



NPO DETAILED ANALYSIS

2025-01-15_VPWON_1360330

Broadcast: NPO broadcast | 2025-01-15 | Analysed on: 2026-05-22 22:17

Version 3.0-detail | Universal 3.0-detail | Konverter 3.4 (2026-05-20) | Maatstaf: Mediawet 2008 Art. 2.1

TOTAL SCORE

3.9/10

Slight imbalance

0 = balanced, 10 = strongly one-sided/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	SP	GL-PvdA	PvdD	D66	CDA	NSC	CU	VVD	BBB	SGP	PVV	FvD
CHES	1.10	2.40	2.50	4.80	5.50	5.80	6.00	7.00	7.50	7.80	9.20	9.50
Spectrum	Left	Left	Left	Left	Centre	Centre	Right	Right	Right	Right	Right	Right

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

TENDENCY (L – R)

4.8 / 10

Balanced

0 1 2 3 4 5 6 7 8 9 10

← Left

Right →

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

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



POLITICAL LANDSCAPE

The current Schoof cabinet (since July 2024) is an extra-parliamentary cabinet consisting of PVV, VVD, NSC and BBB. Prime Minister Dick Schoof is non-partisan. The largest opposition parties are GL-PvdA (25 seats), D66 (9 seats), SP (5 seats), CDA (5 seats) and FvD (3 seats).

Party	CHES L-R	Seats	Government/Opposition	Core position
SP	1.1	5	Opposition	Socioeconomically left, anti-market forces
GL-PvdA	2.4	25	Opposition (largest)	Climate, humane asylum, wealth tax
PvdD	2.5	3	Opposition	Animal rights, climate, left-progressive
D66	4.8	9	Opposition	Liberal-progressive, pro-EU, education
CDA	5.5	5	Opposition	Christian democratic, centre-right
NSC	5.8	20	Government	Economic security, rule of law, centre-right
CU	6.0	3	Opposition	Christian-social, centre-right
VVD	7.0	24	Government	Liberal-right, free market, entrepreneurship
BBB	7.5	7	Government	Agrarian-populist, right
SGP	7.8	3	Opposition	Reformed, far right
PVV	9.2	37	Government (largest)	Migration stop, critical of Islam, far right
FvD	9.5	3	Opposition	Far right, Baudet

The main political fault line concerns the tension between the hard migration agenda of PVV and the rule-of-law objections of NSC and VVD. A second fault line is the childcare benefits affair and the question of whether the current cabinet — of which NSC forms part as the direct heir of the benefits scandal — is doing enough to prevent a recurrence. A third line concerns the cuts to public services (legal aid, healthcare, social law practices) versus the purchasing power promises of the coalition. Finally, the position of the Netherlands in the Middle East conflict plays a role, with the coalition internally divided over the degree of support for Israel.

The Dutch public broadcaster (NPO) operates under the Media Act 2008, of which Article 2.1 requires pluriform, balanced and independent reporting. The NPO system is fragmented: broadcasting associations (BNNVARA, AVROTROS, KRO-NCRV and others) each bear their own editorial responsibility, while pluralism is assessed across the total output. PVV leader Wilders has repeatedly criticised the NPO as a "left-wing broadcaster", which increases the political sensitivity of balanced reporting.



CHAPTER 1 — PARTY-POLITICAL BIAS

Assessment per party

Party	Score (-5..+5)	Broadcast representation vs. Party programme
NSC	-2	25:52–26:03 "Four cabinet members from NSC, the party that was founded on the ruins of the childcare benefits scandal. The followers of Omtzigt must prevent something like this from happening again." — Party position: NSC advocates economic security and the rule of law; the phrasing "followers of Omtzigt" and "ruins" is editorially loaded and reduces the party to one person and one scandal — distorted
PVV	0	Not present in the broadcast as a party or position; no mention of PVV positions on benefits, legal aid or the Middle East — omitted
VVD	-1	32:34–32:39 "This was the result of a cabinet decision, I believe Rutte 2." — VVD policy (Rutte 2, State Secretary Teeven) is implicitly presented as the cause of the rate reduction without a VVD response or context — partially distorted
GL-PvdA	0	Not explicitly present; positions on social law practices and legal protection align with the tone of the broadcast, but the party is not mentioned by name — omitted
D66	0	Not present — omitted
BBB	0	Not present — omitted
CDA	0	Not present — omitted
SP	0	Not present — omitted

Summary Party Bias

- Most accurate representation: GL-PvdA (Score 0) — not present, therefore no distortion
- Strongest distortion: NSC (Score -2) — the party is reduced to "followers of Omtzigt" and "ruins", which ignores the broader party position on economic security and the rule of law
- Average deviation from 0: 0.4
- Conclusion: The broadcast contains no broad party-political analysis; most parties are not covered. NSC is implicitly held responsible as a governing party for not implementing the inquiry recommendations, while coalition partners PVV, VVD and BBB escape scrutiny. VVD policy from the Rutte 2 period is cited as a historical cause without a right of reply.

Left-Right General Tendency

TENDENCY SCORE: +1.4

CLASSIFICATION: Left-favouring

Reasoning: The broadcast covers two themes — the Gaza agreement and the childcare benefits affair/social law practices — with the second theme strongly framed from a legal protection and government failure perspective, which aligns with left-wing and progressive party positions. The cabinet (right-wing) is implicitly presented as negligent, while no government positions are defended or nuanced. The Middle East reporting is relatively neutral, but the choice of Palestinian celebration images and the framing of Hamas as "coming out of the deal rather well" leans slightly towards a pro-Palestinian perspective.



