively of presentation by one presenter. Moderation behaviour in the sense of follow-up questioning, interruptions or expressions of sympathy is structurally absent.

Summary: Not applicable. There are no interactions between moderator and guests in this broadcast.



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

13. QUESTION ASYMMETRY

0/10

1

2

3

4

5

6

7

8

9

10

Definition: Harder/softer questions directed at different persons.

No questions are asked in this broadcast. The bulletin contains no interviews or interactive elements.

Summary: Not applicable. No questions were asked in this broadcast.



14. FALSE BALANCE

1/10

1

2

3

4

5

6

7

8

9

10

Definition: Artificial balance despite factual imbalance.

Finding 1: Gaza — two parties, no independent verification

Timestamp: 00:19–00:34

Construction: "news agencies report based on information from Hamas" vs. "According to the Israeli military, the death toll is lower" — followed by "the figures cannot be independently verified."

Analysis

The presentation of two contradictory figures from two parties to the conflict as equivalent information sources, followed by the acknowledgement that verification is impossible, creates an apparent balance. However, the explicit mention of the verification problem is journalistically correct and prevents the false balance from fully taking hold.

Summary: The Gaza reporting contains an element of false balance by presenting two partisan sources as equivalent, but the explicit mention of the impossibility of independent verification considerably mitigates this. The score of 1/10 reflects a limited but present finding.



15. AGENDA-SETTING

3/10

1

2

3

4

5

6

7

8

9

10

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

Finding 1: Gaza as a military conflict, not as a humanitarian crisis

Agenda element: The Gaza report is framed as a military operation (attack, death toll, Hamas regrouping) without a humanitarian agenda.

Timestamp: 00:11 — Evidence: "Israel denies this and says it wants to prevent Hamas from regrouping in the area."

Alternative agenda: The humanitarian situation (food, water, medical care, displacement) as the primary news frame.

Finding 2: Bus cancellations as a technical problem, not as political failure

Agenda element: The EBS bus cancellations are presented as an operational problem of a carrier, not as a political issue concerning tendering policy and public service provision.

Timestamp: 01:13 — Evidence: "The main cause of the cancellations is a staff shortage."

Alternative agenda: The role of the government as concession authority and the question of whether market forces in public transport work.

Summary: The agenda-setting is consistent with a short news bulletin that primarily reports factually. However, the choice to frame Gaza as a military conflict and the bus cancellations as a technical problem are editorial choices that exclude alternative, socially relevant agendas.



CHAPTER 4 — OVERALL ASSESSMENT

Overview of individual scores

No.	Criterion	Type	Score	Main finding (1 sentence)
1	Choice of experts	H	1	No experts featured; inherent to bulletin format
2	Choice of sources	H	3	Sources correctly attributed; independent verification absent for Gaza
3	Time allocation	H	2	No guests; time distribution across topics reasonably proportionate
4	Omission	H	4	International legal and climate context structurally absent
5	Use of figures	H	3	Figures correctly presented; trend analysis absent for EBS
6	Guilt by association	H	0	No instances found
7	Timing	H	2	Gaza as opening item and Garrix as closing item are common editorial choices
8	Selective indignation	H	0	No indignation found; consistent neutral tone
9	Completeness	H	4	Structural context absent in three of the five reports
10	Framing	S	3	Asymmetric conditional in Gaza; normalisation of Italy flooding
11	Word choice	S	2	Sober language use; epistemic asymmetry in Gaza conditional
12	Moderation behaviour	S	0	Not applicable; no guests in broadcast
13	Question asymmetry	S	0	Not applicable; no interviews in broadcast
14	False balance	S	1	Gaza: two partisan sources presented as equivalent, but verification problem explicitly named
15	Agenda-setting	S	3	Gaza framed as military conflict and bus cancellations as technical problem

Results

- HARD FACTS SCORE (average criteria 1-9): 2.1 / 10
- SOFT FACTS SCORE (average criteria 10-15): 1.5 / 10
- TOTAL SCORE (average all 15 criteria): 1.8 / 10

