



SVFAB DETAILED ANALYSIS

2010-07-01 DOK - DOK vom 01.07.2010

Broadcast: SRF Tagesschau broadcast | 2010-07-01 | Analysed on: 2026-05-19 16:37

Version 3.0-detail | Universal 3.0-detail | Konverter 3.4 (2026-05-20) | Massstab: Art. 4 RTVG

OVERALL SCORE

5.4/10

Significant imbalance

0 = balanced, 10 = strongly one-sided/manipulative

POLITICAL SPECTRUM

Classification according to 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	Greens	SP	GLP	Centre	EVP	FDP	SVP
CHES	1.13	1.67	3.60	5.47	5.64	7.67	9.00
Spectrum	<i>Left</i>	<i>Left</i>	<i>Left</i>	<i>Centre</i>	<i>Right</i>	<i>Right</i>	<i>Right</i>

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

TENDENCY (L – R)

5.5 / 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](#) | Thresholds: [Pew Research Center](#)

This section serves for political classification and does not feed into the overall score.



POLITICAL LANDSCAPE

Switzerland is a consensus democracy. The Federal Council (7 seats) is filled according to the magic formula: SVP 2, SP 2, FDP 2, Centre 1. There is no classic government/opposition divide — all major parties are represented in the executive. Political conflicts therefore do not run along a government-opposition axis, but along substantive lines of tension between the parties.

Party	CHES L-R	Seats NC	Government/Opposition	Core position (relevant)
SVP	8.0	62	Government (2 FC)	Limit immigration, terminate freedom of movement, tighten asylum law
SP	2.5	41	Government (2 FC)	Open migration policy, maintain freedom of movement, expand welfare state
FDP	6.5	28	Government (2 FC)	Orderly immigration, skilled workers, EU market access
Centre	5.0	29	Government (1 FC)	Pragmatic migration policy, integration and management
Greens	2.0	23	Opposition	Solidarity-based reception, promotion of integration
GLP	4.0	10	Opposition	Liberal migration policy, skilled worker immigration
EVP	5.5	2	Opposition	Centre position, pragmatic

The most important lines of conflict in Switzerland concern firstly migration policy (SVP for restriction vs. SP/Greens for open policy), secondly EU relations (bilateral agreements vs. sovereignty), thirdly social policy (expansion vs. personal responsibility) and fourthly security vs. prevention in matters of crime. The present document touches on the intersection of migration, crime and the welfare state — highly political terrain.

SRF (Swiss Radio and Television) is Switzerland's public broadcaster, financed through reception fees (today the Serafe levy). It is subject to Art. 4 RTVA, which requires accurate representation, diversity of opinion and balance on controversial topics. As Switzerland's largest media organisation, SRF bears a special responsibility for political opinion formation.



CHAPTER 1 — PARTY-POLITICAL BIAS

Preliminary remark: The broadcast is an investigative documentary about human trafficking and street prostitution at Zurich's Sihlquai ("Silke"). It contains no explicit party statements and no politicians as interview partners. The party-political bias is therefore indirect — it manifests itself in the framing of the topics of migration, freedom of movement, the welfare state and security policy.

Party	Score (-5..+5)	Broadcast portrayal vs. programme position
SVP	-1	01:31 "Now you can see them. The dark sides of immigration from the East." / 00:15 "Previously, heroin-addicted Swiss women stood here; now it is women from Hungary." — The SVP position (limit immigration, terminate freedom of movement) is factually illustrated by the documentary without naming the SVP. The broadcast provides empirical material that supports SVP positions without contextualising or questioning them. Programme position: correctly reflected in substance, but without political classification — slightly distorted by omission of the political debate.
SP	0	SP positions (open migration policy, maintaining freedom of movement, welfare state) are not explicitly presented. The broadcast implicitly shows the dark sides of freedom of movement (01:15 "Four years ago the borders to the East opened"), without presenting SP counter-arguments. Not in broadcast as a party.
FDP	0	FDP positions not explicitly presented. Not in broadcast as a party.
Centre	0	Not in broadcast as a party.
Greens	0	Not in broadcast as a party.
GLP	0	Not in broadcast as a party.
EVP	0	Not in broadcast as a party.

Party bias summary

- Most accurate portrayal: No party explicitly portrayed (all score 0)
- Strongest distortion: SVP (score -1) — through omission of the political debate
- Average deviation from 0: 0.1
- Conclusion: The broadcast contains no explicit party portrayals. The indirect bias lies in the framing: the documentary factually illustrates the dark sides of freedom of movement (SVP core topic) without conducting the political debate about it or presenting counter-arguments. This is not active partisanship, but a structural omission that distorts the picture.



CHAPTER 2 — BROADCAST INFORMATION AND THEMATIC FRAMEWORK

Broadcast data

- Title: "Goldfinger" — Documentary about Roma prostitution and human trafficking at Zurich's Sihlquai ("Silke")
- Date: 01.07.2010
- Presenter/Reporter: Not named in the transcript; off-commentary throughout; investigator Bruno Oberhensli as central protagonist
- Persons interviewed:

Actors	Function	Party/affiliation	Political spectrum
Bruno Oberhensli	Investigator, Zurich City Police	State	Neutral/institutional
Anna	Victim of human trafficking (anonymised)	None	Victim perspective
FITZ employee	Specialist centre for women trafficking and women migration	NGO/church-state	Left-progressive
Rosi	Wife of Johnny (suspect)	None	Perpetrator's circle
Sabina	Roma woman, Hungary (did not go to Zurich)	None	Affected person's perspective
Ibolja	Roma woman, Hungary (21 years old, did not go to Zurich)	None	Affected person's perspective
Barbara	Roma woman, Hungary (17 years old, mother of two)	None	Affected person's perspective
Elvira	Roma woman, Hungary (39 years old, illiterate)	None	Affected person's perspective
Sultan	Roma man, Hungary (father, pensioner)	None	Perpetrator's circle/cultural perspective
Vera	Roma prostitute/alleged procuress	None	Perpetrator-victim grey zone
Jolan	Vera's mother (pensioner)	None	Family circle
Beatrix	Jolan's daughter-in-law (21 years old, prostitute)	None	Affected person's perspective
Client (anonymous)	Client at the Sihlquai	None	Demand side
Receptionist (28 years old)	Non-client, Basel	None	Incidental witness
Mike Müller	SF comedian (street survey)	None	Entertainment



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

Main topic

The documentary uses the case of "Goldfinger" (pimp Johnny) to show the structures of human trafficking involving Roma women from Hungary at Zurich's Sihlquai and the difficulties of criminal prosecution.