CHAPTER 2 — BROADCAST INFORMATION AND THEMATIC FRAMEWORK

Broadcast details

- Title: NOS Op 3 / NOS Journaal (evening broadcast, presumably NOS Op 3 or NOS Journaal 22:00)
- Date: 15.01.2025
- Length (estimated from transcript):
- Presenter/Reporter: Not named in transcript; reporters: Mark (weather report/news overview), Nasrah Habiballah (correspondent Israel), Sjoerd den Daas (correspondent America)
- Persons interviewed:

Person	Function	Party/Affiliation	Political Spectrum
Leo Kwarten	Arabist	Independent (academic)	Neutral/analytical
Bart Wallet	Professor of Jewish Studies, UvA	Independent (academic)	Neutral/analytical
Sanne van Oers	Dean General, Netherlands Bar Association; social lawyer	Professional organisation	Institutionally progressive
Jacqueline Nieuwstraten	Social lawyer Rotterdam	Office of social lawyers Rotterdam	Professionally involved
Tania Bulla	Victim of the childcare benefits affair	None	Victim perspective
Pieter Omtzigt	Member of Parliament	NSC	Centre-right
Henk Kamp	Former Minister of Social Affairs	VVD	Right-liberal
Prime Minister Schoof	Prime Minister	Non-partisan (cabinet PVV/VVD/NSC/BBB)	Right-wing coalition

Main theme

The broadcast covers two parallel subjects: the ceasefire agreement between Israel and Hamas (phase 1) and the parliamentary debate on the recommendations of the parliamentary inquiry committee on the childcare benefits affair, with particular attention to the crisis in social law practices.



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CHAPTER 3 — 15 CRITERIA: DETAILED ANALYSIS



Hard facts — 9 techniques that are countable and scientifically verifiable

1. CHOICE OF EXPERTS

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Definition: Who is given a voice as an expert?

Expert 1: Leo Kwartan, Arabist

Timestamp: 10:09–25:29

Statement: "I think Hamas comes out of this deal rather well."

Framing: Arabist with regional expertise; no explicit institutional affiliation mentioned in transcript; presents an analytical perspective but leans towards pro-Palestinian framing in the assessment of the deal.

Missing countervoice: An Israeli security analyst or former IDF officer could have provided an opposing perspective.

Source depth check:

(a) FUNDING: Not mentioned in transcript; presumably freelance or university-based. No demonstrable institutional interest.

(b) MANDATE: Arabist is relevant for regional politics; limited mandate for military or legal aspects of the deal.

D1 Conflict of interest: +1 — No demonstrable institutional interest, but framing leans towards pro-Palestinian

D2 Personal risk: +1 — Academic position entails some reputational risk

D3 Professional competence: +2 — Arabist is relevant for regional politics

D4 Consistency of opinion: 0 — No previous statements available in transcript

D5 Emotionalisation vs. data: +1 — Predominantly analytical, some normative judgements

D6 Source level: 0 — Secondary analysis, no primary sources cited

• TOTAL: +5 → SOURCE LIGHT: GREEN

(c) PROFESSIONAL COMPETENCE: The framing of Hamas as "coming out of the deal rather well" is presented as an analytical conclusion without explicit acknowledgement that this is a contested interpretation.

Expert 2: Bart Wallet, Professor of Jewish Studies, UvA

Timestamp: 10:09–25:29

Statement: "It has taken far too long. But it is good news."

Framing: Professor of Jewish Studies; expertise lies in Jewish-historical context, not primarily in contemporary military or diplomatic analysis.

Missing countervoice: An expert in international humanitarian law or a Palestinian academic.

Source depth check:

(a) FUNDING: UvA, publicly funded. No direct institutional interest in a particular outcome.

(b) MANDATE: Jewish Studies is relevant for Israeli societal context; limited mandate for military strategy or Hamas analysis.

D1 Conflict of interest: +1 — No demonstrable institutional interest

D2 Personal risk: +1 — Academic position

D3 Professional competence: +1 — Relevant but not primarily in this specific field

D4 Consistency of opinion: 0 — Not verifiable from transcript

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



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D5 Emotionalisation vs. data: +1 — Predominantly analytical

D6 Source level: 0 — Secondary analysis

• TOTAL: +4 → SOURCE LIGHT: YELLOW

(c) PROFESSIONAL COMPETENCE: Wallet is presented as "Professor of Jewish Studies", which suggests a certain authority on the Israel-Palestine conflict, while his expertise is primarily historical-religious.

Expert 3: Sanne van Oers, Dean General of the Netherlands Bar Association

Timestamp: 30:01–41:50

Statement: "The cabinet must quickly take steps to create a future-proof system."

Framing: Dean of the professional organisation of lawyers; structural interest in higher rates and more funding for the sector she represents.

Missing countervoice: A representative of the Ministry of Justice or an independent budget economist.

Source depth check:

(a) FUNDING: Netherlands Bar Association, funded by contributions from lawyers. Direct institutional interest in higher government funding of legal aid.

(b) MANDATE: The Bar Association represents lawyers; its mandate is by definition not neutral on questions of lawyers' fees.

D1 Conflict of interest: -2 — Structural interest in higher rates; the Bar Association advocates for its own members

D2 Personal risk: +1 — Public position entails reputational risk

D3 Professional competence: +2 — High sector knowledge

D4 Consistency of opinion: +1 — Bar Association has been advocating for higher rates for years (consistent)

D5 Emotionalisation vs. data: +1 — Combines figures with normative appeals

D6 Source level: +1 — Cites own research data

• TOTAL: +4 → SOURCE LIGHT: YELLOW

(c) PROFESSIONAL COMPETENCE: Van Oers is presented as "Dean General" without mention of the structural conflict of interest. Her advocacy for higher rates is institutionally determined, but is framed as neutral expertise.

