



## SVFAB DETAILED ANALYSIS

2021-05-12 Unbewilligte Corona-Protestmärsche, Friedhof als Eventpark, Klimabewegung, Indien

Broadcast: SRF Tagesschau broadcast | 2021-05-12 | Analysed on: 2026-05-19 14:36

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

### OVERALL SCORE

**6.1/10**

*Serious deviation from the impartiality requirement. High degree of deviation*

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

## POLITICAL SPECTRUM

Classification according to Chapel Hill Expert Survey (CHES) 2024

The Chapel Hill Expert Survey (CHES 2024) is an academic survey of 609 political scientists in 31 countries. Each party is rated on a scale from 0 (far left) to 10 (far right).

Party	Greens	SP	GLP	Centre	EVP	FDP	SVP
CHES	1.13	1.67	3.60	5.47	5.64	7.67	9.00
Spectrum	Left	Left	Left	Centre	Right	Right	Right

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

### TENDENCY (L – R)

**3.2 / 10**

*Left-favouring*

0 1 2 3 4 5 6 7 8 9 10

← Left

Right →

Source: Chapel Hill Expert Survey 2024 — [chesdata.eu](https://chesdata.eu) | [Jolly et al., Electoral Studies, 2022](#) | Thresholds: [Pew Research Center](#)

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



## POLITICAL LANDSCAPE

Switzerland is a consensus democracy. The Federal Council (7 seats) is filled according to the magic formula: SVP 2 seats, SP 2 seats, FDP 2 seats, The Centre 1 seat. There is no classic government/opposition dichotomy — all major parties are represented in the executive. Opposition dynamics play out primarily in the National Council and in popular referendums.

Party	CHES L-R	Seats NC	Government/Opposition	Core position
SVP	8.0	62	Government (2 FC)	Limit migration, sovereignty, against EU rapprochement
SP	2.5	41	Government (2 FC)	Expand welfare state, redistribution, pro EU integration
FDP	6.5	28	Government (2 FC)	Economic freedom, lean state, bilateral path
Centre	5.0	29	Government (1 FC)	Pragmatism, family relief, negotiated solution with EU
Greens	2.0	23	Opposition	Net zero 2030, redistribution, disarmament
GLP	4.0	10	Opposition	Green investments, liberal migration, pro EU
EVP	5.5	2	Opposition	Christian-social, centre values

The broadcast dates from 2021 (COVID context, CO2 Act referendum 13 June 2021, India reportage). The dominant line of tension is COVID policy: supporters of measures (Federal Council, majority of parties) versus opponents of measures (heterogeneous movement, politically difficult to classify, but with overlaps with SVP-aligned and libertarian circles). Second line of tension: climate policy — CO2 Act referendum divides left-green supporters from right-bourgeois opponents. Third line: radicalisation vs. pragmatism within the climate movement itself.

SRF (Swiss Radio and Television) is the public broadcaster of Switzerland, financed through Serafe fees (formerly Billag). It is subject to Art. 4 RTVA, which prescribes accurate representation, diversity of opinion and balance on controversial topics. The Rundschau is SRF's political magazine and has an explicit mandate to inform and hold authorities and social actors to account.

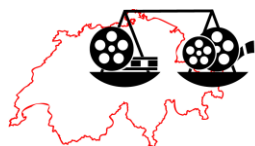


## CHAPTER 1 — PARTY-POLITICAL BIAS

Party	Score (-5..+5)	Broadcast portrayal vs. programme position
SVP	-1	Not directly mentioned. The anti-measures movement has overlaps with SVP voters (sovereignty, civil liberties), but is not framed as an SVP position. Indirect association with far-right individuals (17:38, PNOS T-shirt) could discredit SVP-aligned positions. Programme position (personal responsibility, civil liberties) is not accurately represented.
SP	0	Not directly mentioned. CO2 Act supporters (GLP youth) correspond to SP-aligned positions, but are not framed as SP. No distortion, but no representation either.
FDP	0	Not mentioned.
Centre	0	Not mentioned.
Greens	+1	Climate strike activists are portrayed extensively and sympathetically (29:32–39:38). Radical systemic criticism is framed as authentic. The Greens' programme position (net zero, systemic change) is implicitly portrayed positively, without critical contextualisation. Slight overrepresentation.
GLP	+2	31:32–38:48: Young GLP explicitly mentioned by name and portrayed as a pragmatic, reasonable voice within the climate movement. Their position (political path, CO2 Act) is framed as rational and effective. Programme position accurately represented, but with positive framing.
EVP	0	Not mentioned.