CHAPTER 3 — 15 CRITERIA: DETAILED ANALYSIS

Hard facts — 9 techniques that are countable and scientifically robust

1. EXPERT SELECTION

6/10

1 2 3 4 5 6 7 8 9 10

Expert 1: Bruno Oberhensli, investigator, Zurich City Police

Timestamp	02:14
Statement	"That means, in all probability, there is actually someone in the background. A pimp?"
Classification	State investigator with an active interest in the success of the proceedings. Main protagonist of the broadcast. Completely dominates the expert role.
Missing counter-voice	Defence lawyer, independent criminologist, judge

Source in-depth check:

(a) **FUNDING:** Zurich City Police — state-funded. Conflict of interest: the police has an institutional interest in portraying its own investigative work as necessary and successful; interest in political support for resources.

(b) **MANDATE:** Criminal prosecution — not compatible with a neutral assessment of the perpetrator-victim question or the legal situation. Oberhensli is a party to the proceedings.

D1 Conflict of interest: -1 — Active investigator in ongoing proceedings, institutional interest in conviction

D2 Personal risk: +1 — Official with career risk in case of false statements, but also career interest in success

D3 Professional competence: +2 — Direct investigative experience, primary knowledge of the case

D4 Consistency of opinion: +1 — Consistent statements throughout the broadcast

D5 Emotionalisation vs. data: +1 — Predominantly factual, but occasionally evaluative ("very, very terrible things")

D6 Source level: +2 — Primary source (direct investigator)

TOTAL: +6 → SOURCE INDICATOR: GREEN

(c) **PROFESSIONAL COMPETENCE:** Oberhensli is framed as a neutral expert, but is a party to the proceedings. The broadcast does not critically question his assessments. This is structurally problematic, even though his credibility as a primary source is high.

Expert 2: FITZ employee (specialist centre for women trafficking and women migration)

Timestamp	46:17
Statement	"The Hungary cases are massive. The support for the women is massive. And if hardship applications are not approved now, then we also have to consider whether we can continue working in the future."
Classification	NGO with a clear political mandate (right to remain for victims). Structural conflict of interest: the organisation's survival depends on case numbers and political support.
Missing counter-voice	Migration law expert, federal authority (FDJP), critical voice on the right-to-remain demand



Source in-depth check:

(a) FUNDING: FITZ is financed through public funds (cantons, federal government) and private donations. Partly church-based sponsorship. Conflict of interest: organisational survival through case numbers and political visibility.

(b) MANDATE: Advocacy for victims of women trafficking — not compatible with a neutral assessment of migration policy. FITZ is an interest representative, not a neutral specialist body.

D1 Conflict of interest: -2 — Clear institutional interest in the right-to-remain demand (organisational relevance)

D2 Personal risk: 0 — No personal risk discernible

D3 Professional competence: +1 — Expertise in victim support, but no legal/criminological expertise

D4 Consistency of opinion: +1 — Consistent with FITZ mandate

D5 Emotionalisation vs. data: -1 — Appellative ("Switzerland cannot actually afford this"), little data

D6 Source level: 0 — Secondary source (support organisation)

TOTAL: -1 → SOURCE INDICATOR: YELLOW

(c) PROFESSIONAL COMPETENCE: FITZ is framed in the broadcast as a neutral specialist centre, but is an advocacy organisation with a clear political mandate. The broadcast does not identify this.

Missing expert groups:

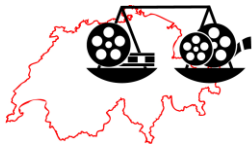
- Defence lawyer / lawyer for the accused
- Independent criminologist / migration law expert
- Sex workers' organisation (voluntary sex work vs. human trafficking)

Source indicator for participants:

Source	D1	D2	D3	D4	D5	D6	Total	Indicator
Bruno Oberhensli, investigator, Zurich City Police	-1	+1	+2	+1	+1	+2	+6	GREEN
FITZ employee (specialist centre for women trafficking and women migration)	-2	0	+1	+1	-1	0	-1	YELLOW

Summary:

Expert	Source indicator	Main problem
Oberhensli (police)	GREEN	Party to the proceedings, framed as neutral
FITZ employee	YELLOW	Advocacy organisation, framed as neutral specialist centre



2. SOURCE SELECTION

5/10

1

2

3

4

5

6

7

8

9

10

Claims without primary source = penalty points (rumour check)

Source 1: Indictment against Johnny

Timestamp

07:06 — Statement: "From August 2007 to June 2008 he is alleged to have taken the wages from several prostitutes."

(a) Funding and sponsorship: Zurich Public Prosecutor's Office — state

(b) Structural conflict of interest: The indictment is a one-sided document of the prosecution. The defence position is completely absent.

(c) Missing counter-source: Defence brief, statements by the accused or his lawyer

Source 2: Telephone surveillance (500 calls)

Timestamp

18:02 — Statement: "For two and a half months they tapped Johnny's mobile phone. A translator recorded 500 conversations."

(a) Funding: Police/Public Prosecutor's Office — state

(b) Structural conflict of interest: Selective reproduction by investigators possible; no independent verification

(c) Missing counter-source: Independent verification of translations, defence

Rumour check (penalty points):

Rumour 1:

Timestamp: 05:08

Claim: "Prescribed by her pimp. Probably."

Word marker: "Probably"

Primary source available: No — +1 penalty point

Rumour 2:

Timestamp: 08:13

Claim: "She had come to Zurich alone. Friends had told her you could earn good money here."