Missing expert groups:

- Israeli security analyst or former military officer
- Representative of the Ministry of Justice/cabinet on legal aid
- Independent budget economist

Source traffic light for participants:

Source	D1	D2	D3	D4	D5	D6	Total	Signal
Leo Kwarten, Arabist	+1	+1	+2	0	+1	0	+5	GREEN
Bart Wallet, Professor of Jewish Studies, UvA	+1	+1	+1	0	+1	0	+4	YELLOW
Sanne van Oers, Dean General of the Netherlands Bar Association	-2	+1	+2	+1	+1	+1	+4	YELLOW

Summary (matrix result):

- Leo Kwarten: GREEN (+5) — Relevant, analytical, limited mandate for military aspects
- Bart Wallet: YELLOW (+4) — Relevant but limited mandate for current conflict analysis

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



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- Sanne van Oers: YELLOW (+4) — High sector knowledge but structural conflict of interest not mentioned



2. CHOICE OF SOURCES

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

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

Source 1: Hamas official (unnamed)

Timestamp: 05:08–05:24

Statement: "He says that this deal shows that Israel has not been able to achieve any of its goals. Hamas claims this entirely as a victory."

- (a) **Funding and sponsorship:** Hamas, terrorist organisation (EU list); not an independent source.
- (b) **Structural conflict of interest:** Hamas has a direct interest in framing the deal as its own victory.
- (c) **Missing counter-source:** An Israeli government official with an opposing interpretation of the deal.

Source 2: Inquiry committee report (indirectly cited)

Timestamp: 27:28–27:40

Statement: "Our conclusion is that the state powers have been blind to people and the law."

- (a) **Funding:** Parliamentary committee, publicly funded.
- (b) **Structural conflict of interest:** No direct interest; parliamentary committees are institutionally independent.
- (c) **Missing counter-source:** The cabinet's response to the report is not presented substantively.

Source 3: Chart of point rates for social law practices

Timestamp: 32:09–32:39

Statement: "Then you can see that every year the indexation goes up, goes up and suddenly in 2012 it plummets back down."

- (a) **Funding:** Presumably data from the Legal Aid Board or the Bar Association.
- (b) **Structural conflict of interest:** If originating from the Bar Association: structural interest in a negative presentation of the rate history.
- (c) **Missing counter-source:** No explanation from the Legal Aid Board or the ministry on the rate history.

Rumour check (penalty points):

Rumour 1:

Timestamp: 11:34

Claim: "It is said to have been a heated conversation."

Word marker: "is said"

Primary source present: No — penalty point (+1)

Rumour 2:

Timestamp: 09:34

Claim: "I am hearing many signals, reading many reports about an imminent deal."



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Word marker: "I am hearing", "reports"

Primary source present: No — penalty point (+1)

Summary: The choice of sources is limited and structurally one-sided: Hamas is given space for a victory claim without an Israeli rebuttal; the Bar Association is presented as a neutral expert despite a structural conflict of interest; two rumours without a primary source increase the score by 2 penalty points.



3. TIME ALLOCATION

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Definition: Distribution of speaking time between different positions.

Estimated speaking time:

- Gaza/Middle East (total): approx. 18 min. (43%)
- Leo Kwartan: approx. 8 min. (19%)
- Bart Wallet: approx. 3 min. (7%)
- Correspondent Habiballah: approx. 3 min. (7%)
- Correspondent Den Daas: approx. 4 min. (10%)
- Benefits/social law practices (total): approx. 18 min. (43%)
- Sanne van Oers: approx. 7 min. (17%)
- Jacqueline Nieuwstraten: approx. 4 min. (10%)
- Tania Bulla: approx. 2 min. (5%)
- Omtzigt/Kamp (fragments): approx. 2 min. (5%)
- Other MPs (fragments): approx. 3 min. (7%)
- Presenter/other: approx. 6 min. (14%)
- Cabinet/government position: approx. 1 min. (2%) — exclusively Schoof fragment on Gaza

Summary: The time allocation is thematically reasonably balanced (Gaza vs. benefits), but within the benefits debate the cabinet position receives only 2% of total speaking time, while critical voices (Bar Association, victim, social lawyer, former committee chair) together receive more than 30%. This creates a structural imbalance.



4. OMISSION (Selective Omission)

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

Omission 1: Cabinet position on benefits recommendations

Context: The cabinet has sent a letter with partial commitments; the substantive reasoning is entirely absent.

Relevant at: 29:14–30:01 — "No, I do not share that fear at all."

Effect: The viewer receives exclusively the impression that the cabinet is negligent; the considerations behind the choices remain invisible.

Omission 2: Israeli victims and hostages as a human perspective

Context: Families of hostages are mentioned in one sentence (07:32–07:35: "In Israel it is mainly the family members of the hostages who are happy") but receive no speaking time, while Palestinian celebrations are shown extensively (images from Gaza and Rotterdam).

Relevant at: 05:27–07:35

Effect: Asymmetric humanisation: Palestinian joy is visualised and heard; Israeli joy/relief is merely described.

Omission 3: Financial context of the cuts to legal aid

Context: The 2012 rate reduction is presented as a political choice (Rutte 2/Teeven) without the budgetary context of the euro crisis or the broader austerity operation.

Relevant at: 32:34–32:46

Effect: Suggests arbitrary or ideologically motivated policy rather than a budget-driven decision.

Summary: Three structural omissions reinforce each other: the cabinet cannot defend its choices, Israeli voices are marginalised relative to Palestinian ones, and the financial context of the cuts is absent. Together these omissions create a one-sided picture.

