



NPO DETAILED ANALYSIS

2025-10-05_POW_05879016

Broadcast: NPO broadcast | 2025-10-05 | Analysed on: 2026-05-23 01:32

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

TOTAL SCORE

5.4/10

Considerable 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)

4.7 / 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 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), PvdD (3 seats), CU (3 seats), SGP (3 seats), FvD (3 seats), DENK and Volt.

Party	CHES L-R	Seats	Government/Opposition	Core position
SP	1,1	5	Opposition	Socialist, anti-austerity
GL-PvdA	2,4	25	Opposition (largest)	Climate, humane asylum policy, fair sharing
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, manageable migration
CU	6,0	3	Opposition	Christian-social, centre-right
VVD	7,0	24	Government	Free market, entrepreneurship, strict migration policy
BBB	7,5	7	Government	Agrarian-populist, farmer protection, EU-critical
SGP	7,8	3	Opposition	Reformed, traditionally conservative
PVV	9,2	37	Government (largest)	Anti-Islam, asylum stop, national sovereignty
FvD	9,5	3	Opposition	Far-right, Baudet, anti-establishment

The Schoof cabinet is under pressure due to its strict migration policy, its position on the conflict in Gaza and its climate ambitions. The tension between coalition partners PVV and NSC over the rule of law and the handling of international treaties is a structural point of conflict. The Gaza conflict is profoundly polarising Dutch society, with demonstrations and antisemitism incidents dominating the political agenda. Climate policy forms a fourth line of tension, with the coalition being considerably less ambitious than the opposition desires.

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: broadcasting associations such as BNNVARA, AVRO TROS and KRO-NCRV each bear their own editorial responsibility. PVV leader Wilders has repeatedly criticised the NPO as a "left-wing broadcaster" and announced cuts to the public broadcaster.



CHAPTER 1 — PARTY-POLITICAL BIAS

Assessment per party

Party	Score (-5..+5)	Broadcast representation vs. party programme position
VVD	0	Not covered in the broadcast — party programme position: strict but fair migration policy, free market — omitted
PVV	-2	00:52 "demonstrating against the cabinet's Israel policy" — the cabinet (including PVV) is implicitly framed as the target of legitimate criticism; PVV party programme position (national sovereignty, support for Israel-critical policy is in fact contested within PVV) is not explained — distorted by omission
GL-PvdA	0	Not explicitly covered; the demonstration is substantively aligned with GL-PvdA party programme positions (humane asylum policy, pro-Palestine), but the party is not mentioned by name — omitted
NSC	0	Not covered — party programme position: manageable migration, rule of law — omitted
D66	0	Not covered — omitted
BBB	0	Not covered — omitted
CDA	0	Not covered — omitted
SP	0	Not covered — omitted

Summary of party bias

- Most accurate representation: No party is accurately and fully represented; most are absent.
- Strongest distortion: PVV (score -2) — the cabinet is presented as the collective target of the demonstration without clarifying the specific position of the coalition parties.
- Average deviation from 0: 0.25
- Conclusion: The broadcast addresses the Gaza issue exclusively from the perspective of the demonstrators and the commemoration event; no party position is substantively explained or contrasted. The cabinet is framed as passive and unwilling (00:52, 01:57, 03:07) without the policy arguments of the coalition parties being presented. This produces a structural omission that harms the PVV position most, because that party, as the largest governing party, is most associated with the criticised policy.

Left-Right Overall Tendency

TENDENCY SCORE: +1.8

CLASSIFICATION: Left-favouring

Reasoning: The broadcast gives extensive space to the demonstrators of De Rode Lijn (00:41–03:12), whose demands substantively correspond to the party programme positions of GL-PvdA, SP and PvdD. The cabinet is framed exclusively as passive and unwilling, without the coalition's policy arguments being presented. The commemoration event (03:21–05:03) provides some counterbalance, but the editorial emphasis — measured in speaking time and framing — clearly lies with the pro-Palestinian demonstration.



CHAPTER 2 — BROADCAST INFORMATION AND THEMATIC FRAMEWORK

Broadcast details

- Title: NOS Journaal (evening broadcast, presumably 20:00)
- Date: 05.10.2025
- Length (estimated from transcript):
- Presenter/reporter: Not named in transcript; weather presenter: Willemijn
- Persons interviewed:

