



SVFAB DETAILED ANALYSIS

2019-03-15 Grüne Träume

Broadcast: SRF Tagesschau broadcast | 2019-03-15 | Analysed on: 2026-05-19 15:52

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

OVERALL SCORE

6.3/10

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)

2.9 / 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 with a 7-member Federal Council according to the magic formula: SVP (2 seats), SP (2 seats), FDP (2 seats), Centre (1 seat). There is no classic government/opposition divide — all major parties are represented in the government. The Greens and GLP are not represented in the Federal Council, although together they represent approximately 17% of the electorate.

Party	CHES L-R	Seats NR	Government/Opposition	Core position on climate
SVP	8.0	62	Government	No climate emergency, technological openness, against bans
SP	2.5	41	Government	Net-zero 2040, strong state intervention
FDP	6.5	28	Government	Market-based solutions, no bans
Centre	5.0	29	Government	Net-zero 2050, incentives instead of bans
Greens	2.0	23	Opposition	Net-zero 2030, phase-out of fossil fuels
GLP	4.0	10	Opposition	Net-zero 2040, CO2 steering levy
EVP	5.5	2	Opposition	Centre, not represented in broadcast

The broadcast falls within the context of the global climate strike movement (Fridays for Future, September 2019). The main line of tension runs between the demand for immediate, radical climate protection (climate youth, Greens) and the argument of economic proportionality and international coordination (SVP, business associations, FDP). A second line of tension concerns the question of domestic vs. foreign compensation of CO2. A third line runs between scientific consensus (97% of climate researchers) and the SVP position paper, which calls man-made climate change into question.

SRF (Swiss Radio and Television) is the public broadcaster of Switzerland, financed through reception fees (Serafe levy) and obligated under Art. 4 RTVG to provide accurate, balanced reporting. The Arena is the most important political discussion format of SRF and bears a special responsibility for diversity of opinion. The format sees itself as a debating platform, which structurally poses a challenge for balance, as the moderation actively intervenes in the discussion.



CHAPTER 1 — PARTY-POLITICAL BIAS

Party	Score (-5..+5)	Broadcast portrayal vs. programme position
SVP	-3	13:28–16:01 "There are numerous indications that the alarming reports of recent years, according to which human activities would be influencing the Earth's climate, do not correspond to reality" — SVP position paper is presented as actively valid and used by the moderator as evidence of lack of seriousness; Zanetti's climate scepticism is directly confronted multiple times, while the SVP's core position (technological openness, economic protection) is barely discussed substantively — distorted by selective focus on the weakest argument
SP	+1	Not directly represented; SP positions (steering levies, CO2 Act) are indirectly represented by the climate youth and Ritz — implied, not explicit
FDP	0	03:06–03:12 Bigler present as FDP National Councillor; FDP position (market-based solutions, support for CO2 Act) correctly portrayed — correct, but superficial
Centre	+1	37:04–37:58 Müller-Altermatt correctly portrayed as pragmatic Centre position; support for net-zero with realism caveat — correct
Greens	+3	25:48–26:31 Ritz as Greens president receives extensive, uncritical speaking time; her positions are not questioned; moderator refers to climate youth demands as "Your success" towards Ritz — favoured, programme position correctly but uncritically portrayed
GLP	0	Not represented — omitted
EVP	0	Not represented — omitted

Party bias summary

- Most accurate portrayal: Centre (Score +1), FDP (Score 0)
- Strongest distortion: SVP (Score -3) — through selective focus on the climate scepticism position paper and multiple direct confrontations without analogous treatment of other parties
- Average deviation from 0: 1.1
- Conclusion: The SVP is systematically put on the defensive through the presentation of its outdated position paper (13:28) and the repeated direct confrontation of Zanetti with the 97% science question. Greens president Ritz, by contrast, receives an uncritical platform. GLP and EVP are entirely absent, despite having relevant positions on climate policy.



CHAPTER 2 — BROADCAST INFORMATION AND THEMATIC FRAMING

Broadcast data

- Title: Arena — «Green Dreams» (Climate Strike Special)
- Date: 15.03.2019
- Moderator: Jonas Breuer (Koller mentioned in the intro, but Breuer moderates)
- Instant chronicler: Patti Basler (slam poet)

Participants	Function	Party/affiliation	Political spectrum
Climate youth (several)	Climate strike activists	Cross-party/left	Left
André Gigerl	Climate strike spokesperson	Climate strike	Left
Dominik Dobler	Climate strike spokesperson	Climate strike	Left
Jan Kessler	Climate strike activist	Climate strike	Left
Ms Kudanatsch	Climate strike activist	Climate strike	Left
Hans-Ulrich Bigler	Director of the Trade Association, NR	FDP	Centre-right
Jean-Philippe Kohl	Vice-Director of Swissmem	Business/neutral	Centre-right
Claudio Zanetti	National Councillor	SVP	Right
Andreas Burgener	Director of Auto Schweiz	Business/neutral	Centre-right
Regula Ritz	President of the Greens Switzerland	Greens	Left
Stefan Müller-Altermatt	National Councillor	Centre (CVP)	Centre
Hans-Ulrich Spiegel	President of the Nuclear Forum Switzerland	Nuclear lobby	Centre-right
Patti Basler	Slam poet, chronicler	Cultural sector	Left-leaning

Main topic

The broadcast debates, on the occasion of the global climate strike of 20 September 2019, whether and how quickly Switzerland should reduce its CO2 emissions to net-zero and which measures are suitable for this purpose.