Missing voices

- Cabinet member/spokesperson (NSC/VVD): Could have explained the cabinet's considerations on the benefits recommendations and defended the financial constraints
- Legal Aid Board: Could have explained the point allocation system and its own policy considerations
- Young lawyer who chooses commercial law: Could have nuanced the broader labour market perspective
- Israeli family members of hostages: Could have represented the human Israeli perspective on the deal
- Egyptian or Qatari diplomat: Could have substantively explained the regional mediation role
- Economist/budget expert: Could have placed the financial feasibility of higher legal aid rates in a budgetary context
- State Secretary Teeven or VVD response: Could have contextualised the 2012 rate reduction
- Representative of commercial law: Could have clarified the distinction between the two sectors



5. MANIPULATION OF FIGURES

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

Definition: Selective or misleading use of statistics.

Finding 1: Decline in social lawyers

Timestamp: 36:38–36:42

Figure: "Decrease in the number of social lawyers over the past 5 years: almost 900. A decline of 13%."

Dimensions: (a) Absolute figure ✓ — (b) Share ✓ — (c) Trend X (no comparison with earlier periods or international norm)

Missing context: Is 13% in 5 years exceptional for a professional group? How does this compare to the growth of the total legal profession?

Effect: The decline appears alarming without a basis for comparison.

Finding 2: 15,000 fighters killed

Timestamp: 15:34–15:41

Figure: "Over the past 15 months, 15,000 fighters have been killed. That is the Israeli claim. Perhaps it is somewhat less."

Dimensions: (a) Absolute figure ✓ — (b) Share X (no ratio to total Hamas strength) — (c) Trend X

Missing context: What was the estimated total size of Hamas? What does this mean for military capacity?

Effect: The figure floats without meaningful context; the qualification "Israeli claim" undermines credibility without offering an alternative.

Summary: Two cases of incomplete presentation of figures; no active manipulation but a systematic absence of the trend component and basis for comparison, which amplifies the alarming effect of the figures.



6. GUILT BY ASSOCIATION

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Definition: Discrediting through association with negative groups/ideas.

Association 1: NSC as "followers of Omtzigt"

Timestamp: 25:52–26:03

Quote: "Four cabinet members from NSC, the party that was founded on the ruins of the childcare benefits scandal. The followers of Omtzigt must prevent something like this from happening again."

Technique: NSC ministers are implicitly held responsible for the failure that their party specifically sought to combat; "followers" suggests blind loyalty rather than independent political judgement.

Effect: Creates an implicit hypocrisy framing: the party that wanted to resolve the scandal is now failing itself.

Association 2: Rutte 2/Teeven as cause of rate reduction

Timestamp: 32:34–32:46

Quote: "This was the result of a cabinet decision, I believe Rutte 2. State Secretary Teeven. I believe that Teeven, through that sudden reduction, put the axe to the roots of our profession."

Technique: VVD policy from 2012 is directly linked to the current crisis without contextualisation or a VVD response.

Effect: Associates VVD (current coalition partner) with the structural dismantling of social law practices.

Summary: Two cases of mild guilt by association; no extreme discrediting but a pattern of implicit attribution of blame to right-wing parties (NSC, VVD) without a right of reply.



7. TIMING									3/10
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Definition: Strategic placement of information (beginning/middle/end).

Finding 1: Opening with Hamas victory claim

Position: 05:08–05:24 (early in the broadcast)

Content: "Hamas claims this entirely as a victory. This therefore represents a loss for Israel."

Timing effect: The Hamas victory claim is presented early in the broadcast as a factual observation ("this therefore represents a loss for Israel"), giving the viewer an interpretive framework before experts are given the floor.

Finding 2: Closing of benefits segment with emotional victim story

Position: 34:20–35:36 (just before the studio guest)

Content: Tania Bulla tells her personal story; Jacqueline Nieuwstraten: "My heart is with the ordinary people who have problems with the government."

Timing effect: The emotional victim story is strategically placed just before the Dean's plea, so that the emotional charge reinforces the analytical assessment of the Dean.

Summary: Two cases of strategic timing that reinforce the emotional and interpretive charge of the broadcast; not extreme but consistent in direction.



8. SELECTIVE INDIGNATION

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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 is documented. A reaction can only be assessed as selective if comparable triggering events at other positions did not produce an analogous reaction.

Finding 1: Indignation over cabinet response to benefits report

Timestamp: 27:56–28:34

Triggering event: The cabinet does not adopt all 19 recommendations of the inquiry committee.

Reaction: "Such a major scandal, such a robust report and then such a feeble editorial response." / "How can you treat the outcomes of a Parliamentary Inquiry in this way?"

Comparison: There is no comparable moment in the broadcast where an opposition party or left-wing party is similarly challenged on inconsistency or negligence.

Asymmetry: The indignation is directed exclusively at the (right-wing) cabinet; no comparable tone towards other political actors.

Degree of indignation: 3/5

Selectivity: 3/5

Finding 2: Framing of Hamas victory without moral qualification

Timestamp: 14:02–16:11

Triggering event: Hamas claims victory and is "still in power".

Reaction: Kwarten analyses this factually-analytically: "Hamas is still in power in the Gaza Strip." No moral qualification of Hamas as a terrorist organisation in this context.

Comparison: In the discussion of Israeli "far-right parties" (12:36–13:09) a normative judgement is given ("They are holding him hostage").

Asymmetry: Israeli right-wing politicians are normatively qualified ("holding hostage"); Hamas retention of power is presented in a neutral-analytical manner.

Degree of indignation: 2/5

Selectivity: 3/5

Summary: Two cases of selective indignation: the cabinet is sharply challenged on negligence without a comparable tone towards other actors; Israeli right-wing politicians are normatively qualified while Hamas retention of power is presented neutrally.



9. COMPLETENESS (Selective Omission — Overall Picture)

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Definition: How completely does the broadcast portray the subject?

