



SVFAB DETAILED ANALYSIS

2018-10-05 10vor10 vom 05.10.2018

Broadcast: SRF Tagesschau broadcast | 2018-10-05 | Analysed on: 2026-05-19 13:33

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

OVERALL SCORE

6.1/10

Serious deviation from the impartiality requirement. High degree of deviation

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	Left	Left	Left	Centre	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 the average favouring of left vs. right parties (grouping according to CHES 2024).

TENDENCY (L – R)

3.2 / 10

Left-favouring

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. In the National Council (200 seats), the SVP is the strongest force with 62 seats, followed by SP (41), Centre (29), FDP (28), Greens (23), GLP (10), EVP (2).

Party	CHES L-R	Seats NC	Government/Opposition	Core position
SVP	8.0	62	Government (2 FC)	Limit migration, sovereignty, reduction of state
SP	2.5	41	Government (2 FC)	Welfare state, redistribution, open migration
FDP	6.5	28	Government (2 FC)	Economic freedom, lean state
Centre	5.0	29	Government (1 FC)	Pragmatism, family support
Greens	2.0	23	Opposition	Climate protection, disarmament, open society
GLP	4.0	10	Opposition	Green economy, liberal-ecological
EVP	5.5	2	Opposition	Christian-social, centre

The broadcast dates from October 2018 (context: Brazil election, Sulawesi earthquake, Russia espionage). In Switzerland at the time, the AHV tax reform vote and counterintelligence were in focus. The broadcast touches on no direct Swiss party conflicts, apart from the brief reference to the AHV vote at the end. The main topics are international.

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



CHAPTER 1 — PARTY-POLITICAL BIAS

Preliminary remark: The broadcast deals primarily with international topics (Brazil, Sulawesi, Russia espionage, Nobel Peace Prize, Kavanaugh Senate). Swiss party positions are not directly addressed. The only Swiss domestic politics concern the Russia espionage affair (authorisation proceedings) and the brief reference to the AHV vote. A direct party bias measurement based on programme positions is therefore only possible to a limited extent.

Party	Score (-5..+5)	Broadcast portrayal vs. programme position
SVP	0	Not addressed — party position on no broadcast topic directly presented
SP	0	Not addressed — party position on no broadcast topic directly presented
FDP	0	Not addressed
Centre	0	Not addressed
Greens	0	Not addressed
GLP	0	Not addressed
EVP	0	Not addressed

Note on scores: Score 0 here means "party/topic not in broadcast" according to the legend — not "presented in a balanced manner". The broadcast has no direct Swiss party reference. The bias instead manifests itself in the framing of international topics (particularly Brazil), which is analysed in detail in Step 3.

Party bias summary

- Most accurate portrayal: No party directly portrayed
- Strongest distortion: No direct party distortion measurable
- Average deviation from 0: 0.0
- Conclusion: The broadcast contains no direct portrayal of Swiss party positions. The political bias does not manifest at party level, but in the framing of the Brazil report, which displays a clear ideological tendency (Bolsonaro as "demagogue" and "agitator" already in the intro, without analogous characterisation of the left-wing opposing candidate). This is relevant for the Step 3 analysis.



CHAPTER 2 — BROADCAST INFORMATION AND THEMATIC FRAMEWORK

Broadcast data

- Title: SRF 10 vor 10
- Date: 05.10.2018
- Presenter: Not named in the transcript (studio presenter)
- Reporters: Pascal Nuffer (Sulawesi), Karin Naumdorf (Brazil), Stefanie Brändle (ERU project), Christian Rentsch / Romana Kaiser (Russia espionage), Florian Inhauser (Glückskette)

Actors	Function	Party/affiliation	Political spectrum
Chandri	Earthquake victim, Sulawesi	None	Neutral/affected person
Roschner	Earthquake victim, Sulawesi	None	Neutral/affected person
Florian Inhauser	SRF reporter, Glückskette	SRF	Neutral
NDB President Security Policy Committee	National Councillor (name not fully transcribed)	Unclear	Unclear
Claude Janjak	President of the Control Delegation	Unclear	Unclear
Federal Prosecutor's Office representative	Not named	None	Neutral/state
Richard de Jorge	Bolsonaro supporter, shop owner	None	Right-conservative
Joriz	Bolsonaro supporter, livestreamer	None	Right-conservative
Mauricio Santoro	Political scientist	None (academic)	Left-progressive (framing)
Demonstrator 1	Anti-Bolsonaro demonstrator	None	Left
Demonstrator 2	Anti-Bolsonaro demonstrator	None	Left
Silas Malafaia	Evangelical pastor	None	Right-conservative/religious
Jean Willis	Left-wing MP, Brazil	Left	Left
Pastor Everaldo	Evangelical pastor, candidate	None	Right-conservative/religious
Samuel Hochstrasser	Project manager ERU/HPI	None	Neutral
Sebastian Jünemann	Executive Director CADUS	NGO	Neutral-humanitarian

Main topic

Präsident: Schläpfer, David - **Kontakt:** kontakt@SVFAB.ch - **Adresse:** SVFAB, Postfach, CH-8021 Zürich 1



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

The broadcast reports on the upcoming Brazilian presidential elections with a focus on the right-conservative candidate Jair Bolsonaro, embedded in reports on the Sulawesi disaster, Russian espionage activities in Switzerland and a Swiss aid project.



CHAPTER 3 — 15 CRITERIA: DETAILED ANALYSIS

Hard facts

Hard facts — 9 techniques that are countable and scientifically robust

1. EXPERT SELECTION

7/10

1

2

3

4

5

6

7

8

9

10

Expert 1: Mauricio Santoro, political scientist

Timestamp	15:32
Statement	"This has generated great anger, against the parties, against the institutions, against democracy itself. Many believe that their problems are of no concern to politicians. And they are willing to accept alternatives, even if these are authoritarian."
Classification	Santoro is a political scientist at UERJ (Universidade do Estado do Rio de Janeiro), known for progressive/left positions in Brazilian political science. His analysis explains Bolsonaro as a symptom of frustration, without naming the legitimate reasons for this frustration (PT corruption).
Missing counter-voice	A conservative Brazilian political scientist (e.g. from FGV) would have classified Bolsonaro as a rational reaction to left-wing failure.