Person	Function	Party/Affiliation	Political spectrum
Demonstrator 1 (anonymous)	Citizen/demonstrator	De Rode Lijn	Left
Demonstrator 2 (anonymous)	Citizen/demonstrator	De Rode Lijn	Left
Demonstrator 3 (anonymous)	Citizen/demonstrator	De Rode Lijn	Left
Speaker on stage (anonymous)	Unknown	De Rode Lijn	Left
Representative of Jewish organisation (anonymous)	Representative	Jewish organisation (pro-demonstration)	Not specified
Rabbi/speaker synagogue (anonymous)	Religious leader	Jewish community Amsterdam-Zuid	Not specified
Mother of Guy (anonymous)	Bereaved relative	None	Not applicable
AI expert (anonymous)	Technology expert	None	Not applicable
Local market trader Belém (anonymous)	Entrepreneur	None	Not applicable
Diana dos Santos	Member of fishing community	None	Not applicable
Belém city administration (anonymous)	Administrator	Brazilian government	Not applicable
Owner of hospitality business Oudeschild (anonymous)	Entrepreneur	None	Not applicable
Willemijn	Weather presenter	NPO	Not applicable

Main theme

The broadcast primarily covers the mass pro-Palestinian demonstration De Rode Lijn in Amsterdam, supplemented by the commemoration of the Hamas attack of 7 October, and secondarily with reports on AI video technology, the climate summit in Belém, storm Amy and the Russian air offensive on Ukraine.

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



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CHAPTER 3 — 15 CRITERIA: DETAILED ANALYSIS



Hard facts — 9 techniques that are countable and scientifically verifiable

1. EXPERT SELECTION

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Definition: Who speaks as an expert?

Expert 1: Anonymous demonstrator (citizen)

Timestamp: 01:43–01:51

Statement	"I find it disgraceful. The only way to show what I think about it is here. What is now happening in Palestine, a genocide that in my view has been denied for far too long."
Framing	Citizen without stated expertise; presented as a representative voice.
Missing countervoice	A lawyer specialising in international humanitarian law could have contextualised the term "genocide."

Source depth check:

(a) **FUNDING:** Not applicable (citizen).

(b) **MANDATE:** No professional mandate; speaks as an engaged citizen.

D1 Conflict of interest: 0 — No institutional interest demonstrable

D2 Personal risk: +1 — Public appearance at demonstration

D3 Professional competence: -2 — No legal or regional expertise

D4 Opinion consistency: 0 — Unknown

D5 Emotionalisation vs. data: -2 — Purely appellative, no data

D6 Source level: -2 — Tertiary (personal opinion)

TOTAL: -5 → SOURCE LIGHT: RED

(c) **PROFESSIONAL COMPETENCE:** The statement is presented as representative of the demonstration without qualifying the speaker as a layperson.

Expert 2: Speaker on stage (anonymous)

Timestamp: 03:00–03:11

Statement	"We keep increasing the pressure, also at European and global level. And I think they need to take out those earplugs, those Schoof plugs."
Framing	Presumably organiser or speaker on behalf of De Rode Lijn; not identified.
Missing countervoice	A political scientist on the effectiveness of demonstration pressure on cabinet policy.

Source depth check:

(a) **FUNDING:** Not applicable; organiser of demonstration.

(b) **MANDATE:** Speaks on behalf of the demonstration organisation — structurally partisan.

D1 Conflict of interest: -2 — Organiser has an interest in maximum impact of demonstration

D2 Personal risk: +1 — Public appearance



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D3 Professional competence: -1 — No demonstrable expertise in the policy area

D4 Opinion consistency: 0 — Unknown

D5 Emotionalisation vs. data: -2 — Appellative, no data

D6 Source level: -2 — Tertiary

TOTAL: -6 → SOURCE LIGHT: RED

(c) PROFESSIONAL COMPETENCE: The speaker is not identified as a partisan source but is presented as a representative voice.

Expert 3: Representative of Jewish organisation (anonymous)

Timestamp: 02:50–02:57

Statement	"They want to make clear that the policy of Israel is not equivalent to the views of the Jewish community."
Framing	Representative of an unidentified Jewish organisation participating in the demonstration.
Missing countervoice	Representative of Jewish organisations that reject the demonstration.

Source depth check:

(a) FUNDING: Unknown; organisation not identified.

(b) MANDATE: Speaks on behalf of a specific Jewish organisation — not representative of the entire Jewish community.

D1 Conflict of interest: -1 — Organisation has an interest in its own visibility

D2 Personal risk: +1 — Public appearance as a Jewish organisation at a pro-Palestinian march

D3 Professional competence: 0 — Speaks about own community

D4 Opinion consistency: 0 — Unknown

D5 Emotionalisation vs. data: -1 — Partly appellative

D6 Source level: -1 — Secondary

TOTAL: -2 → SOURCE LIGHT: YELLOW

(c) PROFESSIONAL COMPETENCE: The organisation is presented as representative of "the Jewish community" while it represents only a part of it.

