



SVFAB DETAILED ANALYSIS

2019-03-13 Goldgeschäfte, Klimajugend, Theke Ruedi Noser, Dschihadisten

Broadcast: SRF Tagesschau broadcast | 2019-03-13 | Analysed on: 2026-05-19 14:42

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

OVERALL SCORE

6.5/10

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 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)

2.9 / 10

Favouring left

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 with a seven-member Federal Council composed according to the magic formula. At the time of the broadcast (March 2019, spring session), the Federal Council consisted of: SVP (2 seats: Ueli Maurer, Guy Parmelin), SP (2 seats: Alain Berset, Simonetta Sommaruga), FDP (2 seats: Ignazio Cassis, Karin Keller-Sutter), Centre/CVP (1 seat: Viola Amherd). There is no classic government/opposition divide — all major parties are represented in the government.

| Party | CHES L-R | Seats NC | Government/Opposition | Core position (relevant to broadcast) |
|------------|----------|-----------|-----------------------|---|
| SVP | 8.0 | 65 (2015) | Government (2 FC) | Against corporate responsibility initiative, climate scepticism |
| SP | 2.5 | 43 (2015) | Government (2 FC) | Pro corporate responsibility, climate emergency |
| FDP | 6.5 | 33 (2015) | Government (2 FC) | Against CRI, new: climate positioning |
| Centre/CVP | 5.0 | 27 (2015) | Government (1 FC) | Pragmatic, not relevant to broadcast |
| Greens | 2.0 | 11 (2015) | Opposition | Pro climate emergency, pro CRI |
| GLP | 4.0 | 7 (2015) | Opposition | Pro climate emergency (Basel) |
| EVP | 5.5 | 2 (2015) | Opposition | Not relevant to broadcast |

Note: Seat distribution following the 2015 National Council elections, as the broadcast dates from March 2019 (before the October 2019 elections).

The broadcast falls in a period of intense political controversy over the Corporate Responsibility Initiative (CRI), which seeks to hold Swiss companies liable for human rights violations abroad. At the same time, the Fridays for Future movement is taking hold in Switzerland, with a global climate strike on 15 March 2019. The question of repatriating IS fighters and their children from Syrian camps is a security and humanitarian issue that is controversial across Europe.

SRF (Swiss Radio and Television) is the public broadcaster of German-speaking Switzerland, funded by reception fees (Serfe levy). It is subject to Art. 4 RTVA, which requires accurate presentation, diversity of opinion and balance in editorial broadcasts. Rundschau is SRF's political magazine and has particular duties of care in dealing with controversial political topics.



CHAPTER 1 — PARTY-POLITICAL BIAS

| Party | Score (-5..+5) | Broadcast portrayal vs. party position |
|--------|----------------|---|
| SVP | -3 | 00:00–42:27 — SVP position (climate scepticism, against CRI) is represented exclusively by the SVP cantonal councillor in Basel, who is framed as a troublemaker (24:02 "The SVP politician rubs people up the wrong way"). Party position: technological openness, against bans, sovereignty — is positioned as a minority opinion against scientific consensus. Distorted by context. |
| SP | +2 | 22:50 SP politician Lisa Mathis, 21:24 SP politician Samira Marti — party position (climate emergency, CRI) is presented positively and in detail. No critical questioning of SP positions. Correct, but one-sidedly favouring. |
| FDP | -1 | 13:10–33:00 Ruedi Noser as the sole interview guest — party position (against CRI, market-based solutions) is presented, but framed as inadequate through aggressive moderation and framing. FDP's new climate position is questioned as opportunistic (32:02). Partially correct, but with negative framing. |
| Centre | 0 | Not in broadcast. |
| Greens | 0 | Not directly represented, but positions (climate emergency, CRI) are represented by activists and SP politicians and framed positively. |
| GLP | +1 | 23:23 GLP politician Eneas Wanner in Basel — climate emergency resolution presented positively. Party position correct, but only marginal. |
| EVP | 0 | Not in broadcast. |

Score legend: +5 = correct/complete, 0 = not in broadcast, -5 = actively distorted

Party bias summary

- Most accurate portrayal: SP, score +2
- Strongest distortion: SVP, score -3
- Average deviation from 0: 1.0 (for parties appearing in the broadcast)
- Conclusion: The SVP position on climate change is represented by a single cantonal councillor, who is framed as an outsider against scientific consensus (24:02 "The SVP politician rubs people up the wrong way"). SP and GLP positions are presented positively by multiple actors without comparable critical questioning. The FDP position is represented by Noser, but the moderation systematically frames his arguments as inadequate.



CHAPTER 2 — BROADCAST INFORMATION AND THEMATIC FRAMEWORK

Broadcast data

- Title: SRF Rundschau
- Date: 13.03.2019
- Presenter: Sandro Protz
- Reporters: Schorsch Humbel (gold investigation), Fiona Endres and Valentin Rubin (climate strike), Alexandra Kubsu (IS children, France correspondent)

| Actors | Function | Party/affiliation | Political spectrum |
|---------------------------|---|---------------------|--------------------|
| Ruedi Noser | FDP Council of States member, Zurich | FDP | Centre-right |
| Mark Piet | Professor, author of "Dirty Gold" | None/academia | Not classifiable |
| Julia Büsser | Society for Threatened Peoples | NGO (advocacy) | Left-progressive |
| Francisco Quintano Mendes | Head of Minerales del Sur | Private sector Peru | None |
| Marie-Claire Graf | Climate activist Basel | Climate strike | Left |
| Eslim Demirel | Climate activist Basel | Climate strike | Left |
| Philipp Kramer | Climate strike activist | Climate strike | Left |
| Lisa Mathis | SP politician Basel-Stadt | SP | Left |
| Eneas Wanner | GLP politician Basel-Stadt | GLP | Centre-left |
| Simonetta Sommaruga | Federal Councillor, Minister of the Environment | SP | Left |
| Samira Marti | SP National Councillor | SP | Left |
| Lydie Maninkeda | Grandmother of IS victim | None | None |
| Martin Lemke | IS fighter (archive material) | IS | None |
| Leonora | IS returnee | None | None |
| Marie-Dosée | Lawyer, France | None | None |
| Terror expert | Not named | None | None |

Main topic

The broadcast covers three topics: (1) illegal gold from Peru and the role of Swiss refinery Metalor as well as the Corporate Responsibility Initiative; (2) the global climate strike and the political reaction in Switzerland; (3) the situation of children of European IS fighters in Syrian camps.