Source in-depth check Santoro:

(a) FUNDING: State university (UERJ), publicly funded. No direct conflict of interest, but the academic milieu in Brazil is predominantly left-progressive in orientation.

(b) MANDATE: Political scientist — fundamentally compatible with analysis. However: specialisation and political positioning not made transparent.

D1 Conflict of interest: 0 — Academic without obvious direct party connection, but structurally left-academic milieu

D2 Personal risk: +1 — Public statements in a polarised climate carry risk

D3 Professional competence: +2 — Political scientist responsible for Brazil analysis

D4 Opinion consistency: 0 — Not verifiable from transcript

D5 Emotionalisation vs. data: +1 — Largely analytical, no data but structured argumentation

D6 Source level: +1 — Secondary source (analysis), not primary researcher

TOTAL: +5 → SOURCE INDICATOR: GREEN

(c) PROFESSIONAL COMPETENCE: Framed as a neutral expert, although his analysis portrays Bolsonaro exclusively as a threat and contains no criticism of Haddad/PT. The broadcast presents him without contextualising his political positioning.

Expert 2: Jean Willis, left-wing MP, Brazil

Timestamp	19:54
Statement	"This faction, wrongly called evangelical, consists of Christian fundamentalists. They want to force women to carry children that are the fruit of rape."



Classification	Explicitly described as "left-wing MP". Clear political partisanship against Bolsonaro and evangelical conservatives.
Missing counter-voice	A conservative MP or an evangelical theologian with a differentiated position.

Source in-depth check Willis:

(a) FUNDING: State (parliamentary mandate). No funding conflict.

(b) MANDATE: Explicitly a political actor — no claim to neutrality. The framing as an objective voice without counterweight is problematic.

D1 Conflict of interest: -2 — Explicitly left-wing politician with a direct interest in Bolsonaro's defeat

D2 Personal risk: +1 — Public statements in a polarised climate

D3 Professional competence: 0 — Politician, not an expert in the sociology of religion

D4 Opinion consistency: 0 — Not verifiable

D5 Emotionalisation vs. data: -1 — Appellative, no data

D6 Source level: 0 — Secondary

TOTAL: -2 → SOURCE INDICATOR: YELLOW

(c) PROFESSIONAL COMPETENCE: Willis is presented as an objective voice on the evangelical movement, although he is explicitly a political opponent. No conservative counterpart.

Expert 3: Claude Janjak, President of the Control Delegation (Russia topic)

Timestamp	10:22
Statement	"Well, I expect the authorisation to be granted now. In my view, there are no grounds for any consideration."
Classification	Parliamentary supervisor — substantively responsible for the topic. Clear demand for investigation.

Source in-depth check Janjak:

(a) FUNDING: State (parliamentary mandate).

(b) MANDATE: Responsible for state security oversight — compatible with statement.

D1 Conflict of interest: +1 — No obvious conflict of interest

D2 Personal risk: +1 — Public demand against Russia carries diplomatic risk

D3 Professional competence: +2 — Responsible for state security

D4 Opinion consistency: 0 — Not verifiable

D5 Emotionalisation vs. data: +1 — Factual

D6 Source level: +1 — Primary actor in the proceedings

TOTAL: +6 → SOURCE INDICATOR: GREEN

Missing expert groups:

- Conservative Brazilian political scientist
- Evangelical theologian with a differentiated position
- Brazilian economic expert on Bolsonaro's economic programme

Source indicator for participants:

Source	D1	D2	D3	D4	D5	D6	Total	Indicator
Mauricio Santoro, political scientist	0	+1	+2	0	+1	+1	+5	GREEN



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

Jean Willis, left-wing MP, Brazil	-2	+1	0	0	-1	0	-2	YELLOW
Claude Janjak, President of the Control Delegation (Russia topic)	+1	+1	+2	0	+1	+1	+6	GREEN

Summary:

Expert	Source indicator	Structural partiality
Santoro	GREEN	Left-academic, framed as neutral
Willis	YELLOW	Explicitly left-wing, framed as an objective voice
Janjak	GREEN	Substantively responsible, no asymmetry



2. SOURCE SELECTION

6/10

1

2

3

4

5

6

7

8

9

10

Claims without primary source = penalty points (rumour check)

Source 1: Anti-Bolsonaro demonstrators, Rio de Janeiro

Timestamp 16:13

Statement "His election would be a step backwards. He is fascist, racist and misogynist. I am afraid."

(a) Funding and sponsorship: None — street interviews

(b) Structural conflict of interest: Explicitly political opponents of Bolsonaro. Presented as an emotional voice of the people.

(c) Missing counter-source: Bolsonaro voters from the middle class or female academics who rationally justify their vote.

Source 2: Bolsonaro supporters (shop owner Richard de Jorge, Joriz)

Timestamp 13:29 / 14:01

Statement "He even had the candidate's face tattooed on his leg." / "Bolsonaro, and what I like about him, speaks from the depths of his soul"

(a) Funding: None

(b) Structural conflict of interest: Explicit supporters — but presented as the only Bolsonaro voices, which frames them as emotional/irrational (tattoo, live-streaming) in contrast to the rational experts on the opposing side.

(c) Missing counter-source: No rational, academically or economically arguing Bolsonaro supporter.

Source 3: Russian Embassy Bern

Timestamp 11:18

Statement "It refers to a statement in which the allegations are classified as part of an anti-Russia campaign."

(a) Funding: Russian state

(b) Structural conflict of interest: Obvious — Russian government denies espionage allegations

(c) Missing counter-source: No independent security expert, no international law scholar for contextualisation

Rumour check:

No explicit rumours without primary source identified. The espionage allegations are traced back to Dutch authorities and US indictments — primary sources available.

Summary: The source selection in the Brazil report is structurally asymmetric: Bolsonaro critics are presented as experts and rational voices, Bolsonaro supporters as emotional-irrational fans. Not a single factual-rational pro-Bolsonaro voice from business, academia or civil society.