CHAPTER 3 — 15 CRITERIA: DETAILED ANALYSIS

Hard facts

Hard facts — 9 techniques that are countable and scientifically verifiable

1. EXPERT SELECTION

7/10

1

2

3

4

5

6

7

8

9

10

Expert 1: Hans-Ulrich Spiegel, President of the Nuclear Forum Switzerland

Timestamp	28:24
Statement	"The World Climate Conference in Warsaw last December said we must reduce CO2 by advancing electrification [...] one suitable means is nuclear energy."
Classification	Lobbyist for the nuclear industry; introduced as a factual expert without any indication of conflict of interest
Missing countervoice	Independent energy economist or IPCC representative

Source in-depth check:

(a) **FUNDING:** Nuclear Forum Switzerland is the industry association of the Swiss nuclear industry; funded by nuclear power plant operators (Axpo, BKW, Alpiq). Structural conflict of interest: direct financial dependence on the nuclear industry.

(b) **MANDATE:** Explicitly pro-nuclear; not compatible with a neutral assessment of the energy question.

D1 Conflict of interest: -2 — Direct funding by the nuclear industry

D2 Personal risk: -1 — Career depends on pro-nuclear position

D3 Professional competence: +1 — Familiar with nuclear technology, but not an independent energy expert

D4 Consistency of opinion: +1 — Consistently pro-nuclear

D5 Emotionalisation vs. data: +1 — Factual, but selective choice of data

D6 Source level: 0 — Secondary source (cites World Climate Conference)

TOTAL: 0 → SOURCE INDICATOR: YELLOW

(c) **PROFESSIONAL COMPETENCE:** structurally partisan source without indication of conflict of interest.

Expert 2: Regula Ritz, President of the Greens Switzerland

Timestamp	25:48
Statement	"For me these are not dreams, but rather a very realistic requirement"
Classification	Party politician with a clear agenda; introduced as an expert on climate policy

Source in-depth check:

(a) **FUNDING:** Greens Party Switzerland; party funds and public party financing

(b) **MANDATE:** Explicitly political; not compatible with a neutral assessment



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

- D1 Conflict of interest: -2 — Party-political agenda
- D2 Personal risk: 0 — No personal costs from position
- D3 Professional competence: +1 — Political experience in climate policy
- D4 Consistency of opinion: +2 — Consistently green position
- D5 Emotionalisation vs. data: 0 — Mix of appeal and substantive arguments
- D6 Source level: -1 — Political opinion, no primary research

TOTAL: 0 → SOURCE INDICATOR: YELLOW

(c) PROFESSIONAL COMPETENCE: "What did you hear?" — as if she were a neutral observer.

Missing expert groups:

- Independent climate scientist (ETH Zurich, e.g. Reto Knutti — only mentioned by name, but not invited)
- Independent energy economist
- Social scientist for distributional effects

Source indicator for participants:

Source	D1	D2	D3	D4	D5	D6	Total	Indicator
Hans-Ulrich Spiegel, President of the Nuclear Forum Switzerland	-2	-1	+1	+1	+1	0	0	YELLOW
Regula Ritz, President of the Greens Switzerland	-2	0	+1	+2	0	-1	0	YELLOW

Summary: Spiegel (YELLOW, nuclear lobbyist without indication of conflict of interest), Ritz (YELLOW, party politician framed as expert). Both structurally partisan, no independent scientists invited.



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: SVP position paper 2009

Timestamp

13:54

Statement

"There are numerous indications that the alarming reports of recent years, according to which human activities would be influencing the Earth's climate, do not correspond to reality on this planet."

(a) **Funding:** SVP party document

(b) **Structural conflict of interest:** Used as evidence of SVP's lack of seriousness, not as a political document in its historical context

(c) **Missing counter-source:** The current SVP programme 2023 (which contains more nuanced positions) is not cited

Source 2: "97% of scientists"

Timestamp

14:19

Statement

"97% of researchers say it is man-made"

(a) No primary source cited (Cook et al. 2013 or similar meta-analyses)

(b) **Structural conflict of interest:** Used as an argument against Zanetti without explaining the methodology of the study

(c) **Missing counter-source:** No explanation of what the consensus specifically states

Rumour 1:

Timestamp: 28:29

Claim: "The World Climate Conference in Warsaw last December said [...] one suitable means is nuclear energy"

Word markers: No explicit markers, but claim without source reference (which document?)

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

Rumour 2:

Timestamp: 04:04

Claim: "We have reduced CO2 there by 500,000 tonnes as of position 17. That is approximately 60,000 flights around the globe."

Word markers: No source reference for the figure

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

Summary: Sources are frequently used without primary evidence; the SVP position paper is selectively deployed as a discrediting instrument; Nuclear Forum lobbyist used as a source without indication of conflict of interest.



3. TIME DISTRIBUTION

6/10

1

2

3

4

5

6

7

8

9

10

Estimated speaking time:

- Climate youth (all speakers combined): (24%)
- Regula Ritz (Greens): (11%)
- Stefan Müller-Altermatt (Centre): (8%)
- Hans-Ulrich Bigler (FDP/Trade Association): (11%)
- Jean-Philippe Kohl (Swissmem): (7%)
- Claudio Zanetti (SVP): (8%)
- Andreas Burgener (Auto Schweiz): (7%)
- Hans-Ulrich Spiegel (Nuclear Forum): (3%)
- Moderator: (16%)
- Patti Basler (chronicle): (5%)

Left/climate activist side total: (35%)

Right/economic side total: (35%)

Moderator + Basler: (22%)

Centre: (8%)

Summary: The pure speaking time is approximately balanced between the camps. The asymmetry lies not in the speaking time, but in the quality of the moderation (follow-up questions, confrontations) and in the closing chronicle by Basler, which clearly favours one side.