CHAPTER 3 — 15 CRITERIA: DETAILED ANALYSIS

Hard facts

Hard facts — 9 techniques that are countable and scientifically robust

1. EXPERT SELECTION

7/10

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Expert 1: Prof. Mark Piet, "author of Dirty Gold"

| | |
|----------------------|--|
| Timestamp | 02:06 |
| Statement | "Well, if I may say so, this is the worst place in the world where gold is mined." |
| Assessment | Book author in the process of writing, not a peer-reviewed researcher; has personally visited La Rinconada. Conflict of interest: book publication benefits from attention to the topic. |
| Missing countervoice | Independent economic geographer or mining expert without a book project. |

Source in-depth check Mark Piet:

(a) FUNDING: Book project (private/publisher). Conflict of interest: book sales benefit from media presence and sensationalisation of the topic.

(b) MANDATE: Book author has no neutral mandate; the goal is publication of a critical work on "dirty gold" — structurally oriented towards sensationalisation.

D1 Conflict of interest: -1 — Book project benefits from scandal

D2 Personal risk: +1 — Travel to La Rinconada, personal research

D3 Professional competence: +1 — Professor title, but field not specified; no established mining or legal expert

D4 Opinion consistency: 0 — No comparative statements available

D5 Emotionalisation vs. data: -1 — "Worst place in the world", "tin shack", "gloomy hole" — strongly emotional, little data

D6 Source level: +1 — Primary on-site research, but no primary documents

TOTAL: +1 → SOURCE TRAFFIC LIGHT: YELLOW

(c) PROFESSIONAL COMPETENCE: Framed as a neutral scientific expert ("Professor"), although structurally positioned as a book author with a publication interest. → Technique No. 2 (source selection).

Expert 2: Julia Büsser, Society for Threatened Peoples

| | |
|----------------------|--|
| Timestamp | 05:41 |
| Statement | "We have established that Minerales del Sur delivered up to 15 tonnes of gold to Metalor annually. [...] The question arises as to how it is possible that so much supposedly legal gold comes about." |
| Assessment | NGO representative with a clear advocacy mandate; structurally positioned pro-CRI. |
| Missing countervoice | Independent trade lawyer or industry expert. |



Source in-depth check Julia Büsser:

(a) FUNDING: Society for Threatened Peoples — Swiss NGO, funded by donations and public contributions. Conflict of interest: organisational relevance and donation income increase with the visibility of human rights violations; CRI support is part of the mandate.

(b) MANDATE: Advocacy organisation for threatened peoples — structurally not neutral on questions of corporate liability.

D1 Conflict of interest: -2 — Clear institutional interest in sensationalisation and CRI support

D2 Personal risk: 0 — No discernible personal risks

D3 Professional competence: 0 — NGO expertise, no legal or mining technical field

D4 Opinion consistency: +1 — NGO position consistent with mandate

D5 Emotionalisation vs. data: +1 — Cites specific tonnage figures, but without source reference

D6 Source level: -1 — Secondary source, no primary documents cited

TOTAL: -1 → SOURCE TRAFFIC LIGHT: YELLOW

(c) PROFESSIONAL COMPETENCE: Framed as an expert authority, but is structurally a partisan advocacy organisation. → Technique No. 2.

Expert 3: Unnamed "terror expert" (IS segment)

| | |
|-----------------------------|--|
| Timestamp | 39:44 |
| Statement | "Trained in the use of weapons and explosives, imbued with their ideology, the jihadists have become much more dangerous today. But the best way to guarantee our security is to bring them back." |
| Assessment | Anonymous, no verification possible. Supports the repatriation thesis. |
| Missing countervoice | Security expert with an opposing position. |

Source in-depth check terror expert:

(a) FUNDING: Unknown — no identification possible.

(b) MANDATE: Unknown.

D1 Conflict of interest: 0 — Unknown

D2 Personal risk: 0 — Unknown

D3 Professional competence: 0 — Title "terror expert" without verification

D4 Opinion consistency: 0 — Unknown

D5 Emotionalisation vs. data: 0 — Mixed

D6 Source level: -2 — No primary sources, anonymous

TOTAL: -2 → SOURCE TRAFFIC LIGHT: YELLOW (borderline)

(c) PROFESSIONAL COMPETENCE: Anonymous expert whose statement supports the editorial thesis (repatriation = better) is presented without a countervoice.

Missing expert groups:

- Independent mining/trade lawyer on CRI enforceability
- Climate economist with a critical perspective on CO2-zero targets
- Swiss security authority (FIS/fedpol) on the IS returnee question

Source traffic light for participants:

| Source | D1 | D2 | D3 | D4 | D5 | D6 | Total | Traffic light |
|---|----|----|----|----|----|----|-------|---------------|
| Prof. Mark Piet, "author of Dirty Gold" | -1 | +1 | +1 | 0 | -1 | +1 | +1 | YELLOW |



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| | | | | | | | | |
|--|----|---|---|----|----|----|----|---------------|
| Julia Büsser, Society for Threatened Peoples | -2 | 0 | 0 | +1 | +1 | -1 | -1 | YELLOW |
| Unnamed "terror expert" (IS segment) | 0 | 0 | 0 | 0 | 0 | -2 | -2 | YELLOW |

Summary:

| Expert | Source traffic light | Main problem |
|---------------|----------------------|--|
| Mark Piet | YELLOW (+1) | Book author with publication interest, framed as neutral professor |
| Julia Büsser | YELLOW (-1) | Advocacy NGO framed as expert authority, structural conflict of interest |
| Terror expert | YELLOW (-2) | Anonymous, not verifiable, supports editorial thesis |

All three experts support the editorial basic thesis; not a single countervoice from a comparable expert position.



2. SOURCE SELECTION

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Claims without primary source = penalty points (rumour check)

Source 1: Society for Threatened Peoples (Julia Büsser)

Timestamp 05:41 — Statement: "We drew Metalor's attention to Minerales del Sur years ago."

(a) Funding: Donation-funded Swiss NGO, also receives public contributions. Structural conflict of interest: organisational relevance and donation income increase with the visibility of human rights violations.

(b) Structural conflict of interest: NGO is institutionally positioned pro-CRI; statements about Metalor strengthen the CRI campaign that the organisation supports.

(c) Missing counter-source: Independent trade lawyer or industry association (e.g. Swiss Better Gold Association) with a different assessment.

Source 2: Peruvian public prosecutor (not named)

Timestamp 06:20 — Statement: "...with great probability from illegal mining."

(a) Funding: State (Peruvian judiciary). Conflict of interest: public prosecutor has an institutional interest in prosecution; statements in investigative proceedings are by definition one-sided.

(b) Structural conflict of interest: Preliminary investigation, no indictment — statements are of a suspicion character, but are framed as facts.

(c) Missing counter-source: Defence of Minerales del Sur (Francisco Quintano Mendes does get a word in, but more briefly and without a documentary basis).

Source 3: Metalor statement (read out, no representative live)

Timestamp 04:36 — Statement: "Metalor has sourced gold exclusively from legal and registered mines."

(a) Funding: Private company. Conflict of interest: reputation protection.

(b) Structural conflict of interest: Statement is read out, no representative can answer follow-up questions — structurally disadvantaged compared to critics who appear live.