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

Estimated speaking time (Brazil report, approx. 13:00–22:00, ~9 minutes):

- Bolsonaro-critical voices (Santoro x2, Willis, demonstrators x2): approx. 3:30 min. (39%)
- Bolsonaro-supporting voices (shop owner, Joriz, Malafaia, Everaldo): approx. 2:30 min. (28%)
- Reporter/moderation (with strongly negative framing of Bolsonaro): approx. 3:00 min. (33%)

Qualitative asymmetry: The distribution of speaking time appears superficially less unbalanced than the qualitative analysis. What is decisive, however, is: Bolsonaro supporters are portrayed exclusively as emotional fans (tattoo, live-streaming, religious fervour), while critics appear as experts and rational democrats. The moderation time is consistently negatively framed.

Summary: The pure speaking time is less asymmetric than the qualitative portrayal. The actual imbalance lies in the framing: supporters as irrational, critics as rational-democratic.



4. OMISSION (Selective Omission)

8/10

1

2

3

4

5

6

7

8

9

10

Omission 1: PT corruption and Lava Jato scandal

Context

The Lava Jato corruption scandal was the central reason for Bolsonaro's rise. The PT (Haddad's party) was substantially implicated. Lula was convicted of corruption.

Relevant at: 15:37 — "economic crisis with high unemployment"

Effect

The omission suggests that Bolsonaro's rise is irrational-emotional, not a rational reaction to proven government failure by the left.

Omission 2: Fernando Haddad's programme and PT connection

Context

Haddad was Lula's designated successor after Lula was barred from standing due to his corruption conviction. The PT had governed Brazil for 13 years.

Relevant at: 17:34 — "His left-wing rival Fernando Haddad is at around 25%"

Effect

Haddad appears as a neutral opposing candidate, not as a representative of the corruption-tainted governing party.

Omission 3: Bolsonaro's economic programme (Paulo Guedes)

Context

Bolsonaro had nominated the renowned economist Paulo Guedes (Chicago School) as finance minister, which brought him considerable support from the business community.

Relevant at: 13:00–22:00 (entire Brazil report)

Effect

Bolsonaro appears as a pure demagogue without a substantive policy programme, which obscures his voter base in the middle class and business community.

Summary: The three central omissions (PT corruption, Haddad's programme, Bolsonaro's economic policy) together create a distorted picture: Bolsonaro as an irrational demagogue vs. an implicitly reasonable alternative, without the weaknesses of the alternative being addressed.

Missing voices

- Brazilian economic expert (liberal/conservative): Would have contributed Bolsonaro's economic programme (Paulo Guedes, Chicago School) and the economic causes of the crisis under PT
- PT-critical left-winger: Would have explained why even parts of the left rejected Haddad/PT (corruption, loss of credibility)
- Bolsonaro voter from the middle class/academic: Would have presented rational, non-emotional voting motives
- Brazilian constitutional lawyer: Would have assessed the strength of Brazil's democratic institutions
- Evangelical theologian with a progressive position: Would have presented the diversity of the evangelical movement beyond fundamentalism
- Lava Jato investigator or corruption expert: Would have explained the context of PT corruption as a voting motive
- Haddad supporter with factual argumentation: Would have presented the left-wing camp beyond street protests



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

- Brazilian journalist with media criticism: Would have explained the role of the media (Globo, social media) in polarisation



5. MANIPULATION OF FIGURES

3/10

1

2

3

4

5

6

7

8

9

10

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

Finding 1: Poll figures Bolsonaro/Haddad

Timestamp 17:25

Figure: "Despite his sometimes extreme positions, Bolsonaro has the support of around 30% of Brazilian voters according to polls. His left-wing rival Fernando Haddad is at around 25%."

Dimensions:

- (a) Absolute value: Stated (30% / 25%)
- (b) Share: Stated (percentage of voters)
- (c) Trend: Not stated — Bolsonaro had gained strongly in the weeks before the election, Haddad had only risen after Lula's exclusion

Missing context Trend development, full field of candidates (further 8+ candidates), electoral system (second round), Lula's influence on Haddad's rise.

Effect The figures appear as a static snapshot, without showing the dynamic that identified Bolsonaro as the clear frontrunner.

Finding 2: Evangelicals 30% of the population

Timestamp 19:16

Figure: "But evangelicals have long since made up 30 percent of the population with more than 1300 faith communities."

Dimensions:

- (a) Absolute value: Not stated (approx. 65 million people)
- (b) Share: Stated (30%)
- (c) Trend: Not stated — strong growth from ~5% (1970) to 30% (2018) would be relevant

Missing context Diversity of the evangelical movement (progressive vs. fundamentalist currents), political heterogeneity.

Effect The 30% appear as a monolithic bloc behind Bolsonaro, although many evangelicals are progressive or apolitical.

Summary: Figures are used selectively to portray Bolsonaro's support as surprising ("despite extreme positions") and the evangelical movement as homogeneously conservative. Trend data are consistently absent.



6. GUILT BY ASSOCIATION

7/10

1

2

3

4

5

6

7

8

9

10

Association 1: Bolsonaro — military dictatorship

Timestamp 15:09

Quote *"About the last Brazilian military dictatorship, which ended in 1985, Bolsonaro once said that the mistake was that the generals had tortured but not killed."*

Technique: Direct quote from Bolsonaro is presented without context (when, where, in what connection) and associated with the military dictatorship.

Effect Bolsonaro is portrayed as an advocate of torture and murder. The quote is real, but without contextualisation (was it a provocation? Satire? Context?) maximum negative impact is achieved.

Association 2: Evangelicals — "Bible yes, constitution no"

Timestamp 19:29

Quote *"Quite extreme groups think what this graffiti shows. Bible yes, constitution no."*

Technique: A graffiti by a "quite extreme group" is shown in the context of the report on evangelical Bolsonaro supporters, associating the entire evangelical movement with hostility to the constitution.

Effect The 30% of evangelical Brazilians are associated with an extreme fringe position.