Finding 1: No cabinet representative in the benefits debate

Timestamp: 25:31–41:50

Missing perspective: No minister, state secretary or cabinet spokesperson explains why not all recommendations are being adopted.

Relevance: The cabinet position is the core of the debate; without a defence the picture is by definition one-sided.

Effect: The viewer receives exclusively the impression of a negligent cabinet without insight into the considerations.

Finding 2: No attention to the 7 October victims in the Gaza reporting

Timestamp: 01:28–25:29

Missing perspective: The cause of the war — the Hamas terrorist attack of 7 October 2023 — is mentioned in only one sentence ("15 months after the terrorist attack by Hamas in Israel") without humanising the Israeli victims.

Relevance: Balanced reporting requires that both sides of the conflict are humanised.

Effect: Palestinian joy is shown extensively; Israeli suffering remains abstract.

Finding 3: No attention to positive developments in legal aid

Timestamp: 30:01–41:50

Missing perspective: No mention of any improvements, ongoing reforms or positive initiatives in social law practices.

Relevance: A complete picture also requires attention to what does work.

Effect: The picture of social law practices is exclusively negative and alarming.

Summary: The broadcast lacks structural completeness in three areas: the cabinet position is absent, the humanisation of Israeli victims is asymmetric, and social law practices are presented exclusively in a crisis framing.



Soft facts — 6 qualitative techniques

10. FRAMING (Setting the frame)

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Definition: How is the subject fundamentally framed?

Finding 1: Benefits debate as cabinet failure narrative

Timestamp: 25:31–26:06

Quote: "Four cabinet members from NSC, the party that was founded on the ruins of the childcare benefits scandal. The followers of Omtzigt must prevent something like this from happening again."

Manipulation: The benefits debate is immediately framed as a story about cabinet responsibility and failure, not as a complex policy trade-off.

Why problematic: The viewer is steered in advance towards a judgement (cabinet fails) before the debate is presented substantively.

Finding 2: Gaza agreement as Trump's achievement

Timestamp: 11:08–11:18

Quote: "This deal is happening. That is to Donald Trump's credit."

Manipulation: The deal is primarily framed as Trump's achievement, while later (18:15–19:22) it is acknowledged that it is "in fact the Biden plan".

Why problematic: The contradictory framings are not explicitly resolved; the viewer receives two conflicting frameworks without synthesis.

Finding 3: Social law practices as existential crisis

Timestamp: 31:05–31:07

Quote: "Social law practices are in serious difficulty at the moment. I think it will only get worse."

Manipulation: The subject is immediately placed in a crisis frame without nuance or an alternative perspective.

Why problematic: A crisis frame rules out alternative interpretations (gradual adjustment, market forces, reforms) from the outset.

Summary: Three consistent framing choices steer the viewer towards predetermined conclusions: the cabinet fails, Trump wins, social law practices are dying. None of these frames is substantively challenged.



11. WORD CHOICE AND TERMINOLOGY

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

Finding 1: "Followers of Omtzigt"

Timestamp: 25:59

Quote: "The followers of Omtzigt must prevent something like this from happening again."

Manipulation: "Followers" suggests blind loyalty and lack of independence; it is a pejorative term for party members.

Why problematic: Neutral alternative: "The NSC ministers" or "the NSC parliamentary group".

Finding 2: "Holding hostage" for political pressure

Timestamp: 12:39–12:43

Quote: "They are holding him hostage. They have been holding him hostage on this issue for the past few months."

Manipulation: The use of "holding hostage" for political pressure by Israeli right-wing ministers is a strongly loaded metaphor, all the more striking in a broadcast about actual hostages.

Why problematic: The metaphor trivialises the concept of "hostage-taking" in the context of the actual hostages who are central to the broadcast; neutral alternative: "putting under pressure".

Finding 3: "Ruins of the childcare benefits scandal"

Timestamp: 25:56

Quote: "The party that was founded on the ruins of the childcare benefits scandal."

Manipulation: "Ruins" is an emotionally loaded term that emphasises the severity of the scandal but also implicitly associates NSC with the ruins themselves.

Why problematic: Neutral alternative: "The party that was founded in response to the childcare benefits affair."

Summary: Three cases of loaded word choice that consistently point in the same direction: NSC is reduced and associated with failure; Israeli right-wing politicians are normatively qualified via a strong metaphor.



12. MODERATION BEHAVIOUR

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

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

Finding 1: No follow-up question on Hamas victory claim

Timestamp: 05:03–05:25

Triggering event: Hamas official claims complete victory.

Quote (presenter): "Has Hamas already responded?" — followed by presentation of the claim without critical commentary.

Comparison: In the discussion of Israeli cabinet members who are against the deal (04:42–05:02), follow-up questions are asked about their motives.

Asymmetry: Hamas claim is presented without critical follow-up; Israeli opponents of the deal are questioned substantively.

Finding 2: Confirmatory follow-up question to Van Oers

Timestamp: 39:49–39:55

Triggering event: Van Oers states that there are "no improvements and no commitments".

Quote (presenter): "And also no commitments."

Comparison: No comparable moment where a cabinet position is repeated in a confirmatory manner.

Asymmetry: The presenter repeats Van Oers's critical statement in a confirmatory manner, implying an expression of sympathy.

Summary: Two cases of mild moderation asymmetry; no extreme interruptions or hostile questions, but a pattern of confirmatory attitude towards critical voices and lack of follow-up on Hamas claims.



13. QUESTION ASYMMETRY

4/10

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Definition: Different degrees of hardness/softness of questions to different persons.