(c) Missing counter-source: A Metalor representative live in the studio would have established balance.

Rumour check:

Rumour 1:

Timestamp: 06:14

Claim: "...how it is possible that so much supposedly legal gold comes about."

Word marker: "supposedly"

Primary source available: No — Büsser cites no primary source for the 15-tonne figure. +1 penalty point.

Rumour 2:

Timestamp: 01:07

Claim: "Gold seized that was allegedly mined illegally."

Word marker: "allegedly"



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Primary source available: Partially — the seizure is documented, "illegal" is a suspicion, not a verdict. +0.5 penalty point.

Summary: The source selection is structurally one-sided: all main sources (NGO, public prosecutor, anonymous expert, activists, SP politicians) support the editorial thesis. Metalor and Minerales del Sur are represented only through read-out statements or brief rebuttals. Rumour markers are used without citing primary sources.



3. TIME DISTRIBUTION

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Estimated speaking time (Topic 1: Gold/CRI, approx. 00:00–33:00):

- Ruedi Noser (FDP, CRI opponent): (24%)
- Mark Piet (book author, critical): (9%)
- Julia Büsser (NGO, pro-CRI): (6%)
- Francisco Quintano Mendes (Minersur, opposing side): approx. 1.5 min. (5%)
- Metalor (read out): (3%)
- Sandro Protz (moderation, incl. comments): (21%)
- Reportage narration (Humbel): (33%)

Estimated speaking time (Topic 2: Climate strike, approx. 20:35–33:00):

- Climate activists (Graf, Demirel, Kramer): (33%)
- SP politicians (Mathis, Marti): (17%)
- Simonetta Sommaruga (SP Federal Councillor): approx. 1.5 min. (12%)
- GLP politician Wanner: approx. 0.5 min. (4%)
- SVP cantonal councillor (anonymous): approx. 0.5 min. (4%)
- FDP civic representative (anonymous): approx. 0.5 min. (4%)
- Reportage narration: (25%)

Summary: On the climate topic, left-wing actors (activists + SP + GLP + Federal Councillor) receive approx. 65% of speaking time, civic countervoices approx. 8%. On the gold/CRI topic, Noser is present, but the moderation actively takes a counter-position, which reduces the effective speaking time for the CRI-critical position.



4. OMISSION (Selective Omission)

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Omission 1: Economic consequences of the CRI

Context

According to Noser's statement (19:19), the CRI would lead to withdrawal from approx. 70 countries. This claim is not verified; no economic experts or Economiesuisse are given a voice.

Relevant at: 19:19 — "would have to withdraw completely from about 70 countries"

Effect

The omission of economic counter-arguments makes Noser's position appear to be a mere defensive claim, without it being placed in factual context.

Omission 2: Swiss legal situation regarding IS returnees

Context

The broadcast explicitly states (33:10) that the topic "concerns Switzerland", but deals exclusively with the French case. Swiss authorities, FIS or fedpol are not given a voice.

Relevant at: 33:05–33:12

Effect

Viewers receive no insight into the concrete Swiss situation, even though this is the explicit broadcast reference.

Omission 3: Scientific dissent on the extent of climate change

Context

The SVP cantonal councillor (24:43) refers to scientific discussion about the human-caused share of CO₂. The broadcast immediately counters with "But the majority of scientists agree" (24:58), without presenting the actual range of scientific positions on climate protection measures (not on the basic principle).

Relevant at: 24:43–25:04

Effect

Legitimate scientific debates about measures (not about the basic principle of warming) are blanked out.

Summary: Systematic omissions exclusively concern perspectives that would call the editorial thesis (CRI good, climate emergency urgent, bring IS children home) into question. Economic counter-arguments, Swiss authority perspectives and scientific nuances are entirely absent.

Missing voices

- Metalor company representative (live): Could have explained the due diligence measures and the company's own perspective on the seizure directly, rather than being represented only through read-out statements.
- Economiesuisse / SwissHoldings: Could have presented the economic impact of the CRI on Swiss companies and international competitiveness.
- Independent constitutional lawyer: Could have neutrally assessed the reversal of the burden of proof in the CRI and its compatibility with Swiss legal principles.
- Climate economist (critical): Could have quantified the costs of CO₂-zero by 2030 and the economic consequences for Switzerland.



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- Swiss Intelligence Service (FIS) or fedpol: Could have presented the Swiss security situation regarding IS returnees and the concrete Swiss legal practice.
- Education expert / school authority: Could have assessed the legal and pedagogical dimension of the school strike.
- Peruvian Ministry of Mining: Could have presented the state regulatory framework and measures against illegal gold mining.
- Independent child psychologist: Could have professionally assessed the deradicalisation prospects and risks for IS children in the case of repatriation vs. remaining in the camp.



5. MANIPULATION OF FIGURES

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

Finding 1: "3.5 billion francs" of gold from Peru

Timestamp 00:53 / 09:46

Figure: "Gold worth 3.5 billion francs" / "value 3.5 billion dollars"

Dimensions:

- (a) Absolute value: Stated (3.5 bn.)
- (b) Share: Not stated — share of Switzerland's total gold imports? Share of Metalor's turnover?
- (c) Trend: Not stated — over what period (2003–2019 = 16 years)?

Missing context

3.5 bn. over 16 years = approx. 218 mn./year. Switzerland imports gold worth approx. 60–80 bn. CHF annually. The Peru share would thus be approx. 0.3% of total imports — a figure that would considerably relativise the impression.

Effect

The absolute figure "3.5 billion" produces maximum shock effect without contextualisation.

Finding 2: "91 kilograms of allegedly illegal gold"

Timestamp 04:03 / 13:13

Figure: "91 kilograms" / "40% of it they classify as risk gold"

Dimensions:

- (a) Absolute value: Stated
- (b) Share: Not stated — 91 kg in relation to the 100+ tonnes total delivery = 0.09%
- (c) Trend: Not stated

Missing context

91 kg out of over 100,000 kg total delivery = 0.09%. Of that, 40% "risk gold" = 36 kg. This ratio is entirely absent.

Effect

91 kg sounds like a large find; in relation to the total delivery it is marginal — which raises the question of whether this is a systemic problem or an isolated case.

Finding 3: "71 yes votes against 17 no votes" (climate emergency Basel)

Timestamp 25:10

Figure: "71 yes votes against 17 no votes and with 6 abstentions"

Dimensions:

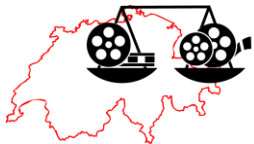
- (a) Absolute value: Stated
- (b) Share: Implicit (approx. 75% yes)
- (c) Trend: Not stated — is this representative of other cantons?

Missing context

Basel-Stadt is an urban canton with an above-average left-wing composition; the result is not representative of Switzerland. This context is absent.