Association 3: Bolsonaro — fascism

Timestamp 16:22

Quote *"He is fascist, racist and misogynist."*

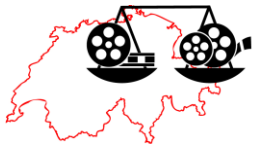
Technique: A demonstrator uses this characterisation, which is left standing without contradiction or contextualisation.

Effect The term "fascist" is established as a legitimate description of Bolsonaro, without the broadcast questioning this classification.

Source check for actors framed as "demagogue" (Bolsonaro):

- Does Bolsonaro work with verifiable primary sources? PARTIALLY — his statements are documented, but the broadcast selectively quotes the most extreme ones.
- Are his core statements falsifiable? YES — political positions are verifiable.
- Risk matrix: Bolsonaro has received court judgements (fines) due to his positions — risk present.
- Tone of his statements: Partly provocative-populist, partly substantive policy (economy, security) — the broadcast shows exclusively the former.
- RESULT CATEGORY: B — Borderline case (partly substantiated criticism, partly selective portrayal)

Summary: The broadcast establishes through three chains of association (dictatorship → Bolsonaro, extremism → evangelicals, fascism → Bolsonaro) an image that goes beyond the substantiated facts. The framing as "demagogue" in the intro is not a factual classification, but an editorial framing decision.



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



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

Finding 1: "Demagogue" and "hate slogans" in the intro

Position: 00:19 (start of broadcast)

Content: "The demagogue Jair Bolsonaro could become the next president with hate slogans."

Timing effect

The characterisation as "demagogue" and "hate slogans" is placed before any factual information. The viewer receives the value judgement before knowing any facts. This is classic priming: all subsequent information is filtered through this negative frame.

Finding 2: Bolsonaro quote on the military dictatorship as climax

Position: 15:09 (middle of the Brazil report, after build-up of negative characterisation)

Content: "the mistake was that the generals had tortured but not killed"

Timing effect

Bolsonaro's most extreme quote is placed after a series of negative characterisations, in order to accumulate the negative portrayal. It follows immediately after the parliamentary quotes about rape.

Finding 3: Democracy-threat conclusion

Position: 16:57 / 17:17 (end of the first Brazil section)

Content: "Dictatorships today usually do not arise through a traditional coup." / "Bolsonaro himself has announced that he will only accept the election results if he wins."

Timing effect

The first Brazil section ends with the strongest democracy-threat signal. This sets the frame for the second section (evangelicals) and leaves the strongest impression on the viewer.

Summary: The timing design of the broadcast follows a clear dramaturgy: priming through "demagogue" in the intro → build-up of negative characterisation → climax with most extreme quotes → conclusion with democracy threat. This is a structured opinion-forming strategy, not neutral reporting.



8. SELECTIVE OUTRAGE

6/10

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)

Finding 1: Outrage over Bolsonaro's parliamentary statement on rape

Timestamp 15:01

Triggering event: Bolsonaro told a left-wing MP that she did not deserve to be raped by him.

Reaction: "To a left-wing MP he said in a parliamentary debate that she did not even deserve to be raped by him."
— Presented as evidence of Bolsonaro's character, without contextualisation of the parliamentary context or reactions.

Comparison

Haddad's party PT was involved in massive corruption scandals that harmed millions of Brazilians. No analogous outrage over PT corruption in the broadcast.

Asymmetry: Demonstrable — Bolsonaro's verbal transgression is presented as a central character trait, while institutional corruption on the opposing side is not addressed.

Finding 2: Outrage over Bolsonaro's election announcement

Timestamp 17:17

Triggering event: "Bolsonaro himself has announced that he will only accept the election results if he wins."

Reaction: Presented as a democracy-threatening statement (in the context of Santoro's dictatorship quote).

Comparison

No analogous outrage over Lula's conviction and the associated exclusion from electoral rights, which also raises democratic questions.

Asymmetry: Demonstrable — democratic concerns are only addressed in relation to Bolsonaro.

Degree of outrage: 3/5 — Multiple and clear, but not consistently intense

Selectivity: 3/5 — Clear one-sidedness: outrage exclusively over Bolsonaro, no analogous reaction to the weaknesses of the opposing side

Summary: The broadcast shows selective outrage over Bolsonaro's statements and positions, without analogous outrage over the corruption of his opponents or the democratic questions surrounding Lula's exclusion. This reinforces the one-sided overall impression.



9. COMPLETENESS (Selective Omission — Overall picture)

7/10

1 2 3 4 5 6 7 8 9 10

Finding 1: Missing corruption narrative

Timestamp 15:37 — Missing perspective: PT corruption as a central electoral motivator

Relevance: The Lava Jato scandal was the largest corruption scandal in Brazilian history and directly linked to the PT. Without this context, Bolsonaro's rise cannot be explained.

Impact: The broadcast suggests that Bolsonaro voters are irrational-frustrated, not rational-anti-corruption.

Finding 2: Missing Haddad profile

Timestamp 17:34 — Missing perspective: Haddad's programme, PT membership, Lula connection

Relevance: Haddad was Lula's designated successor. Without this information, the election appears as democracy vs. authoritarianism, not as a weighing up of two problematic options.

Impact: Haddad appears as a neutral democratic candidate.

Finding 3: Missing diversity of Bolsonaro's electorate

Timestamp 13:00–22:00 — Missing perspective: academics, entrepreneurs, women who voted for Bolsonaro for rational reasons

Relevance: Bolsonaro received 46% in the first round — a heterogeneous electorate that is not represented by two emotional fans.

Impact: Bolsonaro voters appear as irrational-emotional, which discredits 46% of Brazilian voters.

Summary: The broadcast is structurally incomplete in the Brazil section: it shows one side of the election (Bolsonaro as a threat) without the other side (PT failure, rational voting motives). This violates the completeness requirement of Art. 4 RTVA on a controversial political topic.

Brazil experienced a deep political crisis in 2018 following years of PT government (Lula, Dilma Rousseff), the impeachment of Rousseff in 2016, massive corruption (Lava Jato scandal) and economic decline. Bolsonaro represented a populist right-wing reaction to this establishment failure. His opponent Fernando Haddad (PT, Lula's party) stood for the continuity of the left-wing governing party, which was substantially implicated in the corruption scandals. The election was one of the most polarised in Brazilian history, with legitimate concerns on both sides: Bolsonaro's authoritarian rhetoric on the one hand, PT corruption and economic mismanagement on the other.