Word marker: subjunctive forms (unverified)

Primary source available: Only the person's own statement — +1 penalty point

Rumour 3:

Timestamp: 34:34

Claim: "Vera is said to work not only for one pimp; she is also said to have other prostitutes working for her."

Word marker: "is said to" (twice)

Primary source available: Police indications, not confirmed by court — +1 penalty point

Summary: The source selection is structurally one-sided: police and indictment dominate, the defence is completely absent. FITZ as an advocacy organisation is framed as a neutral specialist centre. Three rumour penalty points increase the score.



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

Estimated speaking time:

- Bruno Oberhensli (police): (approx. 25%)
- Off-commentary (editorial): (approx. 31%)
- Anna (victim, anonymous): (approx. 10%)
- FITZ employee: (approx. 6%)
- Roma women, Hungary (Sabina, Ibolja, Barbara, Elvira): (approx. 10%)
- Roma men/circle (Sultan, Rosi, Jolan, Beatrix): (approx. 8%)
- Vera (suspect): (approx. 6%)
- Clients/others: (approx. 4%)
- Defence/accused: 0 min. (0%)
- Politicians: 0 min. (0%)

Summary: Speaking time is heavily concentrated on police (25%) and off-commentary (31%). Defence and politics have zero speaking time. The victim perspective (Anna) is present, but singular. The perpetrator side (Johnny) appears only through the indictment and police statements — never directly.



4. OMISSION (Selective Omission)							7/10		
1	2	3	4	5	6	7	8	9	10

Omission 1:	
Context	Defence position of the accused Johnny
Relevant at: 07:06 (indictment), 29:47 (charges)	
Effect	The indictment is presented as factual truth. The principle of presumption of innocence is not mentioned. Viewers receive a one-sided picture of the proceedings.

Omission 2:	
Context	Political debate about freedom of movement and its consequences
Relevant at: 01:15 ("Four years ago the borders to the East opened"), 00:29 ("Three times more than in 2006 when freedom of movement was introduced")	
Effect	The broadcast factually illustrates the dark sides of freedom of movement without conducting the political debate about it. Viewers receive empirical material without political context.

Omission 3:	
Context	Voluntary sex work and the difference from human trafficking
Relevant at: 03:45 ("Having a pimp is legal in Switzerland"), 25:30 ("Monika says she had already been working as a prostitute in Hungary")	
Effect	The broadcast conflates voluntary sex work and human trafficking without making the legal and factual difference clear. Sex worker organisations that emphasise this difference are absent.

Summary: The three largest omissions concern the presumption of innocence/defence, political context and the distinction between voluntary sex work and human trafficking. These gaps create a structurally distorted picture.

Missing voices

- Defence lawyer (lawyer for Johnny/Vera): Would have provided legal classification of the indictment, presumption of innocence and procedural rights
- Politicians (SVP, SP, FDP): Would have articulated the political debate about freedom of movement, consequences and approaches to solutions
- Roma representative/organisation (e.g. Central Council of German Sinti and Roma, Hungarian Roma NGOs): Would have introduced structural discrimination and counter-narratives
- Hungarian authorities/police: Would have presented international cooperation and the situation on the ground from an official perspective
- Health professional (doctor, sex worker health): Would have introduced STI risks, healthcare and harm reduction approaches
- Sex workers' organisation (e.g. Aspasia Geneva, Xenia Zurich): Would have introduced the perspective of voluntary sex work and the difference from human trafficking
- Migration law expert: Would have classified the right to remain, residence status and legal options for victims



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

- Hungarian sociologist/Roma researcher: Would have provided scientific classification of structural poverty, discrimination and causes of migration



5. MANIPULATION OF FIGURES

4/10

1

2

3

4

5

6

7

8

9

10

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

Finding 1:

Timestamp 18:55

Figure: "With an estimated 3,000 cases per year, only around five perpetrators are convicted."

Dimensions:

- (a) Absolute value: 3,000 cases / 5 convictions — shown
- (b) Proportion: 0.17% conviction rate — shown (implicitly)
- (c) Trend: development over time — missing

Missing context

Where does the estimate of 3,000 cases come from? What dark figure methodology? How does the figure develop? International comparisons?

Effect

The figure appears dramatic, but is an estimate without a source reference. The missing trend prevents classification.

Finding 2:

Timestamp 38:29

Figure: "In 2009 the police counted 300 Hungarian prostitutes. That is three times more than in 2006 when freedom of movement was introduced."

Dimensions:

- (a) Absolute value: 300 — shown
- (b) Proportion: share of total prostitution in Zurich — missing
- (c) Trend: 2006→2009 — shown (tripling)

Missing context

How many prostitutes in total in Zurich? How many of them voluntary? How many of them victims of human trafficking?

Effect

The tripling appears alarming without overall context.

Summary: Two relevant figures are presented without a complete three-part check. The 3,000-case estimate is particularly problematic without a source reference and trend.



6. GUILT BY ASSOCIATION						6/10			
1	2	3	4	5	6	7	8	9	10

Association 1:	
Timestamp	00:23
Quote	<i>"Previously, heroin-addicted Swiss women stood here; now it is women from Hungary. Most of them from the Roma ethnic group."</i>
Technique: Association Roma = prostitutes through direct juxtaposition. The ethnic group is collectively linked to prostitution.	
Effect	Stigmatisation of the entire Roma ethnic group through association with prostitution and human trafficking.

Association 2:	
Timestamp	35:18
Quote	<i>"Kapo. An allusion to the Third Reich. Where prisoners in the concentration camps were made into guards."</i>
Technique: The off-commentary explains the term "Kapo" with an explicit reference to the Third Reich and concentration camp structures. This associates Roma pimps with Nazi perpetrator structures.	
Effect	Moral elevation of the comparison; Roma pimps are placed in proximity to Nazi collaborators.