Missing expert groups:

- International law expert (genocide definition, ICJ jurisprudence)
- Cabinet spokesperson or coalition politician (policy arguments)
- Israeli or pro-Israeli voice

Source traffic light for participants:

Source	D1	D2	D3	D4	D5	D6	Total	Signal
Anonymous demonstrator (citizen)	0	+1	-2	0	-2	-2	-5	RED
Speaker on stage (anonymous)	-2	+1	-1	0	-2	-2	-6	RED
Representative of Jewish organisation (anonymous)	-1	+1	0	0	-1	-1	-2	YELLOW

Summary (matrix result):

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- Demonstrator 1: RED (-5) — no expertise, purely appellative
- Stage speaker: RED (-6) — structurally partisan, not identified
- Jewish organisation representative: YELLOW (-2) — limited representativeness, not identified



2. SOURCE SELECTION

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Claims without primary source = penalty points (rumour check)

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

Source 1: De Rode Lijn (demonstration organisation)

Timestamp: 00:48 — Statement: "Some 250,000 people turned out, according to the organisation."

- (a) **Funding and sponsorship:** Not stated; demonstration organisation with its own interest in high turnout figures.
- (b) **Structural conflict of interest:** The organisation has a direct interest in presenting turnout as high as possible; independent verification (police, municipality) is absent.
- (c) **Missing counter-source:** Police estimate or municipal count of turnout.

Source 2: "More and more organisations... including the United Nations"

Timestamp: 01:10–01:13 — Statement: "now more and more organisations... including the United Nations speak of a genocide in Gaza."

- (a) **Funding and sponsorship:** UN bodies are state-affiliated; the specific UN body is not mentioned.
- (b) **Structural conflict of interest:** Different UN bodies have different mandates and have made different statements; the claim is not specified.
- (c) **Missing counter-source:** The ICJ has imposed provisional measures but has not issued a definitive genocide ruling; this distinction is absent.

Rumour 1:

Timestamp: 01:10–01:13

Claim: "the United Nations speak of a genocide in Gaza"

Word marking: no explicit marking — the claim is presented as fact

Primary source present: NO — no specific UN resolution, report or ruling cited — penalty point

Source 3: Zelensky on Dutch components in Russian drones

Timestamp: 06:23–06:29 — Statement: "Ukrainian President Zelensky said today... that those Russian drones also contain Dutch components."

- (a) **Funding and sponsorship:** Zelensky is head of state of a belligerent party — structurally partisan.
- (b) **Structural conflict of interest:** Zelensky has an interest in maximum international pressure on Russia and suppliers.
- (c) **Missing counter-source:** Response from Dutch manufacturers or the Ministry of Foreign Affairs is absent.

Rumour 2:

Timestamp: 06:26–06:29

Claim: "that those Russian drones also contain Dutch components"

Word marking: "said today" — indirect source attribution without verification

Primary source present: NO — no independent verification — penalty point



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Summary: The broadcast relies heavily on the turnout figures of the demonstration organisation itself and presents the genocide qualification as a broadly supported fact without legal precision; two penalty points for unverified claims increase the score.



3. TIME ALLOCATION						6/10			
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Definition: Distribution of speaking time between different positions.

Estimated speaking time:

- Demonstrators De Rode Lijn (pro-Palestinian): approx. 2 min. 30 sec. (approx. 17%)
- Commemoration 7 October / Jewish community: approx. 1 min. 30 sec. (approx. 10%)
- AI segment: approx. 2 min. (approx. 14%)
- Climate summit Belém: approx. 2 min. 30 sec. (approx. 17%)
- Storm Amy: approx. 1 min. 30 sec. (approx. 10%)
- Russia/Ukraine: approx. 45 sec. (approx. 5%)
- Release Gaza flotilla: approx. 20 sec. (approx. 2%)
- Indonesia school collapse: approx. 20 sec. (approx. 2%)
- Weather report: approx. 1 min. 30 sec. (approx. 10%)
- Presenter/linking texts: approx. 1 min. 30 sec. (approx. 10%)
- Cabinet response (Schoof): approx. 10 sec. (approx. 1%)

Summary: Demonstrators receive approx. 15 times more speaking time than the cabinet response (approx. 10 seconds summary vs. approx. 2.5 minutes of demonstrator voices); the cabinet's position is not substantively elaborated, producing a significant asymmetry.



4. OMISSION (Selective Omission)

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

Omission 1:

Context

The cabinet's arguments for the current Israel policy are entirely absent.

Relevant at: 03:12–03:20

Effect: The viewer hears only the demonstrators' criticism; the cabinet appears helpless and indifferent ("Schoof plugs", "wants to do nothing") without the policy rationale being explained.

Omission 2:

Context

The legal status of the term "genocide" is not explained.

Relevant at: 01:10–01:13

Effect: The claim that "the UN speak of genocide" is presented as fact; the absence of a definitive ICJ ruling and the legal complexity of the term are not mentioned, creating a false impression of legal consensus.

Omission 3:

Context

The turnout figures are taken exclusively from the organisation itself; a police or municipal estimate is absent.

Relevant at: 00:48

Effect: Turnout figures from demonstration organisations are structurally higher than independent counts; the absence of verification gives the demonstration a greater appearance of scale.