Share of perspectives covered

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

[A] Bolsonaro's concrete policy positions (economy, security, anti-corruption) beyond the hate speech

[B] The corruption scandals of the PT and why many Brazilians rejected the left

[C] Haddad's programme and his connection to PT/Lula

[D] Brazil's economic situation and the causes of the crisis

[E] Bolsonaro voters from the middle class and their rational motives



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

[F] Brazil's democratic institutions and their resilience

[G] **International context:** Comparison with other populists (Trump, Orbán) — opportunities and risks

[H] **Evangelical movement in Brazil:** social context, reasons for growth, diversity

[I] Lula's conviction and its influence on the election

[J] **Brazil's media landscape:** Globo group, social media dynamics

[A] INDICATED

Timestamp: 13:46 — Quote: "That positions him light years ahead of all other candidates in terms of fighting crime." — Assessment: Only through a supporter quote, not through factual analysis of his economic or security policy.

[B] INDICATED

Timestamp: 15:46 — Quote: "This has generated great anger, against the parties, against the institutions" — Assessment: Only mentioned as an explanation for the Bolsonaro phenomenon, PT corruption not explicitly named.

[C] OMITTED

Timestamp: — — Quote: — — Assessment: Haddad is only mentioned as "left-wing rival" with 25% (17:34), his programme, his PT membership and Lula's influence are not addressed.

[D] INDICATED

Timestamp: 15:37 — Quote: "Economic crisis with high unemployment and a dilapidated health and education system" — Assessment: Mentioned, but without causal analysis (PT government failure).

[E] INDICATED

Timestamp: 13:36 — Quote: Shop owner and Joriz as Bolsonaro supporters — Assessment: Portrayed only as emotional supporters, no rational voter arguments from the middle class.

[F] INDICATED

Timestamp: 16:57 — Quote: "Dictatorships today usually do not arise through a traditional coup" — Assessment: Framed only as a threat scenario, not as an analysis of the strength of Brazilian institutions.

[G] OMITTED

Timestamp: — — Quote: — — Assessment: No international comparison, no differentiated contextualisation of populist movements worldwide.

[H] COVERED

Timestamp: 19:12 — Quote: "Brazil is still the largest Catholic country in the world. But evangelicals have long since made up 30 percent of the population" — Assessment: Covered, but with a strong focus on fundamentalist wings, progressive evangelicals only briefly mentioned.

[I] OMITTED

Timestamp: — — Quote: — — Assessment: Lula's conviction and exclusion from candidacy as a central factor in the election is not mentioned.

[J] OMITTED

Timestamp: — — Quote: — — Assessment: Brazilian media landscape (Globo group, social media) not addressed.



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

Completeness score: 3/10

Reasoning: The broadcast addresses the Brazil topic almost exclusively from an anti-Bolsonaro perspective. Central contextual factors such as PT corruption, Haddad's programme, Lula's conviction and the rational motives of Bolsonaro voters are completely absent. The selection of perspectives follows a clear ideological logic: Bolsonaro as a threat, his supporters as emotional-irrational, his opponents as reasonable-democratic.



Soft facts — 6 qualitative techniques

10. FRAMING (Setting the frame)

8/10

1 2 3 4 5 6 7 8 9 10

Finding 1: "Demagogue" as framing term

Timestamp	00:19
Quote	<i>"The demagogue Jair Bolsonaro could become the next president with hate slogans."</i>
Manipulation	"Demagogue" is a value judgement, not a description. The term is presented as a fact, not as an assessment. "Hate slogans" is also evaluative.
Why problematic	The viewer receives a negative value judgement before any factual information. All subsequent facts are filtered through this frame (priming effect). A neutral formulation would be: "The controversial right-conservative candidate Jair Bolsonaro..."

Finding 2: Democracy vs. authoritarianism as the basic frame

Timestamp	16:57
Quote	<i>"Dictatorships today usually do not arise through a traditional coup. But when a democratically elected president, once in power, weakens democratic institutions."</i>
Manipulation	The political scientist Santoro frames the election as a democracy-vs.-dictatorship decision. The broadcast adopts this frame without contradiction.
Why problematic	This frame excludes rational voting motives for Bolsonaro — whoever is for democracy cannot be for Bolsonaro. A balanced broadcast would have questioned this frame.

Finding 3: "Phenomenon Bolsonaro" as pathology

Timestamp	15:32
Quote	<i>"For political scientist Mauricio Santoro, the Bolsonaro phenomenon is the result of an economic crisis"</i>
Manipulation	"Phenomenon" frames Bolsonaro as an anomaly requiring explanation, not as a legitimate political actor. The formulation implies that his support is irrational and in need of explanation.
Why problematic	No analogous "Haddad phenomenon" — the left-wing candidate is not treated as an anomaly requiring explanation.

Summary: The framing of the broadcast establishes from the outset a frame (demagogue/agitator → democracy threat) that pre-structures all subsequent information. This frame is not neutral, but corresponds to a particular political worldview.



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



11. CHOICE OF WORDS AND TERMS

7/10

1

2

3

4

5

6

7

8

9

10

Finding 1: "Demagogue" and "hate slogans"

Timestamp

00:19

Quote

"The demagogue Jair Bolsonaro could become the next president with hate slogans."

Manipulation

"Demagogue" (Greek: seducer of the people) and "hate slogans" are strongly negatively connoted terms that present a political value judgement as a fact.

Why problematic

A neutral alternative would be: "The right-conservative candidate Jair Bolsonaro, who polarises with provocative statements..."

Finding 2: "Fascist, racist and misogynist" — adopted without contradiction

Timestamp

16:22

Quote

"He is fascist, racist and misogynist. I am afraid."

Manipulation

The statement of a demonstrator is presented without contextualisation or contradiction. "Fascist" is a historically charged term that implies a specific political classification.