Dominant techniques

The 3 strongest techniques in this broadcast:

- 1. Omission / Selective omission (Score 4):** Structural context is absent in three of the five reports — international legal context for Gaza, climate context for Italy and administrative context for EBS. This is partly inherent to the bulletin format but constitutes a consistent pattern of context-poor reporting.
- 2. Completeness (Score 4):** The overall picture of all topics is incomplete due to the systematic absence of alternative perspectives, particularly the passenger perspective for EBS, the humanitarian dimension for Gaza and the structural vulnerability context for Italy.



3. Framing (Score 3): The asymmetric application of the conditional for Gaza information from the Hamas side versus the indicative for Israeli information, and the normalisation of the Italy flooding without climate context, are the most notable framing choices.

Core messages of the broadcast

****MESSAGE 1 (SUBSTANTIVE):** ** "The conflict in Gaza is a military operation in which casualty figures are uncertain."

Technique: Framing as military conflict + epistemic conditional — Evidence: 00:11, 00:31

****MESSAGE 2 (PERSONAL):** ** "Martin Garrix is a proud Dutch success on the world stage."

Technique: Positive closing, national pride — Evidence: 03:50, 04:30

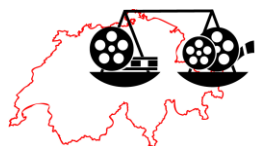
****MESSAGE 3 (SOCIETAL):** ** "Problems in public transport are operational issues of carriers, not of political policy."

Technique: Agenda-setting, omission of administrative context — Evidence: 01:13, 01:42

Reasoning: The total score of 1.8/10 places this broadcast in the category of balanced reporting. The bulletin is a short news overview of without political interpretation, interviews or commentary. The findings identified — particularly the omission of structural context and the asymmetric conditional in Gaza — are partly inherent to the bulletin format and partly common journalistic practices. There is no discernible political agenda or systematic favouring of a party or position. The broadcast largely meets the requirements of factual, attributed reporting, although the absence of context limits the informational value. Article 2.1 of the Media Act requires pluriformity across the total output, not per individual broadcast; a short news bulletin cannot meet all pluriformity requirements.

CONCLUSION

This broadcast of the NOS Journaal (short bulletin) largely meets the requirements of factual and attributed reporting as required by the Media Act 2008 Article 2.1. The findings identified — particularly the omission of structural context in three of the five reports and the asymmetric application of the conditional in the Gaza report — are partly inherent to the bulletin format and partly common journalistic practices that cannot be considered manipulative. There is no discernible party-political bias, no selective indignation and no systematic favouring of a political position. The explicit mention of the impossibility of independent verification for the Gaza casualty figures is journalistically correct and demonstrates methodological care. Viewed in the light of Article 2.1 of the Media Act, which requires pluriformity across the total output and not per individual broadcast, this broadcast provides no indications of a violation of the statutory pluriformity requirement.



OVERALL EVALUATION OF THE 15 CRITERIA

Individual scores — All 15 criteria

No.	Criterion	Score	Classification
1	CHOICE OF EXPERTS	1	●
2	CHOICE OF SOURCES	3	●●
3	TIME ALLOCATION	2	●
4	OMISSION (Selective omission)	4	●●
5	USE OF FIGURES	3	●●
6	GUILT BY ASSOCIATION	0	●
7	TIMING	2	●
8	SELECTIVE INDIGNATION	0	●
9	COMPLETENESS (Selective omission — overall picture)	4	●●
10	FRAMING (Setting the frame)	3	●●
11	WORD CHOICE AND TERMINOLOGY	2	●
12	MODERATION BEHAVIOUR	0	●
13	QUESTION ASYMMETRY	0	●
14	FALSE BALANCE	1	●
15	AGENDA-SETTING	3	●●

HARD FACTS SCORE (1-8)

2.1/10

Unremarkable

SOFT FACTS SCORE (9-14)