Effect

Suggests broad political support for the climate emergency, without mentioning the exceptional character of the Basel parliament.



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Summary: Figures are consistently presented in a way that maximises the editorial thesis: absolute values without relativisation, seizure quantities without proportional indication, voting results without the political context of the canton.



6. GUILT BY ASSOCIATION

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Association 1: FDP/Noser — "filthy hole" association

Timestamp

15:10–15:19

Quote

"Or a company works together with a firm in Peru that is under suspicion of having mined illegally and of trampling human rights underfoot."

Technique: The presenter portrays Noser as a defender of companies that "trample human rights underfoot" — even though Noser explicitly did not defend this.

Effect

Noser's position (against the CRI as a legal instrument) is associated with condoning human rights violations.

Association 2: SVP cantonal councillor — climate denier association

Timestamp

23:59–24:33

Quote

"It is still shocking every time to see politicians [...] tell you in front of an audience that it is their opinion that humans do not cause climate change."

Technique: The activists' reaction to the SVP cantonal councillor is shown at length and framed emotionally; his own statement (24:40: "The climate is changing, that is correct. It has always changed") is framed as climate denial, even though he represents a more nuanced position.

Effect

SVP position is equated with climate denial, without analysing the actual statement.

Association 3: Noser — "opportunist" association

Timestamp

32:02

Quote

"He is essentially saying you are an opportunist. Are you?"

Technique: The presenter cites criticism from a party colleague and asks Noser directly whether he is an opportunist — without giving Noser the opportunity to reject the question as inappropriate.

Effect

Noser's new climate position is framed as opportunistic before he can respond.

Summary: Guilt-by-association techniques are used exclusively against right-wing civic positions. Noser is associated with human rights violations and opportunism; the SVP cantonal councillor with climate denial. Left-wing actors are not burdened by comparable associations.



7. TIMING

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Finding 1: Opening with emotional shock image

Position: 00:00–01:28 (beginning)

Content: "Not all that glitters is gold" — prop gold bars, immediate introduction of "La Rinconada" as "hell on earth"

Timing effect

The broadcast begins with maximum emotional charge ("hell on earth", "filthy hole"), before factual information is presented. The viewer is emotionally conditioned before Noser is given a voice.

Finding 2: Noser interview after 13 minutes of one-sided reportage

Position: 13:10 (after 13 minutes of reportage)

Content: Noser is only interviewed after a 13-minute reportage that presents exclusively the critical perspective.

Timing effect

Noser must defend an already emotionally charged agenda, without having had the opportunity to question the premises. Classic "ambush" structure.

Finding 3: Climate strike segment immediately before the global strike

Position: 20:35 (middle of the broadcast, one week before the global strike of 15.03.2019)

Content: Extensive, positive portrayal of the climate strike with Federal Councillor Sommaruga

Timing effect

The broadcast functions as a mobilisation instrument for the upcoming strike. Its placement in the middle of the broadcast (after the gold topic, which has already weakened Noser) reinforces the overall impression of a left-progressive agenda.

Summary: The timing is structurally designed so that critical positions (Noser, SVP cantonal councillor) are presented after emotional conditioning, while positive portrayals (climate activists, Federal Councillor) appear without comparable prior loading.



8. SELECTIVE OUTRAGE

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

Finding 1: Presenter adopts quote "filthy hole" as own statement

Timestamp 15:10–15:19

Triggering event: Noser says Metalor no longer works with Minersur and that this is "fine".

Reaction: "Or a company works together with a firm in Peru that is under suspicion of having mined illegally and of trampling human rights underfoot. Or as Prof. Marc Piet put it, we may have high ethical and moral standards, but ultimately we do business with every filthy hole."

Comparison

Analogous event: Federal Councillor Sommaruga (SP) says (29:54), "It is not acceptable that we are still discussing motorway expansion" — a politically controversial statement. Presenter's reaction: no outrage, no critical follow-up question. 29:54 — Reaction: none.

Asymmetry: Noser is confronted with emotional quotes and forced to justify himself; Sommaruga makes a politically one-sided statement without any critical reaction. Asymmetry clearly demonstrable.

Degree of outrage: 4/5

Selectivity: 4/5

Finding 2: "The business stinks to high heaven"

Timestamp 14:12

Triggering event: Presenter summarises the research findings.

Reaction: "The business stinks to high heaven." — Evaluative statement by the presenter, no source cited.

Comparison

On the climate strike topic, SP politician Samira Marti (28:53) makes a one-sided political statement ("My concern as a politician is that I am heard above all from the street"). Presenter's reaction: no outrage, no follow-up question. 28:53 — Reaction: none.

Asymmetry: Presenter expresses personal outrage on the corporate topic, remains completely neutral on politically one-sided SP statements. Asymmetry demonstrable.

Degree of outrage: 3/5

Selectivity: 4/5

Finding 3: "So you are saying a Swiss court and a corporation can treat human rights as completely irrelevant"

Timestamp 16:49–16:55

Triggering event: Noser argues that a Swiss court cannot assess documents from Peru.

Reaction: Presenter summarises Noser's position as treating human rights as "completely irrelevant" — a gross distortion of his statement.

Comparison

On the IS topic, an anonymous Frenchman (38:36) says: "They should stay where they are. They are no longer French." — a considerably harsher statement. Reaction: no outrage, presented as a snapshot of opinion. 38:36 — Reaction: none.

Asymmetry: Noser's nuanced legal argument is indignantly framed as contempt for human rights; an actually harsh statement by a Frenchman is presented neutrally as a snapshot of opinion. Asymmetry clearly demonstrable.



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Degree of outrage: 4/5

Selectivity: 5/5

Summary: Selective outrage is the most dominant pattern in this broadcast. The presenter consistently shows outrage towards Noser and civic positions, while left-wing actors (SP politicians, Federal Councillor, activists) are given a voice without any critical reaction. The asymmetry is clearly demonstrable in all three findings.



9. COMPLETENESS (Selective Omission — Overall picture)

7/10

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Finding 1: Missing Metalor representation live

Timestamp 04:36

Missing perspective: Metalor company representative live in the studio or via link.

Relevance: Metalor is the central company in the investigation; their due diligence measures, internal compliance processes and reaction to the seizure are represented only through read-out statements.

Impact: Viewers receive a one-sided picture; Metalor cannot directly refute or explain the allegations.

Finding 2: Missing Swiss dimension on the IS topic

Timestamp 33:05–33:12

Missing perspective: Swiss authorities, FIS, fedpol, Swiss legal situation.

Relevance: Broadcast explicitly claims the topic "concerns Switzerland", but deals exclusively with France.

Impact: Swiss viewers receive no information about the legal situation and practice relevant to them.

Finding 3: Missing economic impact assessment CRI

Timestamp 19:19

Missing perspective: Economiesuisse, SwissHoldings, independent economists on the consequences of the CRI.