Why problematic

The broadcast implicitly adopts this characterisation through the absence of contradiction. Neutral reporting would identify the statement as an opinion and contextualise it.

Finding 3: "Nightmare" as an editorial value judgement

Timestamp

16:16

Quote

"A Bolsonaro victory, the demonstrators fear a nightmare."

Manipulation

"Nightmare" is a strongly emotionally charged formulation. The broadcast adopts the perspective of the demonstrators as an editorial frame.

Why problematic

A neutral alternative would be: "A Bolsonaro victory, the demonstrators fear negative consequences for democracy and minorities."

Summary: The choice of words in the broadcast is consistently negative towards Bolsonaro in the Brazil section: "demagogue", "hate slogans", "nightmare", "fascist" (uncontradicted). These terms are not neutral descriptions, but political value judgements.



12. MODERATION BEHAVIOUR

5/10

1

2

3

4

5

6

7

8

9

10

Finding 1: No moderation in the Brazil report — reportage format

Timestamp 13:00–22:00

Triggering event: The Brazil report is designed as a reportage, not as an interview. The presenter does not appear.
Reaction: The reporter Karin Naumdorf takes over the moderation function through her comments and contextualisation.

Comparison In the Russia report (08:31–11:37), parliamentarians are questioned factually, without evaluative contextualisation by the reporters.

Asymmetry: Demonstrable — In the Russia report neutral reporting, in the Brazil report evaluative reportage. The different treatment is structural: Russia espionage = factual, Brazil election = evaluative.

Finding 2: Intro value judgement by presenter

Timestamp 00:19

Triggering event: Announcement of the Brazil report

Quote (presenter) *"The demagogue Jair Bolsonaro could become the next president with hate slogans."*

Comparison Announcement Sulawesi (00:34): "What the Sulawesi disaster has done to a village and its people leaves us speechless." — Factual-empathetic, no political value judgement. Announcement Russia (00:44): "Against Russian attacks. In the espionage affair, pressure is growing on Switzerland to investigate consistently." — Factual.

Asymmetry: Demonstrable — Only on the Brazil topic does the moderation use evaluative political terms ("demagogue", "hate slogans").

Summary: The moderation behaviour shows a clear asymmetry: on the Brazil topic, evaluative terms are used that are absent on other topics. This violates the objectivity requirement of Art. 4 RTVA.



13. QUESTION ASYMMETRY

4/10

1

2

3

4

5

6

7

8

9

10

Note: The Brazil report is a reportage without direct interviews with Bolsonaro or his camp. Question asymmetry is therefore only measurable to a limited extent. The asymmetry manifests itself in the selection of interlocutors and the manner of their presentation.

Asymmetry 1: Santoro as expert vs. Bolsonaro supporters as fans

To Santoro
(implicitly
through
reportage
format)

Factual analysis of the political situation — neutral/analytical

To Bolsonaro
supporters
(shop owner,
Joriz)

No critical questions about their support — soft/uncritical, but framed as an emotional portrayal

Comparison

Santoro is presented as a rational expert, Bolsonaro supporters as emotional fans. The asymmetry lies not in the questions, but in the framing of the answers.

Asymmetry 2: Russia report — parliamentarians are questioned factually

To Janjak (10

22): "Well, I expect the authorisation to be granted now." — Factual demand, no critical follow-up question on diplomatic consequences

To Federal
Prosecutor's
Office
representative
(11

06): Factual contextualisation of the state of proceedings

Comparison

In the Russia report, all sides are treated factually. No asymmetry discernible.

Summary: The question asymmetry in the Brazil report is structural (reportage format), not through direct interview conduct. The actual asymmetry lies in the framing: critics as experts, supporters as fans.



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

Finding 1: Apparent balance through Bolsonaro supporter quotes

Timestamp

13:29 / 14:01

Construct: The broadcast shows Bolsonaro supporters (shop owner with tattoo, live-streamer), which superficially appears like balance.

Analysis

The Bolsonaro supporters are portrayed exclusively as emotional-irrational fans (tattoo, religious fervour), while critics appear as rational experts. This is not genuine balance, but a false balance that reinforces the asymmetry.

Summary: The broadcast avoids genuine false balance (it does not claim balance), but shows a false balance through the inclusion of Bolsonaro supporters who are structurally framed as irrational. The score is moderate, as the broadcast makes no explicit claim of balance.



15. AGENDA-SETTING

7/10

1

2

3

4

5

6

7

8

9

10

Finding 1: Bolsonaro as a democracy threat — set as self-evident

Agenda element set: Bolsonaro is a threat to democracy — this is taken as given, not as a thesis.

Timestamp

00:19 — Evidence: "The demagogue Jair Bolsonaro could become the next president with hate slogans."

Alternative agenda: Brazil's democracy was already under pressure from PT corruption and Lula's exclusion. A balanced agenda would have asked: "Which candidates best strengthen Brazilian democracy?"

Finding 2: Evangelicals as a political problem — set as self-evident

Agenda element set: The evangelical movement is a democratic risk.

Timestamp

19:29 — Evidence: "Quite extreme groups think what this graffiti shows. Bible yes, constitution no."

Alternative agenda: The evangelical movement as a social mobility mechanism for poor Brazilians, its diversity, its role in community building.

Finding 3: Swiss counterintelligence — need for action set as self-evident

Agenda element set: Switzerland must act more consistently against Russian espionage.

Timestamp

11:34 — Evidence: "Switzerland too will probably have to step up a gear."

Alternative agenda: Swiss neutrality policy and its role as mediator — consequences of aggressive counterintelligence for Swiss foreign policy.

Summary: The broadcast sets three agenda elements as self-evident: Bolsonaro as a democracy threat, evangelicals as a political risk, Swiss need for action on counterintelligence. Alternative framings are not offered.