Summary: The three most important omissions concern the cabinet's arguments, the legal precision of "genocide" and the verification of turnout figures; together they create a one-sided picture that reinforces the demonstrators' position.

Missing voices

- Cabinet-Schoof spokesperson (substantive): Could have explained the policy arguments for the current course regarding Israel.
- Israeli ambassador or government representative: Could have presented the Israeli perspective on the military operations.
- International law expert (ICJ/genocide definition): Could have explained the legal status of the term "genocide."
- Representative of the Jewish community not participating in the demonstration: Could have articulated the perspective of Jews who feel unsafe due to the demonstrations.
- Humanitarian organisation (UNRWA, Red Cross): Could have provided independent figures on the humanitarian situation in Gaza.
- Politician from a coalition party (PVV, VVD): Could have substantively defended the government's position.
- Hostage family opposed to the demonstration: Could have articulated the perspective of bereaved relatives who experience the demonstration as harmful.
- Arab-Israeli or two-state solution advocate: Could have offered a constructive peace perspective.

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5. USE OF FIGURES

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

Definition: Selective or misleading use of statistics.

Finding 1:

Timestamp: 00:48

Figure: "Some 250,000 people turned out, according to the organisation."

Dimensions: (a) Absolute value shown — (b) Share NOT shown — (c) Trend NOT shown

Missing context

No comparison with police estimate; no comparison with previous demonstrations (the broadcast does mention "even more massive than the previous 2 times" but without concrete figures from those earlier editions).

Effect: The figure 250,000 is presented as an established fact while it is an organisational estimate; the viewer cannot assess its reliability.

Finding 2:

Timestamp: 03:31

Figure: "At least 1,200 people were murdered then, 251 people abducted."

Dimensions: (a) Absolute value shown — (b) Share NOT shown — (c) Trend not applicable

Missing context

The number of hostages still held vs. released hostages is not specified (only "some of them have still not returned").

Effect: Limitedly misleading; the figures are factually correct but incomplete.

Summary: The turnout figures of the demonstration are presented as fact without independent verification; the triangular test (absolute/share/trend) is not fully applied to the demonstration figure.



6. GUILT BY ASSOCIATION

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Definition: Discrediting through association with negative groups or ideas.

Association 1:

Timestamp: 04:42–04:56

Quote

"Judging by the hatred and fanaticism carried by a narrative... in which Israel is portrayed as a coloniser and occupier... and Jews in the Netherlands are held responsible for this..."

Technique: The demonstration is indirectly associated with "hatred and fanaticism" and antisemitism via the synagogue speaker; the chain of association runs from demonstration → narrative → hatred of Jews.

Effect: Suggests that the demonstration contributes to antisemitism, without this being causally substantiated.

Association 2:

Timestamp: 02:23

Quote

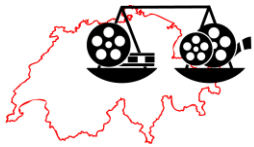
"against the Israeli government that keeps committing massacres."

Technique: A demonstrator associates the Israeli government with "massacres" — an emotionally charged term that is broadcast without verification or nuance.

Effect: The term "massacres" is presented as a factual qualification without journalistic distance.

Summary (category assignment):

- Demonstrators: Category A/B — citizens with personal risk, partly laden with emotional language
- Synagogue speaker: Category A — speaks from own community, laden with factual concerns about antisemitism
- The association of the demonstration with antisemitism is indicated but not causally substantiated



7. TIMING

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

Finding 1:

Position: 00:41–03:20 (beginning)

Content: The demonstration De Rode Lijn receives the opening position of the broadcast, with extensive attention to demonstrator voices.

Timing effect

The opening position gives the subject maximum attention and framing power; the viewer is first exposed to the demonstrators' position before any counterbalance is offered.

Finding 2:

Position: 03:21–05:03 (directly after demonstration report)

Content: The commemoration of 7 October follows directly after the demonstration report.

Timing effect

The placement of the commemoration after the demonstration — rather than before it or as a standalone opening item — suggests an editorial hierarchy in which the demonstration is regarded as the primary news event.

Finding 3:

Position: 14:44–14:53 (end)

Content: "We began with the Rode Lijn protest in Amsterdam. Some 250,000 people demonstrated there against the cabinet's Israel policy."

Timing effect

The repetition of the demonstration news at the end of the broadcast reinforces the framing; the commemoration of 7 October is not repeated in the summary.

Summary: The demonstration opens and closes the broadcast; the commemoration of 7 October is sandwiched between the demonstration coverage and other news, suggesting a clear editorial prioritisation.



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:

Timestamp: 01:43–02:23

Triggering event: Demonstrators express fierce criticism of the cabinet and Israel ("disgraceful", "massacres", "genocide that has been denied for far too long").

Reaction: The statements are broadcast without journalistic distance or critical questioning.