### Party bias summary

- Most accurate portrayal: GLP, score +2 (explicitly named, position correctly represented)
- Strongest distortion: SVP, score -1 (indirect association with far-right individuals without differentiation)
- Average deviation from 0: 0.6
- Conclusion: The broadcast is primarily not structured along party-political lines, but thematically. The most relevant distortion lies in the implicit association of the anti-measures movement with far-right extremism (17:38–18:29), which discredits SVP-aligned civil liberties positions without explicitly naming them. The GLP youth receives the only explicit positive mention of any party in the climate context.



## CHAPTER 2 — BROADCAST INFORMATION AND THEMATIC FRAMING

### Broadcast data

- Title: SRF Rundschau
- Date: 12.05.2021
- Presenter: Dominik Mayer
- Reporters: Thomas Vogel (cemetery), Nicole Frank (COVID demonstrations), Rahel Sali / Nina Lufrey (climate activism), Anne-Sophie Galli (India)

Actors	Function	Party/Affiliation	Political spectrum
Dominik Mayer	SRF presenter	SRF	Neutral (public broadcaster)
Antonio Z.	Bereaved person, Sielfeld Cemetery	None	Apolitical
Urs Rauber	Wirtikon neighbourhood association	Civil society	Conservative-bourgeois
Rolf Steinmann	Head of Sielfeld Cemetery Zurich	City administration Zurich	Left-urban (Zurich City Council)
Anja Bandi	Cemetery director Basel	City administration Basel	Neutral
Nicole Frank	SRF reporter	SRF	Neutral (public broadcaster)
Social scientist (anonymous)	Scientist, critic of anti-measures movement	Not stated	Left-liberal (implicit)
Michael Bubendorf	Entrepreneur, spokesperson Friends of the Constitution	Anti-measures	Right-libertarian
Nikolas Rimoldi	Founder of Massvoll	Anti-measures	Right-libertarian
Marc Burkhardt	Head of Basel-Landschaft Police, President of the Conference of Police Commanders	State	Neutral-institutional
Jurist (anonymous)	Legal scholar, Centre for Democracy Aarau	Academic	Neutral-institutional
Michelle Reichelt	Climate activist, Climate Strike Switzerland	Climate Strike	Left-radical
Kessler (first name not given)	Climate activist	Climate Strike	Left-radical
Maya Tarjan	Young GLP Bern	GLP	Centre-left
Dr. Ruchi Gupta	Intensive care physician, New Delhi	Medicine	Apolitical



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Baveca family	Affected family, India	None	Apolitical
Chitendare Singshanti	Aid organisation, crematorium	NGO	Apolitical

### Main topic

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The broadcast covers four thematically unconnected segments: (1) conflicts over use of Zurich's Sielfeld Cemetery, (2) demonstrations by opponents of COVID measures and hostility towards media, (3) radicalisation of the Swiss climate movement, (4) India in the second COVID wave.



## CHAPTER 3 — 15 CRITERIA: DETAILED ANALYSIS

### Hard facts — 9 techniques that are countable and scientifically robust

#### 1. EXPERT SELECTION

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##### Expert 1: Social scientist (anonymous, COVID demonstrations segment)

Timestamp	13:33
Statement	"My observation is that many people, especially at the demonstrations for example, are not necessarily interested in actually engaging in the dialogue they demand. Rather, it is more a matter of distancing oneself from the others, and one almost stages oneself as a victim, as a martyr."
Classification	Critic of the anti-measures movement. Name not given, institution not given. No possibility of verification.
Missing countervoice	A social scientist who contextualises the movement in a more differentiated way (e.g. as an expression of loss of trust in institutions).

#### Source in-depth check:

(a) **FUNDING:** Unknown — name and institution not given. No verification possible.

(b) **MANDATE:** Unclear — "critically engaged with these protests" (13:36) suggests a biased framing of the question.

D1 Conflict of interest: -1 — Explicitly introduced as a critic of the movement, structurally partisan

D2 Personal risk: 0 — Anonymous, no discernible risk

D3 Professional competence: +1 — Social science is relevant, but field of expertise not specified

D4 Consistency of opinion: 0 — Not verifiable (anonymous)

D5 Emotionalisation vs. data: -1 — Statements are emotive ("staging as martyrs"), no data

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

**TOTAL: -2 → SOURCE INDICATOR: YELLOW**

(c) **PROFESSIONAL COMPETENCE:** Framed as a neutral scientist ("social scientist who has engaged critically"), although structurally partisan. → Technique No. 2 (source selection).

##### Expert 2: Jurist, Centre for Democracy Aarau

Timestamp	20:03
Statement	"It is legitimate not to authorise the rally" / "If that is a massive encroachment on our fundamental rights, then we live in a fortunate country."
Classification	Legitimises state measures. Centre for Democracy Aarau is an academic institution.
Missing countervoice	A constitutional lawyer with a more critical stance towards restrictions on freedom of assembly.