Relevance: Noser claims the CRI would lead to withdrawal from 70 countries — a central claim that is neither confirmed nor refuted.

Impact: Viewers cannot contextualise Noser's argument; it appears to be a mere defensive claim.

Summary: The broadcast shows systematic gaps in all perspectives that would call the editorial thesis into question. Particularly serious is the absence of live Metalor representation and the Swiss authority perspective on the IS topic.

Soft facts

The Corporate Responsibility Initiative (CRI) was a central political controversy in Switzerland in 2019: proponents (SP, Greens, Centre, parts of the FDP) wanted to hold Swiss corporations liable for human rights violations abroad; opponents (SVP, FDP majority, business associations) saw it as over-regulation and a competitive disadvantage. The global climate strike of 15 March 2019 was a mobilisation event that strongly influenced the political debate in Switzerland in the 2019 election year. The IS issue concerned the question of how European states should deal with returnees and their children — a tension between security interests and humanitarian obligations.

Share of perspectives covered

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

Topic 1: Gold/CRI

[A] Metalor company side: Own due diligence measures, response to allegations



[B] CRI opponents with legal arguments: Liability law, reversal of burden of proof, legal certainty

[C] Business associations (Economiesuisse, SwissHoldings): Impact on the Swiss economy

[D] Peruvian government / Ministry of Mining: Regulatory framework, state measures

[E] Independent legal expert: Civil law enforceability of CRI claims

Topic 2: Climate strike

[F] Climate-sceptical scientists or economists: Cost-benefit analysis of climate policy

[G] Education experts: Compulsory schooling vs. political engagement

[H] SVP/civic parties: Full counter-position to the climate emergency

[I] Business representatives: Impact of CO2-zero by 2030 on jobs

Topic 3: IS children

[J] Swiss authorities: Concrete Swiss legal situation and measures

[K] Security experts with a counter-position to repatriation

[L] Psychologists/social workers: Deradicalisation experiences

[A] INDICATED

Timestamp: 04:36 — Quote: "Metalor had only purchased from mines that complied with social and environmental standards." — Assessment: Metalor's position is read out, but not represented by its own representatives in the studio; no opportunity to respond.

[B] ADDRESSED

Timestamp: 15:23–19:24 — Quote: "It would then also be very difficult to bring a civil lawsuit in this entire chain." — Assessment: Noser raises legal arguments, but is interrupted by the moderation and not explored in depth.

[C] OMITTED

Timestamp: — — Assessment: Business associations are not given a voice; the economic impact of the CRI on SMEs and large corporations is not presented.

[D] OMITTED

Timestamp: — — Assessment: Peruvian regulatory authorities or the Ministry of Mining are not consulted; only the public prosecutor and customs investigators appear.

[E] OMITTED

Timestamp: — — Assessment: No independent legal expert on the enforceability of CRI claims.

[F] OMITTED

Timestamp: — — Assessment: No economists or scientists with a divergent assessment of climate costs or measures.

[G] OMITTED

Timestamp: — — Assessment: The compulsory schooling issue is not addressed, even though pupils are striking.

[H] INDICATED

Timestamp: 23:54–24:57 — Quote: "The major discussion in science is whether the human-caused share of CO2 really has a significant influence on climate change or not." — Assessment: SVP cantonal councillor raises counter-position, but is immediately relativised by the presenter's comment ("The SVP politician rubs people up the wrong way") and a counter-statement.

[I] OMITTED

Timestamp: — — Assessment: Economic consequences of CO2-zero by 2030 are not analysed.



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[J] OMITTED

Timestamp: — — Assessment: Swiss legal situation regarding IS returnees is not presented, even though the broadcast explicitly says the topic "concerns Switzerland" (33:10).

[K] INDICATED

Timestamp: 38:24–38:41 — Quote: "Do the French want to bring murderers home? Don't we already have enough jihadists in our prisons." — Assessment: Security concerns only through anonymous street interviews, no expert with a counter-position to repatriation.

[L] OMITTED

Timestamp: — — Assessment: No specialist persons on deradicalisation of children.

Completeness score: 3/10

Rationale: Of 12 relevant perspectives, only 2 are fully addressed ([B] CRI counter-arguments through Noser, [H] indicated through SVP cantonal councillor), 3 are indicated and 7 are completely omitted. Particularly serious: on the climate topic, economic counter-arguments and independent scientists are entirely absent; on the IS topic, the Swiss dimension is missing despite an explicit reference; on the CRI, business associations and independent legal experts are absent.



Soft facts — 6 qualitative techniques

10. FRAMING (setting the frame)

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Finding 1: "Hell on earth" as opening frame

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| Timestamp | 01:29 |
| Quote | <i>"This is it, hell on earth. La Rinconada, Peru. One big rubbish heap."</i> |
| Manipulation | The entire gold topic block is opened in the frame of "hell on earth". This frame conditions the perception of all subsequent information — including the CRI debate. |
| Why problematic | Viewers are emotionally conditioned before factual arguments are presented. Noser must argue within a frame that has already been defined as "hell". |

Finding 2: Climate strike as self-evidently positive phenomenon

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| Timestamp | 20:52–21:02 |
| Quote | <i>"Yes, strike instead of school — that applies this Friday not only to Greta Thunberg, but to tens of thousands of young people in Switzerland and in around 100 countries worldwide. They want politics and business to panic."</i> |
| Manipulation | The school strike is framed as self-evidently legitimate; the question of compulsory schooling or the political instrumentalisation of minors is not raised. |
| Why problematic | A public broadcaster should also present the counter-position (compulsory schooling, political neutrality of schools), not normalise the strike as unproblematic. |

Finding 3: CRI opponents as those who shirk responsibility

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|-----------------|--|
| Timestamp | 15:42–15:50 |
| Quote | <i>"So you are happy to pass on responsibility. You say corporations should be the upright ones, but then journalists should be the ones to force it."</i> |
| Manipulation | Noser's position (journalism as a control instrument rather than law) is framed as "passing on responsibility" — a normative assessment by the presenter, not a factual contextualisation. |
| Why problematic | The presenter abandons the role of neutral questioner and explicitly takes a counter-position. |

Summary: The framing of the broadcast is consistently designed so that left-progressive positions (CRI, climate emergency, IS repatriation) are given a positive frame, while civic counter-positions are pressed into frames such as "shirking responsibility", "filthy hole" and "climate denial".



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11. CHOICE OF WORDS AND TERMS

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Finding 1: "Dirty gold" / "filthy hole"

Timestamp

00:14 / 15:14

Quote

"Dirty gold" (broadcast title) / "ultimately we do business with every filthy hole"

Manipulation

"Dirty" and "filthy hole" are strongly negatively connoted terms that imply moral condemnation before facts are presented. The presenter adopts the quote from Piet as his own statement.

Why problematic

A neutral alternative would be: "gold from disputed sources" or "gold from regions with weak regulation". "Filthy hole" is not a journalistic description, but a value judgement.