Association 3:	
Timestamp	01:31
Quote	<i>"Now you can see them. The dark sides of immigration from the East."</i>
Technique: "Immigration from the East" is collectively associated with human trafficking and prostitution. All immigrants from Eastern Europe are implicitly placed in this context.	
Effect	Stigmatisation of Eastern European immigration as a whole.

Summary: The broadcast contains three relevant association patterns that collectively link Roma as an ethnic group and Eastern European immigrants with human trafficking and prostitution. The concentration camp Kapo comparison is particularly problematic.



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

Finding 1:

Position: 00:19–01:31 (beginning)

Content: "The Silke, Zurich's saddest street." / "Previously, heroin-addicted Swiss women stood here; now it is women from Hungary. Most of them from the Roma ethnic group." / "Now you can see them. The dark sides of immigration from the East."

Timing effect

The first 90 seconds set the entire interpretive framework: Roma = prostitution = dark sides of immigration. This frame is never questioned. Structural causes (discrimination, poverty) do not appear until after 9 minutes.

Finding 2:

Position: 35:18 (middle)

Content: "Kapo. An allusion to the Third Reich."

Timing effect

The concentration camp comparison is placed in the middle of the broadcast, after an extensive portrayal of brutality. It functions as an emotional climax and reinforces the moral condemnation.

Finding 3:

Position: 49:25 (end)

Content: "Go home, Hungarian."

Timing effect

The broadcast ends with a xenophobic statement by a police officer. This is the last impression viewers take away. The statement is not commented on or contextualised.

Summary: The beginning and end of the broadcast are particularly problematic: the opening sets a stigmatising frame, the ending leaves a xenophobic statement uncommented.



8. SELECTIVE OUTRAGE

4/10

1

2

3

4

5

6

7

8

9

10

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

Methodological principle K11+K8: document the triggering event — asymmetry is only demonstrable with a comparable trigger without an analogous reaction to other guests/positions.

Finding 1:

Timestamp 05:36

Triggering event: Prostitute stands on the street in underwear at sub-zero temperatures all night.

Reaction: "That is unacceptable, that simply cannot be. That is terrible." (reporter/presenter, directly to the woman)

Comparison

Analogous event — client who knows it involves human trafficking and still takes a woman along (06:18–06:35). Reporter's reaction: factual question "Why do you take a woman then?" — no emotional outrage.

Asymmetry: Demonstrable — outrage at victim situation, but no analogous outrage at client who knowingly accepts human trafficking.

Finding 2:

Timestamp 49:25

Triggering event: Police officer Oberhensli says to a Hungarian prostitute: "Go home, Hungarian."

Reaction: No reaction from the reporter/commentary. The statement stands uncommented at the end of the broadcast.

Comparison

Analogous event — Sultan (Roma man) says at 12:35: "If I were a pimp, the girls would have to give me their money. That's how it works." Reaction: off-commentary implicitly treats this as evidence of a cultural problem.

Asymmetry: Demonstrable — xenophobic statement by the police officer remains uncommented; culturally problematic statement by the Roma man is commented on.

Degree of outrage: 2/5

Selectivity: 2/5

Summary: Two demonstrable asymmetries: outrage at victim situation, but not at client; commentary on Roma man, but not on xenophobic police statement. The overall score is moderate, as the outrage is restrained overall.



9. COMPLETENESS (Selective Omission — overall picture)

7/10

1 2 3 4 5 6 7 8 9 10

Finding 1:

Timestamp 29:47

Missing perspective/fact: Presumption of innocence and defence position

Relevance: Johnny is portrayed as a human trafficker before the court has ruled. The indictment is presented as fact.

Impact: Viewers receive a picture of the accused as a convicted perpetrator, even though the proceedings are still ongoing. This violates the principle of presumption of innocence in reporting.

Finding 2:

Timestamp 03:45

Missing perspective/fact: Legal difference between voluntary sex work and human trafficking

Relevance: The broadcast implicitly treats all prostitutes at the Sihlquai as victims of human trafficking, even though some (e.g. Beatrix, Monika) state they work voluntarily.

Impact: Voluntary sex work is rendered invisible; all prostitutes are blanket-framed as victims or perpetrators.

Finding 3:

Timestamp 09:00–11:55 (Hungary sequence)

Missing perspective/fact: Structural approaches to solutions (education, anti-discrimination, Roma integration in Hungary)

Relevance: The broadcast shows poverty and discrimination of Roma in Hungary without mentioning approaches to solutions or political measures.

Impact: Roma poverty appears as an unchangeable fate, not as a politically addressable problem.

Summary: The three largest completeness gaps concern the presumption of innocence, the distinction between voluntary sex work and human trafficking, and missing solution perspectives. These gaps create a structurally distorted and fatalistic picture.

The Sihlquai ("Silke") is Zurich's best-known street prostitution area, which experienced a strong influx of Roma prostitutes from Hungary after the opening of freedom of movement towards Eastern European EU countries (2006). Human trafficking is an international phenomenon at the intersection of organised crime, poverty, discrimination and migration policy. The debate touches on fundamental areas of tension: victim protection vs. criminal prosecution, freedom of movement vs. security, cultural explanations vs. structural causes, right to remain vs. repatriation. In Switzerland, the topic was politically highly sensitive, as it appeared to empirically illustrate SVP arguments against freedom of movement with Eastern Europe.

Proportion of perspectives covered

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

[A] Victim perspective: Affected women who speak about their situation (coercion, deception, violence)



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

[B] Criminal prosecution perspective: Police and public prosecutor's office on the state of investigations and legal hurdles

[C] Legal/judicial perspective: Lawyers for the accused, judges, criminal law experts

[D] Social policy perspective: Specialist centres, NGOs on victim protection and right to remain

[E] Migration policy perspective: Politicians from various parties on freedom of movement and consequences

[F] Roma community perspective: Representatives of the Roma community on discrimination and structural poverty

[G] Hungarian authorities perspective: Hungarian police, social authorities on the situation on the ground

[H] Client perspective: Demand side and their responsibility

[I] Hotel operator/landlord perspective: Economic actors in the surrounding environment

[J] Health perspective: Doctors, health professionals on STI risks, healthcare

[A] COVERED

Timestamp: 13:12 — Quote: "The pimps instruct us from the start to always say we are prostituting ourselves voluntarily." — Assessment: Victim perspective through Anna (anonymised) presented in detail, but only one voice.