**Source in-depth check:**

**(a) FUNDING:** Centre for Democracy Aarau — publicly funded (University of Zurich / Canton of Aargau). Structural conflict of interest when assessing state measures.

**(b) MANDATE:** Democracy research — compatible with assessment of freedom of assembly, but not neutral on the question of proportionality of state interventions.

D1 Conflict of interest: -1 — State-funded, assesses state measures

D2 Personal risk: +1 — Named, academic reputation at stake

D3 Professional competence: +2 — Legal science, directly relevant

D4 Consistency of opinion: 0 — Not verifiable in context

D5 Emotionalisation vs. data: 0 — Partly factual, partly evaluative ("egocentric understanding of fundamental rights")

D6 Source level: +1 — Primary (own assessment as expert)

**TOTAL: +3 → SOURCE INDICATOR: YELLOW**

**(c) PROFESSIONAL COMPETENCE:** Framed as a neutral legal authority, although he legitimises state measures and introduces no counter-perspective.

*Missing expert groups:*

- Constitutional lawyer with a critical stance towards restrictions on fundamental rights
- Epidemiologist on the question of risk of infection outdoors
- Sociologist with a more differentiated picture of the anti-measures movement

**Source indicator for participants:**

Source	D1	D2	D3	D4	D5	D6	Total	Indicator
Social scientist (anonymous, COVID demonstrations segment)	-1	0	+1	0	-1	-1	-2	YELLOW
Jurist, Centre for Democracy Aarau	-1	+1	+2	0	0	+1	+3	YELLOW

*Summary:*

Expert	Source indicator	Main problem
Social scientist (anonymous)	YELLOW (-2)	Anonymous, structurally partisan, framed as neutral
Jurist, Centre for Democracy Aarau	YELLOW (+3)	State-funded, legitimises state measures without countervoice



## 2. SOURCE SELECTION

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Claims without primary source = penalty points (rumour check)

### Source 1: Social scientist (anonymous)

#### Timestamp

13:33 — Statement: "one almost stages oneself as a victim, as a martyr"

**(a) Funding:** Unknown — institution not given

**(b) Structural conflict of interest:** Introduced as a critic of the movement; benefits from confirmation of his research thesis

**(c) Missing counter-source:** Social scientist with a more differentiated picture (e.g. research on loss of trust in institutions)

### Source 2: Massvoll social media channels (via social scientist)

#### Timestamp

25:31 — Statement: "With Massvoll, for example, it is known that certain members spread conspiracy theories."

**(a) Funding:** Not stated

**(b) Structural conflict of interest:** Selective choice of individual posts as evidence for the entire movement

**(c) Missing counter-source:** Comprehensive analysis of Massvoll's communications, not just individual examples

Rumour check:

Rumour 1:

Timestamp: 14:28

Claim: "A statement that contradicts the facts." (regarding "no excess mortality")

Verbal markers: No explicit markers, but claim made without citing a source

Primary source available: NO — No statistics, no reference to FSO data or other primary sources — +1 penalty point

Rumour 2:

Timestamp: 16:39

Claim: "Mr Rimoldi thinks Germany should build camps. All that would be needed is one arm less for the unvaccinated."

Verbal markers: Indirect speech without citing a source

Primary source available: NO — No screenshot, no date, no link — +1 penalty point

*Summary: The source selection is one-sided — both experts in the COVID segment legitimise state measures or criticise the counter-movement. Two claims are presented as facts without primary sources (+2 penalty points).*



### 3. TIME DISTRIBUTION

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Estimated speaking time (COVID demonstrations segment, approx. 11:36–28:55, ~17 min.):

- Reporter Nicole Frank (commentary/narration): (24%) — critical of demonstrations
- Social scientist (critic of the movement): (12%)
- Jurist (legitimiser of measures): (12%)
- Marc Burkhardt (police commander): (29%) — institutional, partly critical of demonstrations
- Michael Bubendorf (opponent of measures): (12%)
- Nikolas Rimoldi (opponent of measures): (6%)
- Demonstrators (anonymous, brief statements): (6%)

Estimated speaking time (climate activism segment, approx. 28:57–39:41, ~11 min.):

- Reporters (narration): (18%)
- Michelle Reichelt (climate activist, radical): (36%)
- Kessler (climate activist, radical): (9%)
- Maya Tarjan (Young GLP, pragmatic): (18%)
- Activists in camp (anonymous): (18%)

*Summary: In the COVID segment, opponents of measures (Bubendorf + Rimoldi + anonymous demonstrators) receive approximately 18% of speaking time, while supporters of measures and state bodies receive approximately 77%. In the climate segment, radical activists dominate with 54% compared to the pragmatic GLP voice with 18%.*



#### 4. OMISSION (Selective Omission)

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##### Omission 1:

###### Context

Excess mortality data Switzerland

Relevant at: Timestamp 14:24 — Demonstrator claims "no excess mortality"

###### Effect

Reporter describes the statement as factually false (14:28), but provides no data. Viewers cannot contextualise the statement. The FSO had in fact documented excess mortality in 2021 — this information is entirely absent.