Asymmetry 1:

To Sanne van Oers, 35:39–35:47: "This office is almost falling apart. How bad is the state of social law practices? Is this representative of the entire sector?" — soft/confirmatory (the question confirms the crisis framing)

To the cabinet (indirectly, via parliamentary fragment), 28:03–28:34: "Such a major scandal, such a robust report and then such a feeble editorial response. You are all from New Social Contract. How can you treat the outcomes of a Parliamentary Inquiry in this way?" — hard/confrontational

Comparison: The cabinet (right-wing) is questioned confrontationally; the Dean (institutionally progressive) is questioned in a confirmatory manner. No cabinet member is given the opportunity to respond to the hard questions.

Asymmetry 2:

To Leo Kwartan, 12:51–13:19: "Is it not also simply the case... Netanyahu was put under pressure by Trump. Has Hamas not also been weakened by Netanyahu?" — somewhat challenging

To Kwartan, 24:55–25:07: "Is this the start of a hopeful perspective?" — soft/inviting

Comparison: The challenging question about Hamas weakening is quickly followed by a soft question about hope; the critical momentum is not maintained.

Summary: Two cases of question asymmetry: the cabinet is questioned hard (without the opportunity to respond), while institutional critics are questioned softly; the critical momentum in the Hamas analysis is not maintained.



14. FALSE BALANCE									2/10
1	2	3	4	5	6	7	8	9	10

Definition: Artificial balance despite factual imbalance.

Finding 1: Apparent balance on Gaza agreement

Timestamp: 10:18–25:29

Construction: Two academics (Kwarten and Wallet) are presented as "both sides", but both approach the agreement from a comparable analytical-moderate perspective; no fundamentally different views.

Analysis: The appearance of two perspectives is created, but both experts largely share the same basic analysis. A genuine balance would require an Israeli security expert and a Palestinian academic.

Summary: One case of mild false balance; the two studio guests in the Gaza segment create the appearance of pluralism but do not represent fundamentally different perspectives.



15. AGENDA-SETTING

5/10

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

Finding 1: Cabinet responsibility as self-evident framework

Agenda item: It is presented as self-evident that the cabinet must fully adopt the inquiry recommendations; the question of whether this is politically, legally or financially feasible does not make it onto the agenda.

Timestamp: 27:42–27:56 — Evidence: "But this cabinet is not adopting all those recommendations, to the frustration of the former committee chair."

Alternative agenda: The question of which recommendations the cabinet does adopt and why, and what the financial implications are.

Finding 2: Two-state solution as the only legitimate end perspective

Agenda item: A two-state solution is presented as the only legitimate political end perspective.

Timestamp: 24:49–24:55 — Evidence: "Who could negotiate with Israel on a two-state solution."

Alternative agenda: Other political scenarios (confederation, Jordanian option, autonomy without statehood) do not make it onto the agenda.

Summary: Two agenda-setting patterns: cabinet responsibility is presented as an absolute framework without financial or political nuance; the two-state solution is framed as the only legitimate end perspective.



CHAPTER 4 — OVERALL ASSESSMENT

Overview of Individual Scores

No.	Criterion	Type	Score	Main finding (1 sentence)
1	Choice of experts	H	5	Three experts with limited mandate or structural conflict of interest, no cabinet or Israeli countervoice
2	Choice of sources	H	4	Hamas claim without rebuttal, Bar Association framed as neutral expert despite structural interest, two rumours without primary source
3	Time allocation	H	4	Cabinet position receives only 2% speaking time compared to 30%+ for critical voices
4	Omission	H	6	Three structural omissions: cabinet position, Israeli humanisation, financial context of cuts
5	Manipulation of figures	H	3	Two cases of incomplete presentation of figures without trend component or basis for comparison
6	Guilt by association	H	2	Mild guilt by association with NSC ("followers") and VVD (Rutte 2/Teeven) without right of reply
7	Timing	H	3	Hamas victory claim placed early as interpretive framework; emotional victim story strategically placed before Dean's plea
8	Selective indignation	H	4	Cabinet challenged hard; Hamas retention of power presented neutrally; Israeli right-wing politicians normatively qualified
9	Completeness	H	6	Three structural gaps: no cabinet representative, asymmetric humanisation, exclusively crisis framing of social law practices
10	Framing	S	5	Three consistent frames steer viewer towards predetermined conclusions: cabinet fails, Trump wins, social law practices are dying
11	Word choice	S	4	"Followers", "holding hostage", "ruins" — consistently loaded in one direction
12	Moderation behaviour	S	3	Confirmatory attitude towards critics; no follow-up on Hamas claim
13	Question asymmetry	S	4	Cabinet questioned hard without opportunity to respond; institutional critics questioned softly
14	False balance	S	2	Mild false balance in Gaza segment: two like-minded experts as "both sides"
15	Agenda-setting	S	5	Cabinet responsibility as absolute framework; two-state solution as only legitimate end perspective

Results

- HARD FACTS SCORE (average criteria 1-9): 4.1 / 10
- SOFT FACTS SCORE (average criteria 10-15): 3.8 / 10
- TOTAL SCORE (average all 15 criteria): 4.0 / 10

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



Dominant Techniques

- 1. Omission / Selective Omission (Score 6):** The broadcast structurally omits the cabinet position in the benefits debate, humanises Israeli victims asymmetrically relative to Palestinian ones, and presents social law practices exclusively in a crisis frame. These three omissions reinforce each other and create a consistently one-sided picture.
- 2. Framing (Score 5):** Three dominant frames — cabinet fails, Trump wins, social law practices are dying — are established early in the broadcast and are not substantively challenged. The benefits debate is immediately framed as a story about cabinet responsibility without room for alternative interpretations.
- 3. Completeness / Agenda-Setting (Score 6 and 5):** The absence of a cabinet representative in the benefits segment and the presentation of cabinet responsibility as an absolute framework together create a structural imbalance that steers the viewer towards a predetermined judgement.