1.5/10

Unremarkable

TOTAL SCORE

1.8/10

Unremarkable

Average of Hard Facts and Soft Facts



KEY — Meaning of the scores

Individual scores per criterion (0–10)

0	No finding	No relevant deviation identified.
1–2	Weak finding	Minor deviation without material impairment of balance.
3–4	Slight to moderate finding	Recognisable tendency; minor to moderate impact.
5	Moderate finding with impact	Relevant imbalance that affects the opinion-forming potential of the audience.
6	Significant finding (threshold)	Scores from 6 onwards are classified as 'significant findings'.
7	Significant finding	Clear, well-documented imbalance with clear impact.
8–9	Serious finding	Pronounced imbalance; multiple documented individual findings within this criterion.
10	Maximum severity	Systematic, persistent imbalance within this criterion.

Aggregated deviation index — Interpretation ranges

0.0 – 2.5	Unremarkable	No material patterns discernible; broadcast meets the balance requirement.
2.6 – 4.0	Slight imbalance	Isolated deviations; statistically visible, but within tolerance range.
4.1 – 6.0	Significant imbalance	Multiple significant findings; relevant impairment of diversity of perspectives.
6.1 – 8.0	Serious deviation from the balance requirement. High degree of deviation	Pronounced patterns across broadcasts; high impact.
8.1 – 10	Fundamental systemic one-sidedness. Very high degree of bias	Maximum severity across almost all criteria; systematically one-sided reporting.

Party-political bias (-5 to +5)

-5 to -3	Strongly disadvantaged	Party is clearly disadvantaged in framing, airtime or presentation.
-2 to -1	Slightly disadvantaged	Recognisable but minor disadvantage.
0	Neutral	No discernible favouring or disadvantaging.
+1 to +2	Slightly favoured	Recognisable but minor favouring.
+3 to +5	Strongly favoured	Party is clearly favoured in framing, airtime or presentation.



CHAPTER 5 — LEGAL ASSESSMENT (Media Act Art. 2.1)

Assessment under Media Act Art. 2.1

The Media Act requires pluriform, balanced and independent reporting by the public broadcaster.

No violation identifiable

Based on the analysis of this broadcast, no violations of Article 2.1 of the Media Act are identifiable. The broadcast is a short news bulletin of that reports factually and with attribution on five separate news topics. No political interpretation, no party-political favouring and no systematic one-sidedness were found. The findings identified (omission of structural context, asymmetric conditional in Gaza) are of limited scope and not of a nature that would constitute a violation of the pluriformity or balance requirement.

Point of attention (no violation, but an observation):

Standard: Media Act Art. 2.1 — balance

Factual circumstance: The Gaza reporting presents two partisan sources (Hamas via news agencies and the Israeli military) as the only information sources, without reference to independent humanitarian organisations or international legal bodies.

Timestamp: 00:19–00:34 — Quote: "news agencies report based on information from Hamas" / "According to the Israeli military, the death toll is lower. But the figures cannot be independently verified."

Assessment: The explicit acknowledgement of the verification problem considerably mitigates this point of attention. It is not a violation of Article 2.1, but an editorial choice that, if structurally repeated across multiple broadcasts, could form a pattern warranting further scrutiny.

Overall assessment Media Act Art. 2.1

This broadcast meets the requirements of Article 2.1 of the Media Act. The bulletin reports factually, attributes information to sources and explicitly acknowledges the limitations of the available information. Article 2.1 requires pluriformity across the total output of the public broadcaster, not per individual broadcast; a short news bulletin of 5 minutes cannot structurally meet all pluriformity requirements. There are no indications of political steering, editorial partisanship or systematic violation of the independence requirement. The broadcast does not in itself provide grounds for a formal complaint or enforcement procedure under the Media Act.