4. OMISSION (Selective Omission)

7/10

1 2 3 4 5 6 7 8 9 10

Omission 1: Concrete Swiss climate figures

Context

Switzerland causes approximately 14 tonnes of CO2 equivalent per capita (including imported emissions), not the often-cited 5–6 tonnes. This figure would have fundamentally changed the debate about "0.1% world share".

Relevant at: 22:50 — "Switzerland accounts for 0.1% of global CO2 emissions"

Effect

The omission of the consumption footprint makes Switzerland appear better than it is and weakens the argument of the climate youth.

Omission 2: Costs of inaction

Context

Economic damage from climate change for Switzerland (glacier retreat, natural disasters, tourism losses) is never quantified.

Relevant at: 63:04 — "The only thing that cannot be paid for is if we do not act now"

Effect

The cost debate is conducted one-sidedly (costs of action), without quantifying the costs of inaction.

Omission 3: Current SVP programme

Context

The SVP position paper from 2009 is presented as valid; the current SVP election programme 2023 contains more nuanced climate positions.

Relevant at: 13:54 — Presentation of the position paper

Effect

The SVP is reduced to its weakest historical position, without taking current programme positions into account.

Summary: Three systematic omissions, all working in the same direction: the climate youth position is strengthened, the SVP position is weakened, and the economic debate is conducted without a complete data basis.

Missing voices

- Climate scientist (e.g. ETH Zurich): Would have contributed concrete Swiss climate data and scenarios
- Economist/economic researcher: Would have provided a cost-benefit analysis of the measures
- Social scientist: Would have quantified the distributional effects of steering levies
- Mountain farmer/agriculturalist: Would have contributed the perspective of those directly affected in peripheral areas
- Lawyer (international law): Would have specified Switzerland's concrete obligations under Paris
- GLP representative: Would have contributed the market-liberal climate protection perspective
- SP representative: Would have directly represented social-democratic climate policy
- Energy economist: Would have substantiated the costs of renewable vs. fossil energy with figures



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



5. MANIPULATION OF FIGURES

6/10

1

2

3

4

5

6

7

8

9

10

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

Finding 1: "0.1% of global CO2 emissions"

Timestamp 22:50

Figure: "Switzerland accounts for 0.1% of global CO2 emissions"

Dimensions:

- (a) Absolute value: ✓ stated (0.1%)
- (b) Per capita share: X missing (Switzerland has approximately 4.5 million tonnes territorially, but 14 tonnes per capita including imports)
- (c) Trend: X missing (development over time not stated)

Missing context

The territorial emissions of 0.1% conceals the consumption footprint; Switzerland imports CO2-intensive goods and thereby "exports" its emissions.

Effect

Suggests that Switzerland is climatically irrelevant and needs to do little.

Finding 2: "97% of scientists"

Timestamp 14:19

Figure: "97% of researchers say it is man-made"

Dimensions:

- (a) Absolute value: ✓ stated
- (b) Share: X missing (97% of which population? Which study?)
- (c) Trend: X missing (consensus has changed over time)

Missing context

No source cited; the figure comes from various meta-analyses with different methodologies.

Effect

Used as a decisive argument against Zanetti without methodological basis.

Finding 3: "5.1% deployed abroad has a fivefold greater effect"

Timestamp 23:29

Figure: "5.1% deployed abroad has a fivefold greater effect than here in Switzerland"

Dimensions:

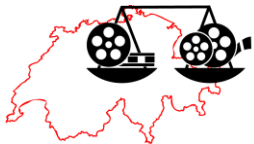
- (a) Absolute value: ✓ stated
- (b) Share: X missing (under what conditions? Which projects?)
- (c) Trend: X missing

Missing context

No source cited; quality of foreign compensation projects is disputed.

Effect

Suggests that foreign compensation is unambiguously more efficient, without mentioning the quality problems.



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

Summary: Three figures are used without full contextualisation; all three distort the picture in different directions, without the moderation asking follow-up questions or correcting.



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

Association 1: SVP position paper as evidence of climate denial

Timestamp

13:28–14:26

Quote

"Claudia Zanetti, official position of your party still valid on the website. Is that still serious today, when the entire scientific community, 97% of researchers, say it is man-made?"

Technique: Zanetti is associated with the 2009 position paper and must distance himself from it or defend it. The association SVP = climate denier is established.

Effect

Zanetti is put on the defensive; his substantive arguments (economic location, international coordination) are discredited through the association with climate denial.

Association 2: Business representatives = oil companies

Timestamp

38:39

Quote

"The problem does not lie with our demands, because they are scientific, but rather with the system, where large oil companies currently have enormous power"

Technique: Burgener (Auto Schweiz) is implicitly associated with oil companies, even though he represents the automotive industry.

Effect

The moderator gives Burgener the opportunity to respond, but the association has already been established.

Chain of association: SVP position paper → Zanetti → climate denial → lack of seriousness

Summary: The association SVP = climate denier is established through the presentation of the position paper and reinforced multiple times; Zanetti is framed not as a representative of an economic policy position, but as a representative of a science-hostile position.