Comparison

The synagogue speaker (04:42–04:56) who speaks of "hatred and fanaticism" is likewise not critically questioned — but the synagogue speaker receives considerably less speaking time.

Asymmetry: The demonstrators' criticism of the cabinet and Israel receives more space and is less contextualised than the criticism of the demonstration from the Jewish community.

Degree of indignation: 2/5

Selectivity: 2/5

Summary: There is a mild asymmetry: the fierce demonstrator language ("massacres", "genocide") is broadcast without distance, while the critical Jewish voice about the demonstration receives less speaking time and is more framed as personal fear than as a political position.



9. COMPLETENESS (Selective Omission — Overall Picture)

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Definition: How completely does the broadcast portray the subject?

Finding 1:

Timestamp: 00:41–03:20

Missing perspective/fact: The cabinet's position is not substantively represented.

Relevance: The cabinet is the direct target of the demonstration; the viewer has a right to the policy arguments of the criticised party.

Consequence: The viewer hears only the accusation, not the defence; this creates a structurally unbalanced picture.

Finding 2:

Timestamp: 01:10–01:13

Missing perspective/fact: The legal status of the term "genocide" in international law is not explained.

Relevance: The ICJ imposed provisional measures in January 2024 but has not issued a definitive genocide ruling; this distinction is legally and politically crucial.

Consequence: The viewer gets the impression that "genocide" is a legally established fact, whereas it is a contested qualification.

Finding 3:

Timestamp: 02:50–02:57

Missing perspective/fact: The Jewish organisations that reject the demonstration or are concerned about antisemitism at the march are not interviewed.

Relevance: The Jewish community is internally divided about the demonstration; only the pro-demonstration faction is heard.

Consequence: The impression arises that the Jewish community supports the demonstration, while a significant part does not.

Summary: The broadcast lacks three crucial perspectives — the cabinet's position, the legal precision of "genocide" and the critical Jewish voice about the demonstration — making the overall picture structurally incomplete.



Soft facts — 6 qualitative techniques

10. FRAMING (Setting the frame)

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Definition: How is the subject fundamentally framed?

Finding 1:

Timestamp: 00:52

Quote	<i>"to demonstrate against the cabinet's Israel policy."</i>
Manipulation	The cabinet's policy is framed as the problem; the demonstration as the legitimate response to it.
Why problematic	This frame excludes alternative interpretations — for example, that the cabinet is making a deliberate and defensible policy choice or that the demonstration itself is controversial.

Finding 2:

Timestamp: 01:10–01:13

Quote	<i>"now more and more organisations... including the United Nations speak of a genocide in Gaza."</i>
Manipulation	The genocide qualification is framed as a growing consensus via an appeal to authority ("the UN"), without specification or nuance.
Why problematic	The frame "genocide = established fact" is implanted without legal substantiation; alternative qualifications (war crimes, humanitarian crisis) are not mentioned.

Finding 3:

Timestamp: 03:07

Quote	<i>"And I think they need to take out those earplugs, those Schoof plugs."</i>
Manipulation	The term "Schoof plugs" is broadcast without editorial comment, implicitly framing the Prime Minister as someone who deliberately looks away from a moral problem.
Why problematic	Such a personal attack on a sitting Prime Minister is presented as a news fact without journalistic distance or right of reply.

Summary: The broadcast consistently frames the Gaza conflict as a moral failure of the cabinet, with the demonstration as a legitimate and broadly supported protest; alternative frames (policy trade-off, legal complexity, security considerations) are absent.



11. WORD CHOICE AND TERMINOLOGY

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

Finding 1:

Timestamp: 01:47

Quote	<i>"a genocide that in my view has been denied for far too long."</i>
Manipulation	The word "genocide" is broadcast without journalistic distance; "denied" implies that it is an established fact being denied by ill-intentioned parties.
Why problematic	A neutral alternative would be: "what he describes as genocide" or "the situation he qualifies as genocide."

Finding 2:

Timestamp: 02:23

Quote	<i>"against the Israeli government that keeps committing massacres."</i>
Manipulation	"Massacres" is an emotionally charged term that qualifies military operations as criminal; the term is broadcast without journalistic distance.
Why problematic	Neutral alternative: "what he describes as massacres" or "the military operations he qualifies as massacres."

Finding 3:

Timestamp: 03:07

Quote	<i>"those Schoof plugs."</i>
Manipulation	A neologism that ridicules the Prime Minister is broadcast as a news fact without editorial comment.
Why problematic	The term has a clearly derogatory connotation; broadcasting it without distance implies editorial approval or indifference.

Summary: The broadcast allows emotionally charged terms ("genocide", "massacres", "Schoof plugs") to pass without journalistic distance, reinforcing the framing of the cabinet and Israel as morally reprehensible.



12. MODERATION BEHAVIOUR

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Definition: Asymmetries in follow-up questioning, 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:

Timestamp: 02:59–03:00

Triggering event: The reporter asks the stage speaker a question: "Do you think they are now listening in The Hague?"