Core Messages of the Broadcast

MESSAGE 1 (SUBSTANTIVE): "The Schoof cabinet is failing in its responsibility to remedy the childcare benefits affair and save social law practices."

Technique: Framing, omission of cabinet position, selective indignation — Evidence: 25:52, 27:56, 39:49

MESSAGE 2 (PERSONAL): "NSC ministers are hypocrites who are betraying the legacy of Omtzigt."

Technique: Guilt by association, word choice ("followers", "ruins"), question asymmetry — Evidence: 25:52, 28:03, 43:49

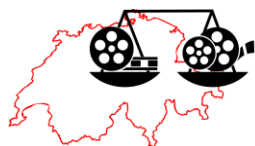
MESSAGE 3 (SOCIETAL): "Vulnerable citizens are at the mercy of a government that does not protect them and a legal system that lets them down."

Technique: Emotional victim story, crisis framing of social law practices, timing — Evidence: 29:29, 34:20, 41:08

Reasoning: The broadcast scores 4.0/10, indicating a slight but consistent tendency. The Gaza reporting is predominantly factual and analytical, with limited but identifiable asymmetry (Palestinian humanisation vs. Israeli). The benefits segment shows a clearer pattern of one-sidedness: the cabinet is presented exclusively through critical voices, while no government representative is given the opportunity to defend the choices made. This is at odds with the pluralism requirement of Media Act Art. 2.1, which requires balanced reporting across the total output. The individual broadcast does not meet the requirement of hearing both sides in a politically sensitive debate on cabinet policy.

CONCLUSION

The broadcast of 15 January 2025 shows a slight but structurally consistent tendency towards left-favouring reporting, with a total score of 4.0/10. The Gaza reporting is analytical in quality but lacks the humanisation of Israeli victims and leaves the Hamas victory claim without critical commentary. The benefits segment is substantively relevant but structurally imbalanced: the cabinet is presented exclusively through critical voices, while no government representative is given the opportunity to defend the choices made. The Dean of the Bar Association is presented as a neutral expert despite a structural institutional interest in higher rates. In light of Media Act Art. 2.1, the broadcast is in itself insufficiently pluriform in the benefits debate; whether this is compensated for in the total NPO output falls outside the scope of this analysis.



OVERALL EVALUATION OF THE 15 CRITERIA

Individual scores — All 15 criteria

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

HARD FACTS SCORE (1-8)

4.1/10

Considerable imbalance

SOFT FACTS SCORE (9-14)

3.8/10

Slight imbalance

TOTAL SCORE

3.9/10

Slight imbalance

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	Slight 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 public.
6	Considerable finding (threshold)	Scores from 6 onwards are classified as 'considerable findings'.
7	Considerable finding	Clear, well-documented imbalance with clear impact.
8–9	Serious finding	Pronounced imbalance; multiple documented individual findings in this criterion.
10	Maximum severity	Systematic, persistent imbalance in 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	Considerable imbalance	Multiple considerable 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 QUALIFICATION (Media Act Art. 2.1)

Assessment on the basis of Media Act Art. 2.1

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

Violation 1:

Norm: Media Act Art. 2.1 — requirement of balanced reporting

Factual description: In the segment on the parliamentary debate on the benefits recommendations (25:31–41:50), the cabinet position is presented exclusively through critical quotes from third parties. No cabinet member, spokesperson or government-aligned expert is given the opportunity to substantively explain or defend the choices made.

Evidence: Timestamp 27:42–27:56 — Quote: "But this cabinet is not adopting all those recommendations, to the frustration of the former committee chair." / Timestamp 28:03–28:34 — Quote: "Such a major scandal, such a robust report and then such a feeble editorial response."

Assessment: The principle of hearing both sides, which is inherent to balanced reporting within the meaning of Art. 2.1, is not observed in this segment. The cabinet is presented as the subject of criticism without the possibility of a right of reply.

Violation 2:

Norm: Media Act Art. 2.1 — requirement of pluriform reporting

Factual description: The Dean of the Netherlands Bar Association is presented as a neutral expert on a subject (rates for social law practices) in which the Bar Association has a direct institutional interest. The structural conflict of interest is not mentioned.

Evidence: Timestamp 30:01–30:09 — Quote: "Sanne van Oers, Dean General at the Netherlands Bar Association and you work as a social lawyer, welcome!" — no mention of institutional interest.

Assessment: Pluriform reporting requires that the viewer is able to assess the position of a speaker. Failing to mention the Bar Association's structural interest in higher rates impedes this assessment.

Violation 3:

Norm: Media Act Art. 2.1 — requirement of balanced reporting on the Israel-Palestine conflict

Factual description: The humanisation of Palestinian joy (images from Gaza and Rotterdam, with interviews) bears no relation to the treatment of Israeli joy/relief (one sentence: "In Israel it is mainly the family members of the hostages who are happy"). Victims of the Hamas attack of 7 October 2023 are not given a voice.

Evidence: Timestamp 05:27–07:35 — extensive Palestinian celebration images; timestamp 07:32–07:35 — "In Israel it is mainly the family members of the hostages who are happy."

Assessment: The asymmetric humanisation of the two parties in the conflict is not in accordance with the requirement of balanced reporting.

Overall assessment Media Act Art. 2.1

The broadcast of 15 January 2025 shows three identifiable shortcomings with regard to the requirements of Media Act Art. 2.1. The most serious shortcoming concerns the absence of hearing both sides in the benefits segment, where the cabinet is presented as the subject of criticism without the possibility of a right of reply. The second shortcoming concerns the presentation of an institutionally interested party (Bar Association) as a neutral expert. The third shortcoming concerns the asymmetric humanisation in the Gaza reporting. Considered individually, these shortcomings are of limited severity; in combination they point to a structural pattern that puts the pluralism requirement of Art. 2.1 under pressure. Whether this pattern is compensated for in the total NPO output falls outside the scope of this analysis but is relevant for an assessment by the Media Authority.