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

Finding 1: SVP position paper at the beginning of the broadcast

Position: 13:28 (early in the broadcast, after the first exchange)

Content: Presentation of the SVP position paper with climate scepticism quote

Timing effect

The position paper is presented early in the broadcast, before Zanetti can elaborate his economic policy arguments. It sets the frame: SVP = climate denier. All subsequent SVP arguments are filtered through this frame.

Finding 2: Regula Ritz as "expert" after the first round

Position: 25:48 (after the first round of debate)

Content: Ritz is introduced as reinforcement for the climate youth, after the business representatives have presented their arguments.

Timing effect

Ritz comes as a "response" to the economic arguments, not as an equal debater. She is given the opportunity to comment on the economic arguments without being confronted herself.

Finding 3: Patti Basler's chronicle at the end

Position: 71:04 (end of the broadcast)

Content: Satirical chronicle that explicitly mocks the right-wing guests

Timing effect

The last word of the broadcast is a one-sided satire. The viewer leaves the broadcast with a negative image of the business representatives and the SVP. No right of reply.

Summary: The timing of the three most important elements (SVP position paper early, Ritz as reinforcement in the middle, Basler satire at the end) follows a consistent dramaturgy that favours the left-wing position.



8. SELECTIVE OUTRAGE

7/10

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: Moderator confronts Zanetti with SVP position paper

Timestamp 14:19

Triggering event: Zanetti doubts man-made climate change

Reaction: "Is that still serious today, when the entire scientific community, 97% of researchers, say it is man-made?"

Comparison Ritz claims at 26:10 "it is a very realistic requirement" (net-zero 2030) — no analogous confrontation with scientific studies on feasibility

Asymmetry: Demonstrable — Zanetti's climate scepticism is confronted with scientific consensus; Ritz's political demands are not confronted with feasibility studies.

Finding 2: Moderator interrupts Zanetti multiple times

Timestamp 14:47–15:09

Triggering event: Zanetti digresses to the topic of animal testing

Reaction: "Mr Zanetti, we would like to talk about the climate crisis here" — multiple interruptions

Comparison Ritz at 45:11 digresses to domestic compensation — no analogous interruption

Asymmetry: Demonstrable — Zanetti is interrupted when changing topics; Ritz is allowed to change topics.

Finding 3: Patti Basler's chronicle

Timestamp 71:19

Triggering event: End of the broadcast

Reaction: "Zanetti talks sweaty. Man-made climate does not exist [...] Oh well, panic is only evoked in the SVP when a comedian calls a candidate."

Comparison No analogous satire against the climate youth or the Greens

Asymmetry: Demonstrable — One-sided satire against right-wing guests without a counterpart.

Degree of outrage: 3/5

Selectivity: 4/5

Summary: The outrage is clearly selective: Zanetti and the business representatives are confronted and satirically mocked; Ritz and the climate youth are not confronted with comparable criticism. The Basler chronicle is the strongest finding.



9. COMPLETENESS (Selective Omission — Overall picture)

7/10

1 2 3 4 5 6 7 8 9 10

Finding 1: No independent climate scientists

Timestamp Entire broadcast

Missing perspective: Reto Knutti (ETH Zurich) is mentioned by name (31:31), but not invited. Not a single independent climate scientist in the broadcast.

Relevance: In a debate about climate science, an independent scientist would be central.

Impact: The scientific side is represented by activists (climate youth) and politicians (Ritz), not by researchers. This weakens the credibility of the scientific arguments.

Finding 2: No representatives of GLP or SP

Timestamp Entire broadcast

Missing perspective: GLP (market-liberal climate protection) and SP (social-democratic climate protection) are entirely absent.

Relevance: GLP has 7.6% of the electorate and a nuanced climate position; SP has 18.3%.

Impact: The political spectrum is reduced to Greens + climate youth vs. SVP + business; the centre-left position is absent.

Finding 3: No detailed discussion of the Energy Strategy 2050

Timestamp 31:23 — "We had a vote in 2016 on the Energy Strategy"

Missing perspective: What has the Energy Strategy 2050 concretely achieved? Which targets were met?

Relevance: The Energy Strategy is the most important reference point of the debate.

Impact: The debate on measures is conducted without an assessment of previous policy.

Summary: The broadcast is thematically broad, but scientifically and politically incomplete; the missing voices (scientists, GLP, SP) systematically weaken the quality of the debate.

Soft facts

The global climate strike of 2019 (Fridays for Future, initiated by Greta Thunberg) mobilised millions of people worldwide. In Switzerland, hundreds of thousands demonstrated. The topic polarises between scientific consensus (IPCC: man-made climate change is real and urgent) and economic policy concerns (competitiveness, costs, international coordination). The CO2 Act was pending in the Council of States at this time, after the National Council had rejected a version. The question of domestic vs. foreign compensation was a central point of contention.

Share of perspectives covered

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

[A] Scientific perspective: What does the IPCC specifically say for Switzerland?

[B] Economic cost-benefit analysis: What does climate protection cost vs. climate damage?



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

- [C] **Social justice:** Who bears the costs of the transformation?
- [D] **Technological feasibility:** What is realistically achievable by 2030?
- [E] **International coordination:** How does the Paris Agreement work in concrete terms?
- [F] **Legal perspective:** What are Switzerland's obligations under Paris?
- [G] **Historical perspective:** What has Switzerland achieved so far?
- [H] **Agricultural perspective:** Effects on farmers and mountain regions
- [I] **Consumer perspective:** How does everyday life change?
- [J] **Fiscal perspective:** How are steering levies redistributed?