[B] COVERED

Timestamp: 18:26 — Quote: "It is simply incredibly difficult. The victims may be willing to testify at first, but later they withdraw their statements again." — Assessment: Police perspective through Oberhensli very extensively, dominates the broadcast.

[C] OMITTED

Timestamp: — — Quote: — — Assessment: No lawyer for the accused, no criminal law expert, no judge speaks. The indictment is recounted but not legally classified.

[D] COVERED

Timestamp: 46:17 — Quote: "The Hungary cases are massive. The support for the women is massive." — Assessment: FITZ perspective present, but one-sided (only right-to-remain demand, no critical classification of the NGO).

[E] OMITTED

Timestamp: — — Quote: — — Assessment: No politician from any party speaks. The political debate about freedom of movement and its consequences is completely absent.

[F] INDICATED

Timestamp: 09:00 — Quote: "Nowhere in Eastern Europe is racism against Roma greater than in Hungary." — Assessment: Structural discrimination is indicated in the Hungary section, but no Roma representatives or organisations speak.

[G] OMITTED

Timestamp: — — Quote: — — Assessment: Hungarian authorities, police or social services do not speak. The situation in Hungary is portrayed only through those affected and off-commentary.

[H] INDICATED

Timestamp: 05:49 — Quote: "This contemptible business exists only because of demand. The clients." — Assessment: Clients are briefly interviewed, but the perspective remains superficial.

[I] INDICATED



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

Timestamp: 33:50 — Quote: "The police investigations are not directed against the owners of the hotels. There is no indication that they cooperate with the pimps." — Assessment: Hotel operators are mentioned but not interviewed.

[J] OMITTED

Timestamp: — — Quote: — — Assessment: Health perspective (STI risks, healthcare) is only briefly mentioned (04:54 "syphilis cases, hepatitis C cases"), but no health professional speaks.

Completeness score: 5/10

Justification: The broadcast covers the core perspectives of police and victims well, but omits important voices: defence/judiciary, politics, Roma organisations, Hungarian authorities and health professionals are completely absent. The dominance of the police perspective (Oberhensli as main protagonist) and the absence of political classification create a structurally incomplete picture.



Soft facts — 6 qualitative techniques

10. FRAMING (setting the frame)

7/10

1 2 3 4 5 6 7 8 9 10

Finding 1:

Timestamp	00:19
Quote	<i>"The Silke, Zurich's saddest street."</i>
Manipulation	The emotional frame ("saddest street") is set in the first sentence. This is not a factual description, but an evaluation that determines the entire interpretive framework.
Why problematic	Viewers are emotionally conditioned before they receive facts. Factual classification is made more difficult.

Finding 2:

Timestamp	01:31
Quote	<i>"Now you can see them. The dark sides of immigration from the East."</i>
Manipulation	"Immigration from the East" is framed as the cause of the problems, not as context. The frame links migration with crime.
Why problematic	This frame serves SVP narratives about immigration without political classification or counter-arguments.

Finding 3:

Timestamp	17:02
Quote	<i>"Johnny was only the beginning. The Goldfinger case has developed into a hydra."</i>
Manipulation	The hydra metaphor (mythical monster that grows two new heads for every one cut off) frames the problem as uncontrollable and threatening.
Why problematic	The metaphor creates a sense of threat and helplessness without factual classification of the actual dimension.

Summary: The framing of the broadcast is consistently emotional and threat-oriented. The opening frame ("saddest street", "dark sides of immigration") is never questioned and shapes the entire reception.



11. CHOICE OF WORDS AND TERMS

6/10

1 2 3 4 5 6 7 8 9 10

Finding 1:

Timestamp	16:24
Quote	<i>"The Roma victims. They pretend to be prostitutes. But in truth they are serfs."</i>
Manipulation	"Serfs" is a historically charged term (feudalism, slavery). It morally and emotionally elevates the situation.
Why problematic	A neutral alternative would be: "The women are under duress and cannot move freely." "Serfs" is an evaluation, not a description.

Finding 2:

Timestamp	07:10
Quote	<i>"A grotesque."</i>
Manipulation	The off-commentary evaluates Johnny's gold jewellery as "a grotesque" — a literary category that combines absurdity and moral condemnation.
Why problematic	Journalistic evaluation instead of factual description. Neutral alternative: "The gold jewellery stands in contrast to the living conditions of the victims."

Finding 3:

Timestamp	35:18
Quote	<i>"Kapo. An allusion to the Third Reich. Where prisoners in the concentration camps were made into guards."</i>
Manipulation	The term "Kapo" is explicitly linked by the off-commentary to the Third Reich. This is an extreme moral charge.
Why problematic	The comparison is disproportionate and serves emotional escalation, not factual classification.

Summary: The choice of words is consistently emotionally charged: "serfs", "grotesque", "Kapo/Third Reich", "hydra", "saddest street". These terms are journalistic evaluations, not factual descriptions.



12. MODERATION BEHAVIOUR

4/10

1

2

3

4

5

6

7

8

9

10

Methodological principle K11+K8: document the triggering event.

Finding 1:

Timestamp 05:36

Triggering event: Prostitute stands on the street in underwear at sub-zero temperatures all night.

Quote (reporter) *"That is unacceptable, that simply cannot be. That is terrible."*

Comparison Client (06:27) says "She is not a child who doesn't know what she is doing." — Reaction: factual follow-up question "She is responsible herself?" — no emotional reaction.

Asymmetry: Demonstrable — empathy with victim, factual distance with client.

Finding 2:

Timestamp 32:34

Triggering event: Rosi (Johnny's wife) says her husband is the victim of a conspiracy.