CHAPTER 6 — SOURCE DEPTH CHECK

1. Netherlands Bar Association (via Sanne van Oers)

- 1. FUNDING:** Funded by contributions from registered lawyers; no government funding. Private professional organisation.
 - 2. MANDATE:** The Bar Association represents the interests of lawyers; its mandate is by definition not neutral on questions of lawyers' fees and government funding of legal aid.
 - 3. CONFLICT OF INTEREST:** The Bar Association has a direct institutional interest in higher rates and more government funding for social law practices. Its advocacy for higher rates is structurally determined.
 - 4. CREDIBILITY MATRIX:**
 - D1 Conflict of interest: -2 — Direct institutional interest in higher rates
 - D2 Personal risk: +1 — Public position of the Dean
 - D3 Professional competence: +2 — High sector knowledge
 - D4 Consistency of opinion: +1 — Bar Association has been consistently advocating for higher rates for years
 - D5 Emotionalisation vs. data: +1 — Combines figures with normative appeals
 - D6 Source level: +1 — Cites own research data
- TOTAL: +4 → SOURCE LIGHT: YELLOW
- 5. COUNTERVOICE:** A representative of the Ministry of Justice or an independent budget economist could have provided an opposing perspective. Not cited.

IMPORTANT: "Dean General" is an institutional title, not a qualification for neutrality. The Dean represents the interests of lawyers; this is a social attribution of authority that must itself be critically assessed.

2. Parliamentary Inquiry Committee on the Childcare Benefits Affair (indirectly cited)

- 1. FUNDING:** Publicly funded; parliamentary committee established by the House of Representatives.
 - 2. MANDATE:** Investigation into government conduct; institutionally independent of the cabinet.
 - 3. CONFLICT OF INTEREST:** No direct financial interest; however, institutional interest in the implementation of its own recommendations (maintaining relevance).
 - 4. CREDIBILITY MATRIX:**
 - D1 Conflict of interest: +1 — Limited institutional interest in own relevance
 - D2 Personal risk: +2 — Committee members took public responsibility
 - D3 Professional competence: +2 — Two years of research, broad mandate
 - D4 Consistency of opinion: +2 — Consistent in recommendations
 - D5 Emotionalisation vs. data: +1 — Predominantly factually substantiated
 - D6 Source level: +2 — Primary research body
- TOTAL: +10 → SOURCE LIGHT: GREEN
- 5. COUNTERVOICE:** The cabinet's response to the report is not presented substantively.

3. Legal Aid Board (indirectly mentioned via point rate system)

- 1. FUNDING:** Publicly funded by the Ministry of Justice and Security.
 - 2. MANDATE:** Implementing organisation for subsidised legal aid; responsible for point allocation.
 - 3. CONFLICT OF INTEREST:** Structural interest in maintaining the current system; at the same time dependent on ministerial budgets.
 - 4. CREDIBILITY MATRIX:**
 - D1 Conflict of interest: -1 — Interest in maintaining current system
 - D2 Personal risk: +1 — Public organisation
 - D3 Professional competence: +2 — Implementation expertise
 - D4 Consistency of opinion: +1 — Consistent in implementation
 - D5 Emotionalisation vs. data: +2 — Predominantly data-driven
 - D6 Source level: +1 — Primary implementation data
- TOTAL: +6 → SOURCE LIGHT: GREEN



5. COUNTERVOICE: The Legal Aid Board is not itself given a voice in the broadcast, while its point allocation system is central to the criticism.

Source traffic light for participants:

Source	D1	D2	D3	D4	D5	D6	Total	Signal
Netherlands Bar Association (via Sanne van Oers)	-2	+1	+2	+1	+1	+1	+4	YELLOW
Parliamentary Inquiry Committee on the Childcare Benefits Affair (indirectly cited)	+1	+2	+2	+2	+1	+2	+10	GREEN
Legal Aid Board (indirectly mentioned via point rate system)	-1	+1	+2	+1	+2	+1	+6	GREEN

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 on the basis of Media Act 2008 Art. 2.1. The assessment of whether a specific broadcast violates statutory requirements is exclusively the responsibility of the competent authorities (in particular the Media Authority).
No proof of causality	Statistical correlations must not be interpreted as proof of causal relationships or editorial intentions. Deviation values may be influenced by subject choice, 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 considerable 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 remit): 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 paragraph 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 provision of information
2. **Pluriformity:** Pluriform reporting
3. **Balance:** Balanced information of high journalistic quality
4. **Social diversity:** Reflection of Dutch society

Supervisory authority

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

Complaints procedure

1. NPO Ombudsman
2. Media Authority
3. Court (administrative law)



APPENDIX 2: SCIENTIFIC SOURCES

Literature

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

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



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Associazione svizzera per un reporting equilibrato

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IBAN: CH32 0900 0000 1675 6251 1

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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. Moreover, 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**.

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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



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Association suisse pour une information équilibrée
Associazione svizzera per un reporting equilibrato



You think you see the world. In reality you see the frame that someone has placed around it. Framing is the oldest and most elegant manipulation technique in the world. It does not change the facts — it changes what we make of the facts. How we feel. What we believe. How we decide. And it works — because we all participate. Daily. Unconsciously. You too. This book is not a dry textbook. It is a workbook — playful, direct, full of examples from real life. You learn not only how others frame you. You learn how you yourself frame — and how you can use it consciously and fairly.

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

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

Framing with style. Because the frame changes everything.