Finding 2: "The SVP politician rubs people up the wrong way"

Timestamp

23:59

Quote

"The SVP politician rubs people up the wrong way."

Manipulation

"Rubs people up the wrong way" is a negatively connoted formulation that characterises the SVP cantonal councillor as a troublemaker before his statement is shown.

Why problematic

A neutral alternative would be: "The SVP politician represents a different position" or "The SVP politician contradicts". "Rubs people up the wrong way" implies social rejection and inappropriateness.

Finding 3: "Climate fighter" for Noser

Timestamp

31:20

Quote

"As a climate fighter, which is the label you have now been given..."

Manipulation

"Climate fighter" is described as a "label" that Noser has "newly been given" — implying that it is an adopted, not authentic positioning.

Why problematic

A neutral alternative would be: "You have positioned yourself on climate policy". "Label" and "newly been given" imply insincerity, without evidence.

Summary: The choice of words is systematically designed so that left-progressive positions are assigned neutral or positive terms ("climate emergency", "climate strike", "climate justice"), while civic positions are burdened with negatively connoted terms ("filthy hole", "rubs people up the wrong way", "label").



12. MODERATION BEHAVIOUR

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Finding 1: Distorting summary of Noser's statement

Timestamp 16:49–16:55

Triggering event: Noser argues that a Swiss court cannot assess foreign documents — a legal argument.

Quote (presenter) "So you are saying a Swiss court and a corporation can treat human rights as completely irrelevant."

Comparison Federal Councillor Sommaruga (SP) says (29:54): "It is not acceptable that we are still discussing motorway expansion" — a politically one-sided statement. Presenter's reaction: no summary, no critical follow-up question. 29:54 — Reaction: none.

Asymmetry: Noser's legal argument is summarised as contempt for human rights; Sommaruga's political statement is left uncommented. Asymmetry clearly demonstrable.

Finding 2: Presenter adopts advocacy quote as own statement

Timestamp 14:12

Triggering event: Presenter summarises research findings.

Quote (presenter) "The business stinks to high heaven."

Comparison On the climate strike topic, activist Philipp Kramer (22:47) makes a one-sided statement. Presenter's reaction: no personal value judgement, no critical distance. 22:47 — Reaction: none.

Asymmetry: Presenter expresses personal outrage on the corporate topic, remains completely neutral on the activist topic. Asymmetry demonstrable.

Finding 3: Interruption and redirection of Noser's counter-arguments

Timestamp 14:54–15:02

Triggering event: Noser begins to explain the complexity of document verification.

Quote (presenter) "Right, you have just made a leap, but you are saying that now somewhat nonchalantly with a shrug of the shoulders."

Comparison Climate activist Marie-Claire Graf (27:17) makes a political statement. Presenter's reaction: no interruption, no critical follow-up question. 27:17 — Reaction: none.

Asymmetry: Noser is characterised as "nonchalant" and "shrug of the shoulders" during factual argumentation; activists are not interrupted. Asymmetry clearly demonstrable.

Summary: The moderation behaviour shows a consistent asymmetry: Noser is put under pressure through distorting summaries, emotional characterisations and interruptions, while left-wing actors (activists, SP politicians, Federal Councillor) are given a voice without comparable interventions. This violates Art. 4 RTVA.



| 13. QUESTION ASYMMETRY | | | | | | | | 8/10 | |
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| Asymmetry 1: Noser vs. Sommaruga | |
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| To Noser, 13 | 17: "Should Swiss gold companies be allowed to refine and process gold that was allegedly mined illegally, from mines where catastrophic working conditions prevail?" — hard, emotionally charged, with premise |
| To Sommaruga (implicitly through activists), 28 | 05: No critical question from the presenter; Sommaruga speaks uninterrupted. — no question |
| Comparison | Noser must answer an emotionally charged question with an embedded premise ("catastrophic working conditions"); Sommaruga is not questioned. |

| Asymmetry 2: Noser — "opportunist" question | |
|---|--|
| To Noser, 32 | 02: "He is essentially saying you are an opportunist. Are you?" — personally attacking, no factual basis |
| To climate activists, 22 | 53: "Can the pupils remain so independent?" — soft, sympathetic |
| Comparison | Noser is confronted with a personal attack from a party colleague; activists receive a soft question that confirms their independence. |

| Asymmetry 3: Noser — flying behaviour | |
|---------------------------------------|---|
| To Noser, 31 | 34: "Speaking of flying, how often are you actually travelling?" — personal, aimed at contradiction |
| To SP politicians/activists | No comparable question about personal behaviour or contradictions. — no question |
| Comparison | Noser's personal flying behaviour is raised as a contradiction to his climate position; SP politicians and activists are not asked about personal contradictions. |

Summary: Question asymmetry is the second strongest pattern in the broadcast. Noser consistently receives hard, emotionally charged, personally attacking questions; left-wing actors receive soft, sympathetic or no questions at all. This violates the requirement of balanced interviewing under Art. 4 RTVA.



14. FALSE BALANCE

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Finding 1: Noser as the sole countervoice to CRI and climate emergency

Timestamp

13:10–33:00

Construct: Noser (FDP) is presented as the sole representative of the civic position against the CRI and for differentiated climate policy, while on the other side stand activists, SP politicians, GLP politicians, Federal Councillor Sommaruga and experts.

Analysis

This is not false balance in the classic sense (two equally weighted sides where there is an actual imbalance), but the opposite: one side (pro-CRI, pro-climate emergency) is massively over-represented, while the opposing side is represented by a single guest who is weakened by aggressive moderation.

Summary: False balance in the classic sense is not present; the problem is the opposite — a structural over-representation of left-wing positions without comparable countervoices.



15. AGENDA-SETTING

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Finding 1: Climate emergency as self-evident necessity

Agenda element set: The climate emergency is treated as a legitimate and necessary political measure; the question is not "whether", but "when" and "how".

Timestamp

22:32 — Evidence: "In Switzerland too they are demanding that the climate emergency be declared."

Alternative agenda: The question of whether a "climate emergency" is a sensible political instrument, whether it has legal consequences, and whether the demands (CO2-zero by 2030) are realistic and economically viable is not raised.

Finding 2: CRI as moral self-evidence

Agenda element set: The CRI is treated as a morally required measure; opponents must justify themselves, not proponents.

Timestamp

13:17 — Evidence: "Should Swiss gold companies be allowed to refine and process gold that was allegedly mined illegally?"

Alternative agenda: The question of whether the CRI is the appropriate instrument, whether it has unintended consequences, and whether alternative regulatory approaches would be more effective is not treated as an equally valid agenda option.

Finding 3: IS children repatriation as humanitarian duty

Agenda element set: The repatriation of IS children is set as a humanitarian self-evidence; security concerns appear as inhumanity.