[A] INDICATED

Timestamp: 14:19 — Quote: "97% of researchers say it is man-made" — Assessment: Only mentioned as a figure, no substantive engagement with IPCC findings for Switzerland.

[B] INDICATED

Timestamp: 63:04 — Quote: "The only thing that cannot be paid for is if we do not act now, if we go extinct" — Assessment: Cost-benefit only emotional, no figures.

[C] ADDRESSED

Timestamp: 51:57 — Quote: "If you start there, if you make that more expensive, it is precisely for lower incomes that it is no longer possible" — Assessment: Discussed, but without depth.

[D] INDICATED

Timestamp: 37:15 — Quote: "2030 is perhaps not the year that we consider realistic" — Assessment: Feasibility raised, but not substantiated with data.

[E] ADDRESSED

Timestamp: 23:46 — Quote: "We have the Paris Agreement and it is now about implementation" — Assessment: Discussed multiple times, but superficially.

[F] OMITTED

Timestamp: — — Quote: — — Assessment: Switzerland's concrete legal obligations under the Paris Agreement are never precisely set out.

[G] INDICATED

Timestamp: 03:58 — Quote: "We have reduced CO2 there by 500,000 tonnes as of position 17" — Assessment: Only mentioned by Bigler, not independently verified.

[H] ADDRESSED

Timestamp: 53:24 — Quote: "As if we have the ideal picture here in the city of Zurich" — Assessment: Mountain regions and peripheral areas mentioned multiple times.

[I] INDICATED

Timestamp: 50:55 — Quote: "Today even a Migros sales assistant can go on an overseas holiday" — Assessment: Only as an argument, not systematically.

[J] ADDRESSED

Timestamp: 52:29 — Quote: "The money is redistributed to the population" — Assessment: Steering levy redistribution explained.



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

Completeness score: 5/10

Justification: The broadcast addresses the political lines of conflict, but systematically neglects the scientific depth (no IPCC figures for Switzerland), the legal dimension (Paris obligations) and an independent economic analysis. The discussion remains largely at the level of opinions and claims, without primary sources.



Soft facts — 6 qualitative techniques

10. FRAMING (Setting the frame)

7/10

1 2 3 4 5 6 7 8 9 10

Finding 1: Broadcast title "Green Dreams"

Timestamp	00:00 (broadcast title) / 26:07 (Ritz responds)
Quote	<i>"This broadcast here has the title «Green Dreams»"</i>
Manipulation	The title "Green Dreams" frames the climate youth demands as unrealistic/naive. Ritz must defend against this: "For me these are not dreams." The title sets the frame before the debate begins.
Why problematic	A neutral title would be "Climate Strike" or "Climate Policy". "Green Dreams" implies naivety and unrealism on the part of the climate youth — which is an editorial pre-decision.

Finding 2: Climate youth as "fiercest opponents" of business

Timestamp	00:32
Quote	<i>"You are going up against four of their fiercest opponents from business and politics"</i>
Manipulation	The framing of "opponents" instead of "interlocutors" or "representatives of other positions" sets a combat metaphor. The broadcast is framed as a duel, not a debate.
Why problematic	The combat framing favours emotional confrontation over substantive discussion and makes compromise more difficult.

Finding 3: Climate youth as moral authority

Timestamp	25:56 / 37:24
Quote	<i>"I am very impressed by the whole movement" (Ritz) / "Chapeau to the young people" (Müller-Altarmatt)</i>
Manipulation	The climate youth is framed as morally superior by several guests. No guest frames the business representatives as morally superior.
Why problematic	The moral framing in favour of the climate youth is an editorial decision that is reinforced by the choice of guests (Ritz as reinforcement).

Summary: Three framing decisions (title, combat metaphor, moral superiority of the climate youth) consistently favour the left-wing position.



11. CHOICE OF WORDS AND TERMS

6/10

1

2

3

4

5

6

7

8

9

10

Finding 1: "Fiercest opponents"

Timestamp	00:32
Quote	<i>"You are going up against four of their fiercest opponents from business and politics"</i>
Manipulation	"Fiercest opponents" is a combat metaphor; a neutral alternative would be "representatives of other positions" or "critics"
Why problematic	Positions the business representatives as enemies of the youth; a neutral alternative would be: "representatives of business and politics with different views"

Finding 2: "Climate crisis" vs. "climate change"

Timestamp	15:09
Quote	<i>"Mr Zanetti, we would like to talk about the climate crisis here"</i>
Manipulation	The moderator uses "climate crisis" (implies emergency and urgency) instead of the more neutral "climate change" or "climate policy"
Why problematic	"Climate crisis" is a politically charged term; a neutral alternative would be "climate change" or "climate policy"

Finding 3: "Zanetti talks sweaty" (Basler chronicle)

Timestamp	71:46
Quote	<i>"Zanetti talks sweaty. Man-made climate does not exist"</i>
Manipulation	Personal defamation of a guest by the official broadcast chronicler
Why problematic	A public broadcaster broadcast may not defame guests through its own chronicler; a neutral alternative would be a factual summary of the positions

Summary: The choice of words consistently favours the climate youth position; the Basler chronicle crosses the line into personal defamation.