CHAPTER 4 — OVERALL EVALUATION

Results

- HARD FACTS SCORE (average criteria 1-9): 6.4 / 10
- SOFT FACTS SCORE (average criteria 10-15): 5.7 / 10

Dominant techniques

- 1. Timing / Priming (Score 8):** The characterisation of Bolsonaro as "demagogue" with "hate slogans" in the intro (00:19) sets a negative frame before the viewer has received any factual information. The dramaturgical structure (priming → build-up → climax with most extreme quotes → democracy-threat conclusion) is a structured opinion-forming strategy.
- 2. Omission / Selective Omission (Score 8):** The three central omissions — PT corruption, Haddad's programme and rational voting motives — together create a fundamentally distorted picture of the Brazilian election. Without this contextual information, Bolsonaro's rise appears as irrational-emotional, not as a rational reaction to government failure.
- 3. Framing (Score 8):** The democracy-vs.-dictatorship frame, established through Santoro's statement (16:57) and confirmed by the broadcast structure, structurally excludes rational voting motives for Bolsonaro. Whoever is for democracy cannot be for Bolsonaro — this frame is not neutral, but political.

Core messages of the broadcast

****MESSAGE 1 (SUBSTANTIVE):** ** "Bolsonaro is a dangerous demagogue who threatens Brazilian democracy."

Technique: Priming (intro), framing (democracy vs. dictatorship), guilt by association (military dictatorship, fascism) — evidence: 00:19, 15:09, 16:57

****MESSAGE 2 (PERSONAL):** ** "Whoever supports Bolsonaro is either emotional-irrational (tattoo, religious fervour) or religious-fundamentalist."

Technique: Source selection (only emotional fans as supporters), guilt by association (evangelicals = enemies of the constitution) — evidence: 13:29, 19:29

****MESSAGE 3 (SOCIETAL):** ** "Right-conservative movements worldwide are a threat to democracy and minorities."

Technique: Agenda-setting, framing, choice of words — evidence: 00:19, 16:22, 17:17

Reasoning: The overall score of 6.1 is at the boundary between "clear one-sidedness" and "systematic imbalance". The Brazil report shows a clear one-sided tendency: Bolsonaro is framed as "demagogue" (00:19), central contextual information is missing (PT corruption, Haddad's programme), and the expert selection is one-sidedly left-progressive. The other broadcast sections (Sulawesi, Russia, ERU project) are factual and balanced, which dampens the overall score. According to Art. 4 RTVA, diversity of opinion and balanced presentation are mandatory for a controversial political topic (presidential election) — both are absent in the Brazil report.

CONCLUSION

The broadcast from October 2018 is factual and balanced in its non-political sections (Sulawesi, ERU project, Glückskette). The Brazil report, however, violates the objectivity and balance requirements of Art. 4 RTVA in several respects: The characterisation of Bolsonaro as "demagogue" with "hate slogans" already in the intro (00:19) is an editorial value judgement, not a factual description. The expert selection is one-sided (Santoro, Willis — both left-progressive), while rational Bolsonaro supporters from business and academia are absent. Central contextual information (PT corruption, Lula's conviction, Haddad's programme) is systematically omitted, creating a fundamentally distorted picture of the Brazilian election. The dramaturgical structure of the report (priming → build-up → climax → democracy-threat conclusion) corresponds to a structured opinion-forming strategy, not a factually accurate presentation of a controversial political topic within the meaning of Art. 4 para. 2 RTVA.



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 DISTRIBUTION	6	•••
4	OMISSION (Selective Omission)	8	••••
5	MANIPULATION OF FIGURES	3	••
6	GUILT BY ASSOCIATION	7	••••
7	TIMING	8	••••
8	SELECTIVE OUTRAGE	6	•••
9	COMPLETENESS (Selective Omission — Overall picture)	7	••••
10	FRAMING (Setting the frame)	8	••••
11	CHOICE OF WORDS AND TERMS	7	••••
12	MODERATION BEHAVIOUR	5	•••
13	QUESTION ASYMMETRY	4	••
14	FALSE BALANCE	3	••
15	AGENDA-SETTING	7	••••

HARD FACTS SCORE (1-8)

6.4/10

Serious deviation from the impartiality requirement. High degree of deviation

SOFT FACTS SCORE (9-14)

5.7/10

Considerable imbalance

OVERALL SCORE

6.1/10

Serious deviation from the impartiality requirement. High degree of deviation

Averaged from hard facts and soft facts



KEY — Meaning of scores

Individual scores per criterion (0–10)

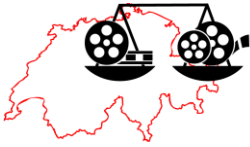
0	No finding	No relevant irregularity identified.
1–2	Weak finding	Minor irregularity without material impairment of balance.
3–4	Slight to moderate finding	Discernible tendency; relevance of impact low to moderate.
5	Moderate finding with relevance of impact	Relevant imbalance that influences the opinion-forming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

Aggregated deviation index — interpretation ranges

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

Party-political bias (-5 to +5)

-5 to -3	Strongly disadvantaged	Party is clearly treated worse 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 preferred in portrayal, speaking time or framing.



CHAPTER 5 — LEGAL CLASSIFICATION (Art. 4 RTVA)

Assessment under Art. 4 RTVA

Violation 1:

Norm: Art. 4 para. 2 RTVA (accurate presentation of facts and events)

Facts: Use of evaluative terms ("demagogue", "hate slogans") as editorial factual presentation

Evidence: Timestamp 00:19 — Quote: "The demagogue Jair Bolsonaro could become the next president with hate slogans."

Assessment: "Demagogue" is not a factual description, but a political value judgement. Art. 4 para. 2 RTVA requires that facts and events be presented accurately. The use of a strongly negatively connoted term as a fact — not as a quote or assessment — violates this requirement. An accurate formulation would have referred to Bolsonaro as a "right-conservative candidate" or "controversial politician".

Violation 2:

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

Facts: One-sided expert selection and systematic omission of central contextual information on a controversial political topic (presidential election)

Evidence: Timestamp 15:32 — Quote: "For political scientist Mauricio Santoro, the Bolsonaro phenomenon is the result of an economic crisis" — combined with the complete absence of PT corruption, Haddad's programme and rational voting motives.

Assessment: Art. 4 para. 4 RTVA requires the presentation of different viewpoints on controversial topics. A presidential election is by definition a controversial political topic. The broadcast presents exclusively one perspective (Bolsonaro as a threat) and systematically omits the counter-perspective (rational voting motives, weaknesses of the alternative). This violates the diversity requirement.