Timestamp

39:41 — Evidence: "Children are being made responsible — war victims who are not even five years old — for the actions of their parents. I find that shameful."

Alternative agenda: The question of security risks, deradicalisation capacities and legal complexity is represented only marginally through anonymous street interviews.

Summary: In all three topic blocks, the broadcast sets a left-progressive agenda as the normal state: climate emergency, CRI and IS repatriation are treated as self-evidently correct; counter-positions must justify themselves. This violates the requirement of accurate presentation under Art. 4 RTVA.



CHAPTER 4 — OVERALL EVALUATION

Results

- HARD FACTS SCORE (average criteria 1-9): 6.3 / 10
- SOFT FACTS SCORE (average criteria 10-15): 6.7 / 10

Dominant techniques

- 1. Moderation behaviour (score 8):** The presenter consistently abandons the role of neutral questioner and actively takes a counter-position to Noser — through distorting summaries ("human rights completely irrelevant"), personal attacks ("opportunist") and emotional characterisations ("nonchalant", "shrug of the shoulders"). Left-wing actors are interviewed without comparable interventions.
- 2. Question asymmetry (score 8):** Noser without exception receives hard, emotionally charged and personally attacking questions; SP politicians, activists and Federal Councillor Sommaruga receive soft, sympathetic or no questions at all. This asymmetry is consistently demonstrable across all three topic blocks.
- 3. Selective outrage (score 7):** The presenter expresses personal outrage ("The business stinks to high heaven") and adopts advocacy quotes ("filthy hole") as his own statements towards Noser, while politically one-sided statements by SP politicians and Federal Councillor Sommaruga are left uncommented.

Core messages of the broadcast

MESSAGE 1 (SUBSTANTIVE): "Swiss companies profit from human rights violations abroad, and the Corporate Responsibility Initiative is the necessary response to this."

Technique: Framing ("hell on earth"), agenda-setting (CRI as self-evidence), selective outrage — evidence: 01:29, 15:10, 19:15

MESSAGE 2 (PERSONAL): "Ruedi Noser (FDP) is an opportunist who sacrifices human rights and climate protection to the economy."

Technique: Question asymmetry, moderation behaviour, guilt by association — evidence: 16:49, 32:02, 15:14

MESSAGE 3 (SOCIETAL): "The youth are right about the climate strike, and politicians who oppose it are on the wrong side of history."

Technique: Time distribution (65% speaking time for left-wing actors), choice of words ("rubs people up the wrong way" for SVP), agenda-setting — evidence: 23:59, 25:04, 30:57

Rationale: The overall score of 6.4/10 falls in the range of "clear one-sidedness". The broadcast violates Art. 4 RTVA in several dimensions: moderation behaviour (score 8) and question asymmetry (score 8) show a clear preference for left-progressive positions. Expert selection (score 7) and source selection (score 7) are structurally one-sided. Particularly serious is the fact that the sole studio guest (Noser) is systematically weakened by aggressive moderation, while left-wing actors are given a voice without comparable critical questioning. The broadcast thus does not fulfil the requirement of balanced selection of interlocutors and accurate presentation under Art. 4 para. 2 RTVA.

CONCLUSION

This edition of SRF Rundschau shows a clear and demonstrable one-sidedness in several dimensions in favour of left-progressive positions (CRI, climate emergency, IS repatriation). The presenter Sandro Protz repeatedly abandons the role of neutral questioner in the interview with Ruedi Noser (FDP) and actively takes a counter-position — through distorting summaries, emotional characterisations and personal attacks that find no equivalent with left-wing actors. The expert selection is structurally one-sided: all main experts (book author with publication interest, advocacy NGO, anonymous terror expert) support the editorial thesis, without a single countervoice from a comparable expert position being presented. The broadcast thereby violates Art. 4 para. 2 RTVA, which requires diversity of opinion and balanced selection of interlocutors on controversial topics — particularly on the topic of the Corporate Responsibility Initiative, which was an active political referendum topic at the time of the broadcast.



OVERALL EVALUATION OF THE 15 CRITERIA

Individual scores — All 15 criteria

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

HARD FACTS SCORE (1-8)

6.3/10

Serious deviation from the impartiality requirement. High degree of deviation

SOFT FACTS SCORE (9-14)

6.7/10

Serious deviation from the impartiality requirement. High degree of deviation

OVERALL SCORE

6.5/10

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 anomaly identified. |
| 1–2 | Weak finding | Minor anomaly without significant 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 | Substantial finding (threshold) | Scores from 6 onwards are reported as "substantial findings". |
| 7 | Substantial finding | Clear, well-documented imbalance with significant relevance of impact. |
| 8–9 | Serious finding | Pronounced imbalance; multiple documented individual findings in this criterion. |
| 10 | Maximum manifestation | Systematic, pervasive imbalance in this criterion. |

Aggregated deviation index — interpretation ranges

| | | |
|------------------|--|---|
| 0.0 – 2.5 | Unremarkable | No significant patterns discernible; broadcast meets the accuracy requirement. |
| 2.6 – 4.0 | Slight imbalance | Isolated anomalies; statistically visible, but still within the tolerance range. |
| 4.1 – 6.0 | Substantial imbalance | Multiple substantial 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 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 ASSESSMENT (Art. 4 RTVA)

Assessment under Art. 4 RTVA

Violation 1: Lack of diversity of opinion on a controversial political topic (CRI)

Norm: Art. 4 para. 2 RTVA — "In the presentation of events and developments that concern opinions and value judgements, appropriate diversity of views must be ensured."

Facts: The Corporate Responsibility Initiative was an active political referendum topic at the time of the broadcast. The broadcast presents exclusively pro-CRI voices (NGO, book author, presenter) and a single opponent (Noser), who is systematically weakened by aggressive moderation. Business associations, independent legal experts and CRI-critical scientists are entirely absent.

Evidence: Timestamp 05:41 — Quote: "We have established that Minerale del Sur delivered up to 15 tonnes of gold to Metalor annually." (NGO without countervoice) / 15:42 — Quote: "So you are happy to pass on responsibility." (presenter takes counter-position)

Assessment: Clear violation of Art. 4 para. 2 RTVA. In the case of an active referendum topic, the duty of diversity of opinion is particularly high; the broadcast does not fulfil it.

Violation 2: Inaccurate presentation through distorting moderation summary

Norm: Art. 4 para. 1 RTVA — "Editorial broadcasts with informational content must present facts and events accurately."

Facts: The presenter summarises Noser's legal argument (Swiss courts cannot assess foreign documents) as treating human rights as "completely irrelevant" — a factually incorrect and distorting representation of his position.

Evidence: Timestamp 16:49 — Quote: "So you are saying a Swiss court and a corporation can treat human rights as completely irrelevant."

Assessment: Violation of Art. 4 para. 1 RTVA. The summary is factually inaccurate and distorts the position of the interviewee in a manner that is likely to create a false impression in the viewer.