12. MODERATION BEHAVIOUR

7/10

1

2

3

4

5

6

7

8

9

10

Finding 1: Confrontation of Zanetti with SVP position paper

Timestamp 13:51

Triggering event: Zanetti doubts man-made climate change

Quote (moderator) *"Claudia Zanetti, official position of your party still valid on the website. Is that still serious today?"*

Comparison Ritz at 26:10 claims net-zero 2030 is "realistic" — moderator does not ask for scientific evidence of feasibility

Asymmetry: Demonstrable — Zanetti is confronted with party paper; Ritz's claims are not confronted with counter-data.

Finding 2: Multiple interruptions of Zanetti

Timestamp 14:47 / 14:55 / 15:09

Triggering event: Zanetti digresses to the topic of animal testing

Quote (moderator) *"Mr Zanetti, we would like to talk about the climate crisis here" — triple interruption within 30 seconds*

Comparison Bigler at 46:49 digresses to the Energy Strategy — no analogous interruption

Asymmetry: Demonstrable — Zanetti is interrupted three times; other guests are allowed to change topics.

Finding 3: Moderator as advocate for the climate youth

Timestamp 11:52 / 12:01

Triggering event: Climate youth proposes CO2 Act

Quote (moderator) *"Dominik Dobler has proposed a solution. Very concretely, Mr Burgener. Yes or no, a tough new CO2 Act?"*

Comparison Business representatives propose foreign compensation — moderator does not ask the climate youth "Yes or no, do you support foreign compensation?"

Asymmetry: Demonstrable — Moderator adopts the demands of the climate youth and poses them as yes/no questions to the business representatives; not the other way around.

Summary: The moderation behaviour shows three clear asymmetries: confrontation with party paper, multiple interruptions, and adoption of climate youth demands as moderation questions.



13. QUESTION ASYMMETRY							7/10		
1	2	3	4	5	6	7	8	9	10

Asymmetry 1:	
To Zanetti, 14	19: "Is that still serious today, when the entire scientific community, 97% of researchers, say it is man-made?" — hard, confrontational
To Ritz, 25	52: "What did you hear? What particularly stayed with you?" — soft, inviting
Comparison	Zanetti must defend his party position; Ritz is allowed to share her impressions. Fundamentally different degrees of question hardness.

Asymmetry 2:	
To Burgener, 11	56: "Yes or no, a tough new CO2 Act, steering levies on petrol and diesel?" — hard, yes/no compulsion
To climate youth, 66	40: "What do we take away?" — soft, open
Comparison	Business representatives are forced into yes/no answers; climate youth is allowed to reflect freely.

Asymmetry 3:	
To Kohl, 09	04: "Mr Kohl, you can say here this evening in the Arena, I support the concrete demands of these climate strikes" — invitation to capitulate
To climate youth, 53	44: "You do have one or two conflicts of objectives" — mild confrontation, immediately softened
Comparison	Business representatives are invited to support climate youth demands; climate youth is not confronted with comparable sharpness on conflicts of objectives.

Summary: The questions directed at business representatives and the SVP are systematically harder, more confrontational and aimed at yes/no answers; the questions directed at the climate youth and the Greens are softer and more inviting.



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

Finding 1: Climate youth (several people) vs. business representatives (several people)

Timestamp 00:57–01:55

Construct: The broadcast presents itself as balanced (climate youth vs. business), but the climate youth has several speakers (Gigerl, Dobler, Kessler, Kudanatsch + others from the audience), while the business side has four individuals.

Analysis

The numerical superiority of the climate youth speakers is concealed by the format. In addition, Ritz is brought in as reinforcement, without the business side receiving an analogous reinforcement.

Summary: The broadcast presents a formal balance (two sides), which is however undermined by the numerical superiority of the climate youth speakers and the one-sided reinforcement through Ritz.



15. AGENDA-SETTING

7/10

1

2

3

4

5

6

7

8

9

10

Finding 1: Climate change set as an uncontested fact

Set agenda element: Man-made climate change is taken as given; anyone who doubts it is not serious.

Timestamp

14:19 — Evidence: "Is that still serious today, when the entire scientific community, 97% of researchers, say it is man-made?"

Alternative agenda: A factual discussion about the degree of human causation and the uncertainties in climate models would have been possible without engaging in climate denial.

Finding 2: Net-zero set as the goal, only pace and means discussed

Set agenda element: Net-zero is the goal; only how quickly and by what means is discussed.

Timestamp

18:46 — Evidence: "Mr Kohl, do you support the goal? Net-zero CO2 emissions within a good decade."

Alternative agenda: A discussion about alternative goal formulations (e.g. net-zero by 2050 instead of 2030) or about the proportionality of the measures would have been possible.

Finding 3: Climate strike set as a legitimate political action

Set agenda element: The climate strike is legitimate and praiseworthy; anyone who doubts it is reactionary.

Timestamp

02:50 — Evidence: "I think it is good that they are striking" (Bigler must justify himself if he does not fully agree)

Alternative agenda: A critical discussion about the effectiveness of school strikes as a political instrument would have been possible.

Summary: The agenda sets three premises as given: man-made climate change is indisputable, net-zero is the goal, and the climate strike is legitimate. Anyone who questions these premises is framed as not serious or reactionary.