Quote (reporter) *"So your husband is the victim?" (sceptical-ironic)*

Comparison Anna (victim) says she can never return to Hungary (45:33) — Reaction: no sceptical follow-up question, full empathy.

Asymmetry: Demonstrable — sceptical follow-up question with perpetrator's circle, empathetic stance with victim. This is fundamentally understandable, but the asymmetry is pronounced.

Summary: The moderation behaviour shows a clear asymmetry between victim and perpetrator's circle, which is fundamentally comprehensible but in its intensity goes beyond factual reporting.



13. QUESTION ASYMMETRY

5/10

1

2

3

4

5

6

7

8

9

10

Asymmetry 1:

To client (06:

25): "Why do you take a woman then?" — hard (confrontational, moral)

To Oberhensli (38:

47): "Does that also make you feel powerless?" — soft (empathetic, no critical follow-up on investigative errors or resources)

Comparison

The client is morally confronted, the investigator empathetically accompanied. No critical question to Oberhensli about investigative successes, resources or errors.

Asymmetry 2:

To Rosi (32:

34): "So your husband is the victim?" — hard (sceptical-ironic)

To FITZ employee (46:

17): No critical follow-up on right-to-remain demand, funding or conflict of interest — soft

Comparison

Perpetrator's circle is questioned critically, advocacy organisation is not.

Summary: The question asymmetry follows a clear logic: victims and their supporters are questioned softly, perpetrator's circle and clients hard. Institutional actors (police, NGO) are not critically questioned.



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

Finding 1:	
Timestamp	47:05

Construct: "But for the police, residence permits do not solve the main problem." (after FITZ demand for right to remain)

Analysis	The broadcast presents the FITZ demand (right to remain) and the police position (right to remain does not solve the problem) as equivalent positions. This is one of the few places where a counter-position is introduced. The balance is actually present here, but it is absent in other areas (defence, politics).
-----------------	---

Summary: False balance is not a dominant problem in this broadcast — the opposite is the case: the broadcast is structurally one-sided (police/victims vs. no defence/no politics), without pretending to artificial balance.



15. AGENDA-SETTING

7/10

1

2

3

4

5

6

7

8

9

10

Finding 1:

Agenda element set: Human trafficking as a direct consequence of freedom of movement with Eastern Europe

Timestamp

01:15 — Evidence: "Four years ago the borders to the East opened. Workers were called for. Nobody thought of the discriminated Roma."

Alternative agenda: Human trafficking existed before freedom of movement; structural causes (poverty, discrimination in Hungary) are primary; freedom of movement also enables legal migration and economic growth.

Finding 2:

Agenda element set: All Roma prostitutes at the Sihlquai are victims of human trafficking

Timestamp

00:48 — Evidence: "The police assume human trafficking."

Alternative agenda: Difference between voluntary sex work and human trafficking; police assessment is not a court ruling; some women state voluntary activity.

Summary: The broadcast sets two centrally politically charged agenda elements as self-evident: freedom of movement as the cause of the problem and blanket victim-framing of all prostitutes. Both elements are politically charged and are not questioned.



CHAPTER 4 — OVERALL EVALUATION

Results

- HARD FACTS SCORE (average criteria 1-9): 5.4 / 10
- SOFT FACTS SCORE (average criteria 10-15): 5.3 / 10

Dominant techniques

- 1. Omission / Selective Omission (score 7):** The broadcast systematically omits three central perspectives: presumption of innocence/defence, political debate about freedom of movement and the difference between voluntary sex work and human trafficking. These omissions create a structurally distorted picture that frames the indictment as fact and all prostitutes as victims or perpetrators.
- 2. Framing (score 7):** The emotional threat frame is set in the first sentence ("saddest street") and maintained throughout the entire broadcast ("hydra", "serfs", "Kapo/Third Reich"). This frame prevents factual classification and emotionally conditions viewers before facts are presented.
- 3. Agenda-setting (score 7):** The broadcast sets two politically charged agenda elements as self-evident: freedom of movement as the cause of human trafficking and blanket victim-framing of all prostitutes. Both elements are not questioned and create a political subtext without explicit partisanship.

Core messages of the broadcast

MESSAGE 1 (SUBSTANTIVE): "The opening of the borders to Eastern Europe has brought human trafficking and organised crime to Switzerland."

Technique: Agenda-setting, framing — Evidence: 01:15, 38:29

MESSAGE 2 (PERSONAL): "Roma men are to be understood structurally as pimps and perpetrators, Roma women as victims of their own culture and criminality."

Technique: Guilt by association, choice of words — Evidence: 00:23, 12:09, 16:24

MESSAGE 3 (SOCIETAL): "The problem is uncontrollable and the authorities are powerless — but the police are fighting bravely."

Technique: Framing, timing, expert selection — Evidence: 17:08, 38:35, 47:40

Justification: The broadcast achieves an overall score of 5.4/10, which corresponds to a clear one-sidedness. The structural deficiencies — missing defence, missing political classification, emotional threat frame, guilt by association towards Roma as an ethnic group — are not attributable to individual errors, but to a consistent editorial pattern. Art. 4 RTVA requires accurate representation and diversity of opinion on controversial topics; neither is fully met in this broadcast. The broadcast is not false reporting, but it is structurally one-sided in expert selection, framing and completeness.

CONCLUSION

The documentary "Goldfinger" is investigative journalism of high professional quality that makes visible a socially relevant problem — human trafficking involving Roma women at Zurich's Sihlquai. At the same time, it has structural deficiencies that are problematic in the light of Art. 4 RTVA: the presumption of innocence is not upheld (indictment as fact), the defence position is completely absent, and the political debate about freedom of movement is not conducted, even though the broadcast provides empirical material that directly touches on this debate. The emotional threat frame ("saddest street", "serfs", "hydra", "Kapo/Third Reich") exceeds the boundary of accurate representation. The association of Roma as an ethnic group with prostitution and human trafficking (00:23, 01:31) is problematic without differentiation between the ethnic group and criminal individuals, and violates the principle of accurate representation. The xenophobic closing statement by the police officer ("Go home, Hungarian", 49:25) remains uncommented — an editorial omission that is not justifiable in the context of Art. 4 RTVA.