Violation 3:

Norm: Art. 4 para. 2 RTVA (accurate presentation) in conjunction with Art. 4 para. 4 RTVA (balanced selection of interlocutors)

Facts: Structural asymmetry in the portrayal of Bolsonaro supporters (emotional-irrational) vs. Bolsonaro critics (rational-democratic)

Evidence: Timestamp 13:29 (shop owner with tattoo) vs. 15:32 (political scientist Santoro) — Bolsonaro supporters are presented exclusively as emotional fans, critics as rational experts.

Assessment: The structural asymmetry in the portrayal of the two camps violates the requirement of accurate presentation. A balanced broadcast would also have given rational, academically or economically arguing Bolsonaro supporters a voice.

Overall assessment Art. 4 RTVA

The Brazil report of the broadcast violates Art. 4 RTVA in three dimensions: accurate presentation (evaluative terms as facts), diversity of opinion (one-sided expert selection) and balanced selection of interlocutors (structural asymmetry). The violations are not marginal, but run through the entire Brazil report from the intro formulation to the conclusion. The remaining broadcast sections (Sulawesi, Russia, ERU) are factual and do not give rise to violations. A complaint to the Independent Complaints Authority for Radio and Television (ICA) would be justifiable on the basis of these findings, whereby the ICA recognises a certain editorial margin of discretion on international topics. The use of the term "demagogue" as an editorial factual presentation (not as a quote), however, is likely to be classified as a violation of the objectivity requirement even under ICA practice.



CHAPTER 6 — SOURCE IN-DEPTH CHECK

Organisation 1: Glückskette

1. FUNDING: Non-profit organisation, supported by SRG SSR and other media partners. Close to public broadcasting.

2. MANDATE: Humanitarian fundraising — compatible with neutral presentation of donation needs.

3. CONFLICT OF INTEREST: Institutional interest in high donation figures. The broadcast functions as an advertising platform for the Glückskette (donation appeal, account number, website). This is structurally problematic, as SRF and Glückskette are institutionally connected.

D1 Conflict of interest: -1 — Institutional connection SRF/Glückskette

D2 Personal risk: +1 — Public donation appeals carry reputational risk

D3 Professional competence: +2 — Humanitarian aid is core competence

D4 Consistency: +2 — Long-standing, consistent activity

D5 Emotion vs. data: 0 — Mix of donation status (data) and emotional appeal

D6 Source level: +1 — Direct actor

TOTAL: +5 → SOURCE INDICATOR: GREEN

5. COUNTER-VOICE: Not necessary — humanitarian aid is not controversial.

Organisation 2: CADUS (Sebastian Jünemann)

1. FUNDING: German NGO, financed through donations and public funds. Humanitarian aid organisation.

2. MANDATE: Humanitarian aid — compatible with assessment of the ERU project.

3. CONFLICT OF INTEREST: No direct conflict of interest regarding the ERU project. CADUS benefits from cooperations with innovative aid projects.

D1 Conflict of interest: +1 — No direct conflict

D2 Personal risk: +1 — Public assessment of a partner project

D3 Professional competence: +2 — Humanitarian aid is core competence

D4 Consistency: 0 — Not verifiable

D5 Emotion vs. data: +1 — Factual-analytical

D6 Source level: +1 — Direct practitioner

TOTAL: +6 → SOURCE INDICATOR: GREEN

5. COUNTER-VOICE: Not necessary — technical aid project, not politically controversial.

Organisation 3: Humanitarian Pilots Initiative (HPI) / Samuel Hochstrasser

1. FUNDING: Non-profit organisation, donation-funded. Swiss civil society.

2. MANDATE: Humanitarian air aid — compatible with project presentation.

3. CONFLICT OF INTEREST: Institutional interest in positive reporting for donor acquisition. The broadcast functions as a PR platform for the ERU project.

D1 Conflict of interest: -1 — Interest in positive reporting

D2 Personal risk: +1 — Public presentation of a not yet proven project

D3 Professional competence: +2 — Project manager with direct specialist knowledge

D4 Consistency: 0 — New project, not verifiable

D5 Emotion vs. data: +1 — Largely factual with test data

D6 Source level: +2 — Primary source (project manager)

TOTAL: +5 → SOURCE INDICATOR: GREEN

5. COUNTER-VOICE: A critical assessment of the project's limitations (scalability, costs, regulation) is missing. Jünemann (CADUS) hints at problems (25:25), but no independent critical voice.

Analysis produced according to Methodological Principle K11+K8 (Version 3.0-detail). All findings are based exclusively on the present transcript. Timestamps are transcript timestamps. Direct quotes are taken verbatim from the transcript.



Source indicator for participants:

Source	D1	D2	D3	D4	D5	D6	Total	Indicator
Glückskette	-1	+1	+2	+2	0	+1	+5	GREEN
CADUS (Sebastian Jünemann)	+1	+1	+2	0	+1	+1	+6	GREEN
Humanitarian Pilots Initiative (HPI) / Samuel Hochstrasser	-1	+1	+2	0	+1	+2	+5	GREEN

Legal and methodological classification

No finding of fact	The results presented do not constitute findings of fact about individual persons, editorial teams 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 determination 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 may 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 considerable imbalance has been identified — not that the editorial team intended this. The methodology makes no statements about motives or strategic objectives.
Heuristic comparison instrument	The index serves for comparative pattern recognition across thousands of broadcasts, not for the 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. 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 present 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 adequately expressed (diversity requirement).

Core obligations

- 1. Accuracy:** Accurate presentation 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 violations of Art. 4 RTVA
- OFCOM (Federal Office of Communications): Regulatory and supervisory authority
- Ombudsman offices of 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 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 make our work solid, 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

You can obtain the following books 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. Subsequently, 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.

Whoever does not know this delivers 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 whoever understands framing sees the world more clearly. Hears news differently. Conducts 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. Whoever feels treated unfairly can lodge a complaint. 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 it decides in 99.6% of all cases: 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 subject to 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 pending.