CHAPTER 4 — OVERALL EVALUATION

Results

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

Dominant techniques

- 1. Moderation behaviour (Score 7):** The moderator acts as an advocate for the climate youth by posing their demands as yes/no questions to the business representatives, interrupting Zanetti three times and receiving Ritz with soft questions. This asymmetry is the strongest individual technique of the broadcast.
- 2. Agenda-setting (Score 7):** Three premises are set as indisputable (man-made climate change, net-zero as the goal, climate strike as legitimate), so that the debate can only be conducted about pace and means. Anyone who questions the premises is framed as not serious.
- 3. Selective outrage (Score 7):** Zanetti and the business representatives are confronted and satirically mocked through the Basler chronicle; Ritz and the climate youth receive no analogous critical treatment. The Basler chronicle is the strongest individual finding of the entire broadcast.

Core messages of the broadcast

MESSAGE 1 (SUBSTANTIVE): "The climate youth is right, and anyone who does not support their demands is either not serious (SVP) or cowardly (business)."

Technique: Framing + Agenda-setting + Moderation behaviour — Evidence: 14:19, 09:04, 26:07

MESSAGE 2 (PERSONAL): "Claudio Zanetti and the SVP are the main obstacles to climate protection in Switzerland."

Technique: Guilt by Association + Timing + Basler chronicle — Evidence: 13:28, 71:46

MESSAGE 3 (SOCIETAL): "The climate youth represents the future; the business representatives and the SVP represent an outdated past."

Technique: Framing + Choice of words + Basler chronicle — Evidence: 00:32, 71:28 ("This old boys' club will not have much of a future")

Justification: With an overall score of 6.3/10, the broadcast sits at the boundary between "Clear one-sidedness" and "Systematic imbalance". The one-sidedness cannot be attributed to a single element, but to a consistent pattern of framing, moderation behaviour, choice of guests and the Basler chronicle. Particularly serious is the Basler chronicle, which as the official broadcast conclusion represents a one-sided satire against certain guests and thereby violates Art. 4 RTVG. The formal balance (both sides are given a voice) conceals the structural one-sidedness of the broadcast.

CONCLUSION

The Arena broadcast of 20 September 2019 exhibits a consistent pattern of one-sidedness that runs through all 15 analysis criteria. The strongest findings are the Basler chronicle (personal defamation of guests by the official broadcast chronicler), the asymmetric moderation (hard confrontation of the SVP/business, soft treatment of the climate youth/Greens) and the framing through the broadcast title "Green Dreams". According to Art. 4 RTVG, SRF is obligated to ensure diversity of opinion on contested topics and to select interlocutors in a balanced manner; both requirements are not met in this broadcast. The broadcast is not conceived as an information broadcast, but as an advocacy platform for the climate youth position, which is incompatible with the statutory mandate of public broadcasting.



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)	7	●●●●
5	MANIPULATION OF FIGURES	6	●●●
6	GUILT BY ASSOCIATION	5	●●●
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	6	●●●
12	MODERATION BEHAVIOUR	7	●●●●
13	QUESTION ASYMMETRY	7	●●●●
14	FALSE BALANCE	4	●●
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)

6.3/10

Serious deviation from the impartiality requirement. High degree of deviation

OVERALL SCORE

6.3/10

Serious deviation from the impartiality requirement. High degree of deviation

Averaged from hard facts and soft facts



KEY — Meaning of the scores

Individual scores per criterion (0–10)

0	No finding	No relevant anomaly identified.
1–2	Weak finding	Minor anomaly 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	Significant finding (threshold)	Scores from 6 onwards are reported as "significant findings".
7	Significant finding	Clear, well-evidenced imbalance with marked relevance of impact.
8–9	Serious finding	Pronounced imbalance; multiple evidenced 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 material 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	Significant imbalance	Multiple significant 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 preferred in portrayal, speaking time or framing.



CHAPTER 5 — LEGAL CLASSIFICATION (Art. 4 RTVG)

Assessment under Art. 4 RTVG

Violation 1: Lack of diversity of opinion (Art. 4 para. 2 RTVG)

Norm: Art. 4 para. 2 RTVG — "Editorial broadcasts with informational content must present facts and events accurately, so that the audience can form its own opinion."

Facts: The Basler chronicle at the end of the broadcast constitutes a one-sided satirical summary that personally mocks certain guests (Zanetti, Bigler) and praises others (climate youth, Ritz). This is not an accurate presentation.

Evidence: Timestamp 71:19 — Quote: "Zanetti talks sweaty. Man-made climate does not exist [...] Oh well, panic is only evoked in the SVP when a comedian calls a candidate."

Assessment: The Basler chronicle is part of the official broadcast (announced, moderated, applauded) and constitutes an editorial decision. It violates Art. 4 RTVG because it is not an accurate presentation, but a one-sided political satire at the expense of certain guests.

Violation 2: Asymmetric treatment of interlocutors (Art. 4 para. 4 RTVG)

Norm: Art. 4 para. 4 RTVG — "In the selection of interlocutors, care must be taken to ensure a balanced representation of the various opinions."

Facts: The moderation treats Zanetti and the business representatives systematically more harshly than the climate youth and Ritz. Zanetti is interrupted three times, confronted with the SVP position paper and must answer yes/no questions; Ritz is received with open, inviting questions.

Evidence: Timestamp 14:47–15:09 — Quote: "Mr Zanetti, we would like to talk about the climate crisis here" (triple interruption) vs. 25:52 — "What did you hear? What particularly stayed with you?" (to Ritz)

Assessment: The asymmetric moderation violates the requirement of balanced treatment of interlocutors.