Quote (reporter)

"Do you think they are now listening in The Hague?"

Comparison

The synagogue speaker (03:27–04:56) is not asked any critical questions; the speech is broadcast as a monologue.

Asymmetry: The question to the demonstration speaker is open and inviting; no comparable critical question is put to the Jewish community or to a cabinet representative.

Finding 2:

Timestamp: 01:43–02:45

Triggering event: Demonstrators express fierce, unnuanced criticism of the cabinet and Israel.

Quote (reporter)

no intervention, no follow-up question, no contextualisation

Comparison

The synagogue speaker (04:42–04:56) who speaks of "hatred and fanaticism" is likewise not questioned further.

Asymmetry: Limited — neither speaker is critically questioned; the asymmetry lies in speaking time, not in the questioning.

Summary: Moderation behaviour is predominantly passive; the only question asked is inviting in nature and directed at the demonstration organisation, while the cabinet and the Jewish community receive no comparable interaction.



13. QUESTION ASYMMETRY

4/10

1

2

3

4

5

6

7

8

9

10

Definition: Different hard/soft questions to different persons.

Asymmetry 1:

To stage speaker De Rode Lijn, 02:59: "Do you think they are now listening in The Hague?" — soft/inviting
To cabinet (via summary), 03:12–03:20: no direct question; reaction is summarised as "makes no commitments" — no question

Comparison

The demonstration organisation receives an open, inviting question; the cabinet receives no direct question but a summary of a written response.

Asymmetry 2:

To demonstrators (multiple), 01:43–02:45: no critical follow-up questions about the genocide qualification or the effectiveness of sanctions — no critical question
To no one: the legal complexity of "genocide" is not questioned — structural omission

Comparison

No interviewee is critically questioned; the asymmetry lies in the fact that the demonstrators' position receives more speaking time without critical scrutiny.

Summary: The only question asked is inviting and directed at the demonstration organisation; the cabinet and critical perspectives receive no direct questioning, producing a mild but structural asymmetry.



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

Definition: Artificial balance despite factual imbalance.

Finding 1:

Timestamp: 02:50–02:57

Construction: "Jewish organisations are also taking part in the demonstration. They want to make clear that the policy of Israel is not equivalent to the views of the Jewish community."

Analysis

The participation of Jewish organisations in the demonstration is presented as evidence of broad support, while it represents only a part of the Jewish community. This creates an appearance of broad consensus that conceals the actual divisions within the Jewish community.

Summary: There is limited false balance: the participation of Jewish organisations in the demonstration is used to create the impression of broad societal support, without the divisions within the Jewish community being represented.



15. AGENDA-SETTING

6/10

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:

Agenda item set: The demonstration is the primary news event of the day; the scale (250,000) is presented as an established fact.

Timestamp: 00:41–00:48 — Evidence: "Amsterdam turned red... The protest march De Rode Lijn was even more massive than the previous 2 times."

Alternative agenda: The commemoration of 7 October — two years after the largest antisemitic attack in decades — could have been presented as the primary news event.

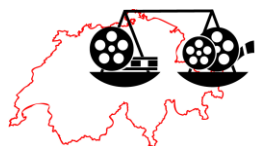
Finding 2:

Agenda item set: The cabinet's policy towards Israel is the problem; the demonstration is the legitimate response.

Timestamp: 00:52 — Evidence: "to demonstrate against the cabinet's Israel policy."

Alternative agenda: The question of whether sanctions against Israel are effective or desirable from a Dutch foreign policy perspective could have been on the agenda.

Summary: The broadcast sets the demonstration as the primary news event and the cabinet's policy as the object to be criticised; the commemoration of 7 October and the coalition's policy arguments do not feature as independent agenda items.



CHAPTER 4 — OVERALL ASSESSMENT

Overview of individual scores

No.	Criterion	Type	Score	Main finding (1 sentence)
1	Expert selection	H	7	All interviewed experts are anonymous citizens or partisan organisational representatives without professional competence in the assessed area.
2	Source selection	H	6	Turnout figures are taken exclusively from the demonstration organisation; the genocide qualification is presented as fact without primary source citation.
3	Time allocation	H	6	Demonstrators receive approx. 15 times more speaking time than the cabinet response.
4	Omission	H	7	Cabinet arguments, legal precision of "genocide" and critical Jewish voices are structurally absent.
5	Use of figures	H	5	Turnout figure of 250,000 is presented as an established fact without independent verification.
6	Guilt by association	H	3	The term "massacres" is broadcast without journalistic distance; the demonstration is indirectly associated with antisemitism.
7	Timing	H	5	The demonstration opens and closes the broadcast; the commemoration of 7 October is sandwiched in.
8	Selective indignation	H	4	Fierce demonstrator language is broadcast without distance; the critical Jewish voice receives less space.
9	Completeness	H	7	Three crucial perspectives are absent: cabinet position, legal precision of "genocide", critical Jewish voice.
10	Framing	S	7	The conflict is consistently framed as a moral failure of the cabinet, with the demonstration as legitimate protest.
11	Word choice	S	6	Emotionally charged terms ("genocide", "massacres", "Schoof plugs") are broadcast without journalistic distance.
12	Moderation behaviour	S	5	The only question asked is inviting and directed at the demonstration organisation; cabinet and Jewish community receive no direct questioning.
13	Question asymmetry	S	4	Demonstration organisation receives an open, inviting question; cabinet receives no direct question.
14	False balance	S	3	Participation of Jewish organisations in the demonstration is used to suggest broad consensus.
15	Agenda-setting	S	6	Demonstration as primary news event; commemoration of 7 October and cabinet arguments as secondary.