OVERALL EVALUATION OF THE 15 CRITERIA

Individual scores — all 15 criteria

No.	Criterion	Score	Classification
1	EXPERT SELECTION	6	●●●
2	SOURCE SELECTION	5	●●●
3	TIME DISTRIBUTION	5	●●●
4	OMISSION (Selective Omission)	7	●●●●
5	MANIPULATION OF FIGURES	4	●●
6	GUILT BY ASSOCIATION	6	●●●
7	TIMING	5	●●●
8	SELECTIVE OUTRAGE	4	●●
9	COMPLETENESS (Selective Omission — overall picture)	7	●●●●
10	FRAMING (setting the frame)	7	●●●●
11	CHOICE OF WORDS AND TERMS	6	●●●
12	MODERATION BEHAVIOUR	4	●●
13	QUESTION ASYMMETRY	5	●●●
14	FALSE BALANCE	3	●●
15	AGENDA-SETTING	7	●●●●

HARD FACTS SCORE (1-8)

5.4/10

Significant imbalance

SOFT FACTS SCORE (9-14)

5.3/10

Significant imbalance

OVERALL SCORE

5.4/10

Significant imbalance

Averaged from hard facts and soft facts



KEY — Meaning of scores

Individual scores per criterion (0–10)

0	No finding	No relevant irregularity identified.
1–2	Weak finding	Minor irregularity without material impairment of balance.
3–4	Slight to moderate finding	Discernible tendency; impact relevance low to moderate.
5	Moderate finding with impact relevance	Relevant imbalance that influences the opinion-forming potential of the audience.
6	Significant finding (threshold)	Scores from 6 onwards are reported as "significant findings".
7	Significant finding	Clear, well-documented imbalance with pronounced impact relevance.
8–9	Serious finding	Pronounced imbalance; multiple documentable individual findings in this criterion.
10	Maximum expression	Systematic, pervasive imbalance in this criterion.

Aggregated deviation index — interpretation ranges

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

Party-political bias (-5 to +5)

-5 to -3	Strongly disadvantaged	Party is clearly disadvantaged in portrayal, speaking time or framing.
-2 to -1	Slightly disadvantaged	Discernible, but weak disadvantage.
0	Neutral	No discernible preference or disadvantage.
+1 to +2	Slightly favoured	Discernible, but weak preference.
+3 to +5	Strongly favoured	Party is clearly favoured in portrayal, speaking time or framing.



CHAPTER 5 — LEGAL CLASSIFICATION (Art. 4 RTVA)

Assessment according to Art. 4 RTVA

Art. 4 RTVA requires: accurate representation of facts and events, diversity of opinion on controversial topics, balanced selection of interlocutors.

Violation 1:

Norm: Art. 4 para. 2 RTVA (accurate representation)

Facts: Violation of the presumption of innocence by presenting the indictment as fact

Evidence: Timestamp 07:06 — Quote: "From August 2007 to June 2008 he is alleged to have taken the wages from several prostitutes." / 29:47: "Johnny is charged with human trafficking, coercion and forced abortion." — The indictment is presented without a defence position and without reference to the presumption of innocence.

Assessment: Accurate representation of ongoing criminal proceedings requires the presentation of both sides and an explicit reference to the presumption of innocence. Both are absent. This is a clear violation of Art. 4 para. 2 RTVA.

Violation 2:

Norm: Art. 4 para. 4 RTVA (diversity of opinion on controversial topics)

Facts: Missing political classification on a politically controversial topic (freedom of movement, human trafficking, right to remain)

Evidence: Timestamp 01:15 — Quote: "Four years ago the borders to the East opened. Workers were called for. Nobody thought of the discriminated Roma." / 38:29: "That is three times more than in 2006 when freedom of movement was introduced."

Assessment: The broadcast directly touches on the politically controversial question of freedom of movement with Eastern Europe without allowing politicians from various parties to speak. Art. 4 para. 4 RTVA requires the presentation of various viewpoints on controversial topics. This is not fulfilled.

Violation 3:

Norm: Art. 4 para. 2 RTVA (accurate representation)

Facts: Uncommented xenophobic statement by a police officer at the end of the broadcast

Evidence: Timestamp 49:25 — Quote: "Go home, Hungarian."

Assessment: The statement of a state official with xenophobic content is used without editorial commentary as the closing sequence of the broadcast. This violates accurate representation and could be interpreted as implicit approval. Accurate representation would have required the statement to be contextualised or commented on.

Violation 4:

Norm: Art. 4 para. 2 RTVA (accurate representation)

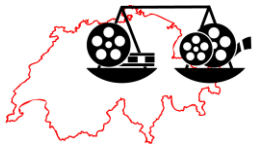
Facts: Collective association of the Roma ethnic group with human trafficking and prostitution without differentiation

Evidence: Timestamp 00:23 — Quote: "Previously, heroin-addicted Swiss women stood here; now it is women from Hungary. Most of them from the Roma ethnic group." / 01:31: "Now you can see them. The dark sides of immigration from the East."

Assessment: Linking an ethnic group with crime and prostitution without differentiation between the ethnic group and criminal individuals violates accurate representation. The broadcast does not differentiate between the few perpetrators and the large majority of the Roma population.

Overall assessment Art. 4 RTVA

The documentary "Goldfinger" violates Art. 4 RTVA in four respects: presumption of innocence (para. 2), diversity of opinion on controversial topics (para. 4), accurate representation regarding the xenophobic closing statement (para. 2)



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

and collective stigmatisation of an ethnic group (para. 2). The violations are not attributable to individual errors, but to a consistent editorial pattern that combines investigative journalism with emotional framing and structural omissions. A complaint to the Independent Complaints Authority for Radio and Television (ICA) would be justifiable on the basis of these findings, particularly with regard to the violation of the presumption of innocence and the collective stigmatisation of the Roma ethnic group.