IN-DEPTH SOURCE CHECK (mandatory for all cited specialist bodies / NGOs / advisory bodies)

In this broadcast, no specialist bodies, NGOs or advisory bodies are cited that require an extensive source check. The only cited sources are:

1. News agencies (not further specified) — Gaza

- 1. Funding:** Commercial (AP, AFP, Reuters are publicly listed or cooperatively funded); editorially independent.
- 2. Mandate:** Factual news reporting; compatible with neutral reporting.
- 3. Conflict of interest:** No structural institutional interest in a specific outcome; however, dependent on access to the conflict zone.
- 4. Credibility matrix:**
 - D1 Conflict of interest: +1 (commercial, no direct partisanship)
 - D2 Personal risk: +2 (correspondents in conflict zone are at risk)
 - D3 Professional competence: +2 (professional news organisations)
 - D4 Consistency: +1 (generally consistent in methodology)
 - D5 Emotion vs. data: +1 (factual reporting)
 - D6 Source level: 0 (secondary source — Hamas as primary source)

• TOTAL: +7 → SOURCE LIGHT: GREEN

- 5. Counter-voice:** The Israeli military is cited as a counter-source; an independent third source is absent.

2. Omroep Gelderland — EBS bus cancellations

Voorzitter: Schläpfer, David - **Contact:** kontakt@SVFAB.ch - **Adres:** SVFAB, Postfach, CH-8021 Zürich 1



1. **Funding:** Publicly funded through the NPO system and provincial contributions.
2. **Mandate:** Regional news reporting; compatible with neutral reporting on regional matters.
3. **Conflict of interest:** No direct institutional interest in a specific outcome of the EBS investigation.
4. **Credibility matrix:**
 - D1 Conflict of interest: +2 (no identifiable conflict)
 - D2 Personal risk: +1 (regional broadcaster may experience pressure from local interests)
 - D3 Professional competence: +2 (professional journalistic organisation)
 - D4 Consistency: +1 (regional broadcaster with track record)
 - D5 Emotion vs. data: +2 (investigative journalism based on figures)
 - D6 Source level: +1 (own research = primary source)
- **TOTAL:** +9 → **SOURCE LIGHT:** GREEN
5. **Counter-voice:** EBS is cited indirectly; the province as concession authority is absent as a counter-source.

3. Israeli military — death toll Gaza

1. **Funding:** State military body, funded by the Israeli government.
2. **Mandate:** Military communication; not compatible with neutral reporting on its own operations.
3. **Conflict of interest:** Direct structural interest in a lower death toll in international reporting.
4. **Credibility matrix:**
 - D1 Conflict of interest: -2 (direct party to conflict)
 - D2 Personal risk: 0 (institutional source, no personal risk)
 - D3 Professional competence: +1 (military expertise on own operations)
 - D4 Consistency: 0 (varying communication during conflict)
 - D5 Emotion vs. data: +1 (numerical claim)
 - D6 Source level: +1 (primary source for own position)
- **TOTAL:** +1 → **SOURCE LIGHT:** YELLOW
5. **Counter-voice:** Hamas information via news agencies is presented as a counter-source; independent verification explicitly identified as impossible.

IMPORTANT: "Recognised" is not a substantive qualification. It is a social attribution that must itself be critically assessed. In this broadcast, no sources are presented as "recognised" or "authoritative" without further qualification.

Source traffic light for participants:

Source	D1	D2	D3	D4	D5	D6	Total	Signal
News agencies (not further specified) — Gaza	+1	+2	+2	+1	+1	0	+7	GREEN
Omroep Gelderland — EBS bus cancellations	+2	+1	+2	+1	+2	+1	+9	GREEN
Israeli military — death toll Gaza	-2	0	+1	0	+1	+1	+1	YELLOW

Legal and methodological notes

No factual determination

The results presented do not constitute factual determinations about individual persons, editorial teams or broadcasts. They are the product of a standardised operationalisation, not a determination of individual responsibility.

No legal judgement

The aggregated deviation index does not replace a legal assessment under Media Act 2008 Art. 2.1. The determination of whether a specific broadcast violates statutory requirements is exclusively the responsibility of the competent authorities (in particular the Commissariaat voor de Media).