Results



- HARD FACTS SCORE (average criteria 1–9): 5.6 / 10
- SOFT FACTS SCORE (average criteria 10–15): 5.2 / 10
- TOTAL SCORE (average all 15 criteria): 5.4 / 10

Dominant techniques

- 1. Omission (Score 7):** The cabinet's position, the legal precision of "genocide" and the critical Jewish voice about the demonstration are structurally absent. This creates a one-sided picture in which the demonstrators' position is presented as the only legitimate reading of the conflict.
- 2. Framing (Score 7):** The Gaza conflict is consistently framed as a moral failure of the cabinet, with the demonstration as a broadly supported and legitimate protest. Alternative frames — policy trade-off, legal complexity, security considerations — are entirely absent.
- 3. Expert selection (Score 7):** All interviewed "experts" are anonymous citizens or partisan organisational representatives; independent legal, political science or humanitarian expertise is absent. The source traffic light matrix produces a red verdict for two of the three main sources.

Core messages of the broadcast

MESSAGE 1 (SUBSTANTIVE): "The Schoof cabinet is failing morally by taking insufficient action against Israel, while a massive majority of the population demands it."

Technique: Framing + time allocation — Evidence: 00:52, 03:07, 14:44

MESSAGE 2 (PERSONAL): "Prime Minister Schoof is deliberately looking away from a moral problem."

Technique: Word choice + omission — Evidence: 03:07 ("Schoof plugs"), 03:12–03:20 (cabinet response without substance)

MESSAGE 3 (SOCIETAL): "There is broad societal consensus — including within the Jewish community — that the current Israel policy is unacceptable."

Technique: False balance + source selection — Evidence: 02:50–02:57, 00:48

Reasoning: The broadcast scores 5.4/10 and thus falls into the category "clear one-sidedness." The demonstration receives the opening and closing position, demonstrator voices dominate speaking time, the cabinet's position is not substantively represented and emotionally charged terms are broadcast without journalistic distance. The commemoration of 7 October provides some counterbalance but is clearly subordinate to the demonstration coverage in terms of speaking time and framing. Article 2.1 of the Media Act requires pluriform and balanced reporting; the structural absence of the cabinet's position and the legal precision of key terms such as "genocide" constitute a demonstrable deviation from this norm.

CONCLUSION

The broadcast displays a clear one-sidedness in its coverage of the Gaza conflict: the demonstration De Rode Lijn is presented as the primary news event with extensive attention to demonstrator voices, while the cabinet's position is substantively absent and the commemoration of 7 October occupies a subordinate position. The genocide qualification is presented as a broadly supported fact without legal precision, which is contrary to the journalistic norm of factual accuracy. The participation of Jewish organisations in the demonstration is used to suggest a broad societal consensus that conceals the actual divisions within the Jewish community. On the basis of Article 2.1 of the Media Act — which requires pluriform, balanced and independent reporting — the broadcast as a whole is not balanced: the structural absence of the cabinet's position, the one-sided expert selection and the consistent use of emotionally charged terms without journalistic distance together form a pattern of clear one-sidedness that does not withstand scrutiny under Article 2.1.



OVERALL EVALUATION OF THE 15 CRITERIA

Individual scores — All 15 criteria

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

HARD FACTS SCORE (1-8)

5.6/10

Considerable imbalance

SOFT FACTS SCORE (9-14)

5.2/10

Considerable imbalance

TOTAL SCORE

5.4/10

Considerable 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 established.
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 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 FRAMEWORK (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 balance

Factual description: The cabinet's position on Israel policy is not substantively represented, while the cabinet is the direct target of the demonstration that constitutes the primary news event.

Evidence: Timestamp 03:12–03:20 — Quote: "Caretaker Prime Minister Schoof responds in writing to the mass protest. He makes no commitments to the demonstrators but does say that he understands their anger."

Assessment: The cabinet's response is summarised in one sentence without substantive policy arguments; the right of reply is formally present but materially absent. This is contrary to the balance norm of Article 2.1.