CHAPTER 6 — SOURCE IN-DEPTH CHECK

FITZ — Specialist centre for women trafficking and women migration

1. FUNDING: FITZ is financed through public funds (cantons of Zurich, federal government/FDJP) as well as private donations and foundation funds. Partly church-based sponsorship (Reformed Church Zurich). Constellation of interests: organisational survival depends on case numbers, political visibility and state funding.

2. MANDATE: Advocacy and support for victims of women trafficking. The mandate is explicitly partisan (victim protection, right-to-remain demand) — not compatible with a neutral assessment of migration policy questions.

3. CONFLICT OF INTEREST: FITZ has an institutional interest in: (a) maximising case numbers (maintaining relevance), (b) expanding the right to remain (client protection and organisational mandate), (c) political visibility (securing funding). The demand for the right to remain for all human trafficking victims (46:48) is directly linked to the organisational interest.

D1 Conflict of interest: -2 — Clear institutional interest in the right-to-remain demand

D2 Personal risk: 0 — No personal risk of the employee discernible

D3 Professional competence: +1 — Expertise in victim support, but no legal/criminological expertise

D4 Consistency of opinion: +1 — Consistent with FITZ mandate

D5 Emotionalisation vs. data: -1 — Appellative ("Switzerland cannot actually afford this"), little data

D6 Source level: 0 — Secondary source (support organisation, no primary research)

TOTAL: -1 → SOURCE INDICATOR: YELLOW

5. COUNTER-VOICE: A counter-voice to the right-to-remain demand is introduced by Oberhensli (police) (47:05: "That is selling a pure illusion"). This is one of the few balanced passages in the broadcast. However, a legal/migration policy classification by independent experts is absent.

IMPORTANT: FITZ is referred to in the broadcast as a "specialist centre" and thus framed as a neutral body. This is a social attribution that does not withstand scrutiny. FITZ is an advocacy organisation with a clear political mandate — this must be made transparent in reporting.

Legal and methodological classification

No finding of fact

The results presented do not constitute findings of fact about individual persons, editorial offices or broadcasts. They are to be understood as the result of a standardised operationalisation, not as a determination of individual responsibility.

No legal ruling

The aggregated deviation index does not replace a legal assessment within the meaning of Art. 4 RTVA. The assessment of whether a specific broadcast violates statutory requirements is the exclusive responsibility of the competent authorities (in particular the ICA).

No proof of causality

Statistical correlations are not to be interpreted as proof of causal relationships or editorial intentions. Deviation values can be influenced by topic selection, news situation, political controversy or format logic.

No judgement of intent

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



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

**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 Switzerland — SRG SSR

Law

Federal Act on Radio and Television (RTVA, SR 784.40)

Relevant articles

- Art. 4 para. 1 RTVA: All broadcasts of a radio or television programme must respect fundamental rights. The broadcasts must in particular respect human dignity, must not be discriminatory, must not contribute to racial hatred, must not endanger public morality, and must not glorify or trivialise violence.
- Art. 4 para. 2 RTVA: Editorial broadcasts with informational content must represent facts and events accurately, so that the public can form its own opinion. Opinions and commentary must be recognisable as such.
- Art. 4 para. 4 RTVA: In the totality of editorial broadcasts, the diversity of events and opinions must be expressed appropriately (diversity requirement).

Core obligations

1. **Accuracy:** Accurate representation of facts and events
2. **Diversity of opinion:** Diversity of views on controversial topics
3. **Balance:** Balanced selection of interlocutors

Supervisory authority

- ICA (Independent Complaints Authority for Radio and Television): Reviews complaints against broadcast programmes for violation of Art. 4 RTVA
- OFCOM (Federal Office of Communications): Regulatory and supervisory authority
- Ombudsman offices of the SRG: First point of contact for programme complaints

Complaints procedure

1. Ombudsman office of the respective business unit (SRF, RTS, RSI, RTR)
2. ICA (if no agreement)
3. Federal Supreme Court (last instance)



APPENDIX 2: SCIENTIFIC FOUNDATIONS

Literature

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

SVFAB Working Papers

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

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

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



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

Evaluations and membership at SVFAB

At SVFAB.ch you not only receive further detailed evaluations, but can also have them produced for any broadcasts of your choice (we charge for this).

In order to do our work properly, we depend on membership and patron contributions.

Contact and further information:

www.SVFAB.ch | Kontakt@SVFAB.ch

Bank details: PostFinance – POFICHBE

IBAN: CH32 0900 0000 1675 6251 1

Recipient: SVFAB, P.O. Box, CH-8021 Zurich 1



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

The following books are available from SVFAB

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



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

Optionally the book comes with **playing cards**

Also available as an **audiobook**



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

Those who do not know this deliver 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 toolkit — for everyone who has a microphone in front of their face and wants to know what they can do about it. 7 chapters. 7 tools: What an interview really is. The 7 most common traps. 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 exposed and wants to understand how the game works. So that they stop playing along — and start shaping it. In A5. Direct. For preparation, for reference, for follow-up and in case of difficulties



Schweizerischer Verein für ausgewogene Berichterstattung
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. Listen to the news differently. Conduct conversations more confidently. And can no longer so easily have a frame imposed on them that someone else has chosen.

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

Framing with style. Because the frame changes everything.



The SRG collects 1.56 billion francs per year — compulsorily, from every household. Those who feel unfairly treated can complain. There is even an authority for this: the ICA, the Independent Complaints Authority for Radio and Television.

Only: it is not independent. It has no sanctioning powers. And in 99.6% of all cases it decides: nothing.

This analysis lays bare the system — factually, precisely, without polemic. Proceedings, personnel, powers, costs, statistics, legal recourse. And the constitutional law review that shows: the ICA system meets none of the three fundamental criteria — it is not appropriate, not based on separation of powers, not market-based. The authority that is supposed to protect citizens protects above all the system it was supposed to control.

Essential reading for everyone considering a complaint — and for everyone who wants to understand why genuine media oversight in Switzerland is still outstanding.