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

No proof of causality

Statistical correlations must not be interpreted as proof of causal relationships or editorial intentions. Deviation values may be influenced by topic selection, news environment, political controversiality or format logic.

No judgement on intent

The analysis measures observable structural characteristics of broadcasts. A score of 7 means that a significant imbalance has been identified — not that the editorial team intended this. The methodology makes no statements about motives or strategic objectives.

Heuristic comparison instrument

The index serves for comparative pattern recognition across thousands of broadcasts, not for precise metric measurement of individual contributions. Threshold values serve as heuristic orientation, not as sharp legal qualification.



APPENDIX 1: NATIONAL LEGISLATION

Legal basis Netherlands — NPO

Act

Media Act 2008

Relevant articles

- Art. 2.1 (Public media mandate): The public media service provides independent, pluriform, balanced information of high journalistic quality. The public media service contributes to the democratic, social and cultural needs of Dutch society.
- Art. 2.1 para. 2: The public media service reflects the social diversity of the Netherlands.
- Art. 2.88: Editorial independence and journalistic standards are guaranteed. The programmes are made under the editorial responsibility of the broadcasting associations.

Core obligations

1. **Independence:** Independent information provision
2. **Pluriformity:** Pluriform reporting
3. **Balance:** Balanced information of high journalistic quality
4. **Social diversity:** Reflection of Dutch society

Supervisory authority

- Commissariaat voor de Media (CvdM): Media supervision, compliance with Media Act
- NPO Ombudsman: Internal complaints body

Complaints procedure

1. NPO Ombudsman
2. Commissariaat voor de Media
3. Court (administrative court)



APPENDIX 2: SCIENTIFIC SOURCES

Literature

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

SVFAB Working Papers

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

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

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



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

Evaluations and membership at SVFAB

On SVFAB.ch you will find detailed evaluations and can also have analyses carried out for any broadcast of your choice (billed separately).

To ensure the quality of our work, we depend on membership and donor contributions.

Contact and further information:

www.SVFAB.ch | Kontakt@SVFAB.ch

Bank details: PostFinance – POFICHBE

IBAN: CH32 0900 0000 1675 6251 1

Beneficiary: SVFAB, Postfach, CH-8021 Zürich 1



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

The following books are available from SVFAB

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



Unbalanced reporting is the response to the halving initiative in Switzerland: here the manipulation techniques are explained in detail, starting with the selection of staff and the selection of sources. Subsequently, 15 principles are explained: omission, framing, temporal framing, guilt by association, emotionalisation, removal of context and much more, illustrated with numerous examples. In addition, it becomes visible where we ourselves apply these techniques — this promotes not only insight but also empathy.

Optionally, the book is supplied with **playing cards**.

Also available as an **audiobook**.



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

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

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

For politicians, activists, entrepreneurs, whistleblowers — for everyone who is in the spotlight and wants to understand how the game works. So that they stop playing along — and start shaping it. In A5 format. Direct. For preparation, for reference, for debriefing and in difficult situations



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



You think you see the world. In Wirklichkeit siehst du den Rahmen, den jemand um sie gelegt hat. Framing ist die älteste und eleganteste Manipulationstechnik der wereld ziet. Sie verändert nicht die Fakten – sie verändert, was wir aus den Fakten machen. Wie wir fühlen. Was wir glauben. Wie wir entscheiden. Und sie funktioniert – weil wir alle mitmachen. Täglich. Unbewusst. Auch du. Dieses Buch ist kein trockenes Lehrbuch. Es ist ein Übungsbuch – spielerisch, direkt, voller Beispiele aus dem echten Leben. Du lernst nicht nur, wie andere dich framen. Du lernst, wie du selbst framest – und wie du es bewusst und fair einsetzen kannst.

Because those who understand framing see the world more clearly. Hear news differently. Conduct conversations more confidently. And no longer let a frame chosen by someone else be imposed on them so easily.

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

Framing with style. Because the frame changes everything.