Violation 3: Lack of balanced selection of interlocutors on the climate topic

Norm: Art. 4 para. 2 RTVA — Diversity of opinion on controversial topics.

Facts: On the climate strike topic, exclusively proponents are given a voice (activists, SP politicians, GLP politician, Federal Councillor Sommaruga). The sole countervoice (SVP cantonal councillor) is discredited by the comment "The SVP politician rubs people up the wrong way" and an immediate counter-statement ("But the majority of scientists agree"). Business representatives, education experts and climate economists with a critical perspective are entirely absent.

Evidence: Timestamp 23:59 — Quote: "The SVP politician rubs people up the wrong way." / 24:58 — Quote: "But the majority of scientists agree that global warming is largely man-made."

Assessment: Violation of Art. 4 para. 2 RTVA. Climate policy (not climate change as a basic principle) is a controversial political topic; the broadcast treats it as a consensus topic and systematically omits economic and political counter-positions.

Overall assessment Art. 4 RTVA

The broadcast violates Art. 4 RTVA in three demonstrable dimensions: (1) lack of diversity of opinion on an active referendum topic (CRI), (2) factually distorting moderation summary that misrepresents the position of an interviewee, and (3) lack of balanced selection of interlocutors on the climate topic. Particularly serious is the violation regarding the CRI, as it concerned an active popular initiative on which the public broadcaster has a heightened duty of care. The violations are not limited to individual formulations, but show a consistent pattern throughout the entire broadcast, which indicates a structural and not coincidental one-sidedness.



CHAPTER 6 — SOURCE IN-DEPTH CHECK

1. Society for Threatened Peoples (Julia Büsser)

1. FUNDING: Donation-funded Swiss NGO; also receives public contributions from cantons and the federal government. Conflict of interest: organisational relevance and donation income increase with the visibility of human rights violations; the CRI is part of the organisation's political mandate.

2. MANDATE: Advocacy for threatened peoples and human rights — structurally not compatible with a neutral assessment of corporate liability questions.

3. CONFLICT OF INTEREST: Institutional interest in sensationalising corporate behaviour and supporting the CRI; statements about Metalor strengthen the CRI campaign.

D1 Conflict of interest: -2 — Clear institutional interest

D2 Personal risk: 0 — No discernible personal risks

D3 Professional competence: 0 — NGO expertise, no legal or mining technical field

D4 Consistency: +1 — Consistent with organisational mandate

D5 Emotion vs. data: 0 — Cites figures, but without source reference

D6 Source level: -1 — Secondary source

TOTAL: -2 → SOURCE TRAFFIC LIGHT: YELLOW

5. COUNTERVOICE: Swiss Better Gold Association, industry association of the Swiss gold industry, or independent trade lawyer — not cited.

IMPORTANT: The Society for Threatened Peoples is presented in the broadcast as an expert authority, but is structurally an advocacy organisation with a clear political mandate. This is not made transparent to the viewer.

2. Prof. Mark Piet (book author "Dirty Gold")

1. FUNDING: Book project (private/publisher). Conflict of interest: book sales and media presence benefit from sensationalisation of the topic.

2. MANDATE: Book author has no neutral mandate; the goal is publication of a critical work — structurally oriented towards sensationalisation.

3. CONFLICT OF INTEREST: Book project benefits directly from media presence and attention to the topic; statements are structurally oriented towards dramatisation.

D1 Conflict of interest: -1 — Book project benefits from scandal

D2 Personal risk: +1 — Travel to La Rinconada

D3 Professional competence: +1 — Professor title, but field not specified

D4 Consistency: 0 — No comparative statements available

D5 Emotion vs. data: -1 — Strongly emotional ("worst place in the world", "tin shack")

D6 Source level: +1 — Primary on-site research

TOTAL: +1 → SOURCE TRAFFIC LIGHT: YELLOW

5. COUNTERVOICE: Independent economic geographer or mining expert without a book project — not cited.

IMPORTANT: Mark Piet is presented as a "professor" without naming his field. The conflict of interest arising from the book project is not made transparent.

3. Anonymous "terror expert" (IS segment)

1. FUNDING: Unknown — no identification possible.

2. MANDATE: Unknown.

3. CONFLICT OF INTEREST: Unknown; statement supports editorial thesis (repatriation = better).

D1 Conflict of interest: 0 — Unknown

D2 Personal risk: 0 — Unknown

D3 Professional competence: 0 — Title "terror expert" without verification

D4 Consistency: 0 — Unknown

D5 Emotion vs. data: 0 — Mixed

D6 Source level: -2 — Anonymous, no primary sources

TOTAL: -2 → SOURCE TRAFFIC LIGHT: YELLOW (borderline)



5. COUNTERVOICE: Security expert with a counter-position to repatriation — not cited.

IMPORTANT: An anonymous expert whose statement supports the editorial thesis is journalistically problematic. The anonymity prevents any verification of conflicts of interest, professional competence and consistency.

Overall finding source in-depth check: All three expert bodies/experts reviewed receive YELLOW. None achieves GREEN. The structural conflicts of interest (book project, NGO mandate, anonymity) are not made transparent to the viewer. All three sources support the editorial thesis; not a single counter-source with a comparable platform is presented. This reinforces the finding of structural one-sidedness.

Source traffic light for participants:

| Source | D1 | D2 | D3 | D4 | D5 | D6 | Total | Traffic light |
|---|----|----|----|----|----|----|-------|---------------|
| Society for Threatened Peoples (Julia Büsser) | -2 | 0 | 0 | +1 | 0 | -1 | -2 | YELLOW |
| Prof. Mark Piet (book author "Dirty Gold") | -1 | +1 | +1 | 0 | -1 | +1 | +1 | YELLOW |
| Anonymous "terror expert" (IS segment) | 0 | 0 | 0 | 0 | 0 | -2 | -2 | YELLOW |

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 IRAB). |
| 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 substantial 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 the comparative pattern recognition across thousands of broadcasts, not 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. Views and comments must be recognisable as such.
- Art. 4 para. 4 RTVA: In the totality of editorial broadcasts, the diversity of events and views must be expressed appropriately (diversity requirement).

Core duties

- 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

- IRAB (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
- SRG ombudsman offices: First point of contact for programme complaints

Complaints procedure

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



APPENDIX 2: SCIENTIFIC FOUNDATIONS

Literature

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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

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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

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Unbalanced reporting is the response to the halving initiative in Switzerland: here the manipulation techniques are explained in detail, starting with the selection of staff and source selection. 15 principles are then 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**

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

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

This book is not a media criticism book. It is a toolbox — for all those who have a microphone in front of their face and want 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 all those who are exposed and want 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 go along with it. 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 with more confidence. 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 IRAB, 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 IRAB 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 all those considering a complaint — and for all those who want to understand why genuine media oversight in Switzerland is still outstanding.