Violation 3: Selective use of sources (Art. 4 para. 2 RTVG)

Norm: Art. 4 para. 2 RTVG — accurate presentation

Facts: The SVP position paper from 2009 is presented as currently valid and used as evidence of lack of seriousness, without taking the current SVP programme into account. At the same time, climate youth demands are not confronted with comparable critical sources.

Evidence: Timestamp 13:54 — Quote: "But the position paper is still actively valid on the SVP's website"

Assessment: The selective use of an outdated party paper as a discrediting instrument without consideration of current positions violates the requirement of accurate presentation.

Overall assessment Art. 4 RTVG

The broadcast violates Art. 4 RTVG in three dimensions: through the Basler chronicle (personal defamation of guests as the official broadcast conclusion), through the asymmetric moderation (systematically harsher treatment of the right-wing guests) and through the selective use of sources (SVP position paper as a discrediting instrument). The formal balance (both sides are given a voice) does not meet the requirements of Art. 4 RTVG when the structural treatment of guests is systematically asymmetric. Particularly serious is the Basler chronicle, which is to be regarded as an editorial decision by SRF and constitutes a clear violation of the accuracy requirement.



CHAPTER 6 — SOURCE IN-DEPTH CHECK

1. Nuclear Forum Switzerland (Hans-Ulrich Spiegel)

1. FUNDING: Industry association of the Swiss nuclear industry; funded by Axpo, BKW, Alpiq and other nuclear power plant operators. Fully privately funded by industry.

2. MANDATE: Explicitly pro-nuclear; mandate is the promotion of nuclear energy in Switzerland. Not compatible with a neutral assessment of the energy question.

3. CONFLICT OF INTEREST: Direct financial dependence on the nuclear industry; institutional interest in a positive portrayal of nuclear energy.

D1 Conflict of interest: -2 — Direct industry funding

D2 Personal risk: -1 — Career depends on pro-nuclear position

D3 Professional competence: +1 — Familiar with nuclear technology

D4 Consistency of opinion: +1 — Consistently pro-nuclear

D5 Emotionalisation vs. data: +1 — Factual, but selective

D6 Source level: 0 — Secondary source

TOTAL: 0 → SOURCE INDICATOR: YELLOW

5. COUNTERVOICE: No independent energy economist invited; Ritz disagrees, but as a party politician, not as an expert.

2. Regula Ritz, Greens Switzerland

1. FUNDING: Greens Party Switzerland; party funds and public party financing.

2. MANDATE: Party-political; mandate is the representation of green positions. Not compatible with a neutral assessment.

3. CONFLICT OF INTEREST: Party-political agenda; institutional interest in strengthening the climate movement as a voter reservoir.

D1 Conflict of interest: -2 — Party-political agenda

D2 Personal risk: 0 — No personal costs

D3 Professional competence: +1 — Political experience

D4 Consistency of opinion: +2 — Consistently green position

D5 Emotionalisation vs. data: 0 — Mix

D6 Source level: -1 — Political opinion

TOTAL: 0 → SOURCE INDICATOR: YELLOW

5. COUNTERVOICE: No independent climate researcher invited; Zanetti disagrees, but as an SVP politician.

IMPORTANT: Both guests framed as "experts" (Spiegel, Ritz) are structurally partisan. Not a single independent scientific or economic specialist was invited. "Recognised" is not a factual qualification — both are recognised in their respective camps, but not neutral.

Source indicator for participants:

Source	D1	D2	D3	D4	D5	D6	Total	Indicator
Nuclear Forum Switzerland (Hans-Ulrich Spiegel)	-2	-1	+1	+1	+1	0	0	YELLOW
Regula Ritz, Greens Switzerland	-2	0	+1	+2	0	-1	0	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.



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

No legal ruling

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

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 finding of intent

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

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 (RTVG, SR 784.40)

Relevant articles

- Art. 4 para. 1 RTVG: All broadcasts of a radio or television programme must respect fundamental rights. The broadcasts must in particular respect human dignity, must not be discriminatory or contribute to racial hatred, nor endanger public morality, nor glorify or trivialise violence.
- Art. 4 para. 2 RTVG: Editorial broadcasts with informational content must present facts and events accurately, so that the audience can form its own opinion. Opinions and commentary must be recognisable as such.
- Art. 4 para. 4 RTVG: In the totality of editorial broadcasts, the diversity of events and opinions must be expressed appropriately (diversity requirement).

Core obligations

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

Supervisory authority

- AIRC (Independent Authority for Programme Complaints): Reviews complaints against broadcast programmes for violations of Art. 4 RTVG
- 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. AIRC (if no agreement is reached)
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. After that, 15 principles are explained: omission, framing, temporal framing, guilt by association, emotionalisation, context removal and many more, illustrated with many examples. In addition, it becomes apparent where we ourselves apply these techniques — this promotes not only insight but also empathy.

Optionally the book comes with **playing cards**

Also available as an **audiobook**



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

Those who do not know this deliver material. Good quotes that are cut incorrectly. Correct statements that end up in the wrong context.

Honest answers that are framed as confessions.

This book is not a media criticism book. It is a toolbox — 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 difficult situations



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



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

Because those who understand framing see the world more clearly. Listen to the news differently. Conduct conversations 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 lodge a complaint. There is even an authority for this: the AIRC, the Independent Authority for Programme Complaints.

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. Procedures, personnel, powers, costs, statistics, legal recourse. And the constitutional law review that shows: the AIRC 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 outstanding.