Violation 2:

Norm: Media Act Art. 2.1 — requirement of factual accuracy and pluriformity

Factual description: The term "genocide" is presented as a broadly supported fact via an appeal to authority ("the UN"), without legal precision or mention of the absence of a definitive ICJ ruling.

Evidence: Timestamp 01:10–01:13 — Quote: "now more and more organisations... including the United Nations speak of a genocide in Gaza."

Assessment: The presentation of a legally contested qualification as an established fact is contrary to the pluriformity requirement of Article 2.1; alternative legal qualifications are not mentioned.

Violation 3:

Norm: Media Act Art. 2.1 — requirement of independence and pluriformity

Factual description: All interviewed sources are anonymous citizens or partisan organisational representatives; independent legal, political science or humanitarian expertise is entirely absent.

Evidence: Timestamp 01:43–02:45 — multiple anonymous demonstrators without stated expertise are presented as representative voices.

Assessment: The one-sided expert selection — exclusively sources with a red or yellow source light — is contrary to the independence requirement of Article 2.1.

Overall assessment Media Act Art. 2.1

The broadcast does not fully comply with the requirements of Article 2.1 of the Media Act on three points: balance (cabinet position substantively absent), factual accuracy (genocide qualification presented as established fact) and independence (exclusively partisan sources interviewed). The violations are not of such severity that they can be qualified as a systematic breach, but together they form a pattern of clear one-sidedness that demonstrably undermines the pluriformity requirement of Article 2.1. In the context of the Media Act, it should be noted that the assessment norm concerns pluriformity across the total output; however, a single broadcast can serve as an indication of a structural pattern if comparable findings are encountered in multiple broadcasts.



CHAPTER 6 — SOURCE DEPTH CHECK

1. De Rode Lijn (demonstration organisation)

1. FUNDING: Not stated in the broadcast; presumably funded by donations and participating organisations. Structural interest in high turnout figures and maximum media pressure.

2. MANDATE: Organisation of political demonstrations — not compatible with neutral provision of information about turnout or policy effectiveness.

3. CONFLICT OF INTEREST: Direct interest in presenting the demonstration as massive and successful; turnout figures have not been independently verified.

4. CREDIBILITY MATRIX:

- D1 Conflict of interest: -2 — Direct organiser
- D2 Personal risk: +1 — Public responsibility
- D3 Professional competence: -1 — No expertise in the policy area
- D4 Consistency: 0 — Unknown
- D5 Emotionalisation vs. data: -2 — Purely mobilising
- D6 Source level: -2 — Tertiary

TOTAL: -6 → SOURCE LIGHT: RED

5. COUNTER-VOICE: Police estimate or municipal count of turnout is absent.

2. "The United Nations" (as authority for genocide qualification)

1. FUNDING: State-funded by member states; UN bodies have varying mandates and political compositions.

2. MANDATE: Depends on the specific UN body; the ICJ has a legal mandate but has not issued a definitive genocide ruling.

3. CONFLICT OF INTEREST: Different UN bodies have different political compositions and interests; the claim "the UN speak of genocide" is too general to serve as a neutral appeal to authority.

4. CREDIBILITY MATRIX:

- D1 Conflict of interest: -1 — Politically composed body
- D2 Personal risk: +1 — Institutional reputation
- D3 Professional competence: +2 — Legal expertise present (ICJ)
- D4 Consistency: 0 — Varies by body
- D5 Emotionalisation vs. data: +1 — Predominantly procedural
- D6 Source level: 0 — Secondary (no primary ruling cited)

TOTAL: +3 → SOURCE LIGHT: YELLOW

5. COUNTER-VOICE: The ICJ ruling of January 2024 (provisional measures, no definitive genocide ruling) is not cited; the legal complexity of the genocide definition (Genocide Convention 1948) is not mentioned.

IMPORTANT NOTE: "Recognised" or "the UN say" is not a legal qualification. It is a social and political attribution that must itself be critically tested against the specific statements of the relevant UN bodies.

Source traffic light for participants:

Source	D1	D2	D3	D4	D5	D6	Total	Signal
De Rode Lijn (demonstration organisation)	-2	+1	-1	0	-2	-2	-6	RED
"The United Nations" (as authority for genocide qualification)	-1	+1	+2	0	+1	0	+3	YELLOW

Legal and methodological notes



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No factual determination

The presented results 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 ruling

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 Commissariaat voor de Media).

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 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 considerable imbalance has been established — 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 para. 2: The public media service reflects the societal 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. **Societal 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 law)



APPENDIX 2: SCIENTIFIC SOURCES

Literature

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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 source selection. Subsequently, 15 principles are explained: omission, framing, temporal framing, guilt by association, emotionalisation, context removal 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.

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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 let themselves be so easily forced into a frame that someone else has chosen.

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

Framing with style. Because the frame changes everything.