##### Omission 2:

###### Context

Sociodemographic profile of opponents of measures

Relevant at: Timestamp 17:33 — "People of the most diverse backgrounds. Isolated supporters of right-wing groups as well."

###### Effect

"Isolated" is claimed, but the report devotes disproportionately much time to the far-right fringe (17:38–18:29, approx. 1 minute). Research shows that anti-measures movements are sociodemographically diverse — this information is absent.

##### Omission 3:

###### Context

Scientific evidence on the effectiveness of masks outdoors

Relevant at: Timestamp 22:03 — Demonstrator: "to this day there has been no documented case of infection outdoors via aerosol"

###### Effect

Jurist says "that has been established for some time" (26:31), without citing a source. The scientific debate on outdoor transmission was in fact not concluded in 2021 — this nuance is absent.

*Summary: Three central omissions all concern the COVID segment and systematically favour the state position: missing excess mortality data, missing differentiation of demonstrator demographics, missing scientific contextualisation of mask effectiveness outdoors.*

#### Missing voices

- Independent constitutional lawyer (critical of measures): Would have answered the question of whether a mask requirement at demonstrations is constitutionally unproblematic — there are indeed divergent opinions in legal scholarship.
- Epidemiologist/virologist: Would have provided scientific context on the risk of infection outdoors, rather than leaving this to the jurist.
- Sociodemographic study on opponents of measures: Would have shown that the movement is not primarily far-right, but encompasses a broad spectrum.
- Representative of another climate organisation (e.g. WWF, Pro Natura): Would have illuminated the split in the climate movement from a third perspective.



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- Business representative on the CO2 Act: Would have presented the referendum debate in a more balanced way.
- Police union or on-site officers: Would have supplemented the operational perspective beyond that of the commander.
- Federal Council/government representative on COVID measures: Would have represented the state position directly, rather than having it legitimised indirectly through the jurist.
- Demonstrator with structured media criticism: Would have shown that not all opponents of measures are aggressive.



## 5. MANIPULATION OF FIGURES

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

### Finding 1:

**Timestamp** 03:41

Figure: "In just six months she turned away 50 men from the cemetery."

Dimensions: (a) Absolute value shown ✓ — (b) Proportion missing X — (c) Trend missing X

**Missing context**

How many visitors does the cemetery receive in six months? 50 out of 100,000 is negligible; 50 out of 500 is significant. No comparison with other public facilities.

**Effect**

The figure appears large and threatening without contextualisation.

### Finding 2:

**Timestamp** 42:52

Figure: "Last year most were over 60. Now 80 to 90 percent are in the 25 to 45 age group."

Dimensions: (a) Absolute value missing X — (b) Proportion shown ✓ — (c) Trend indicated ✓

**Missing context**

Absolute figures are missing. Has the total number of patients increased? Is this a single hospital or representative data?

**Effect**

Dramatisation of the shift to younger patients without contextualisation of the overall situation.

*Summary: Two figures are presented without complete contextualisation. In the cemetery segment the proportion is missing; in the India segment absolute values are missing. No serious manipulation, but systematic incompleteness.*



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

<b>Association 1:</b>	
<b>Timestamp</b>	17:38
<b>Quote</b>	<i>"Last Saturday in Aarau. A man wearing a T-shirt of the far-right party PNOS."</i>
Technique: An individual with an extremist symbol is shown as representative of the entire movement, immediately after the statement "People of the most diverse backgrounds. Isolated supporters of right-wing groups as well."	
<b>Effect</b>	Despite the word "isolated", the PNOS wearer is shown visually prominently, reinforcing the association of the entire movement with far-right extremism.

<b>Association 2:</b>	
<b>Timestamp</b>	16:39
<b>Quote</b>	<i>"With Massvoll, for example, it is known that certain members spread conspiracy theories. Mr Rimoldi thinks Germany should build camps."</i>
Technique: A statement by "certain members" is attributed personally to Rimoldi, without a clear citation of sources.	
<b>Effect</b>	Rimoldi is associated with trivialisation of the Holocaust, without it being established whether he himself made this statement.

<b>Association 3:</b>	
<b>Timestamp</b>	18:07
<b>Quote</b>	<i>"In the scuffle, also a far-right individual known in the scene."</i>
Technique: The presence of a far-right individual at an altercation is framed as evidence of the nature of the movement.	
<b>Effect</b>	One individual contaminates the entire demonstration.

For Nikolas Rimoldi (as implicitly associated with conspiracy theories):

**SOURCE CHECK:**

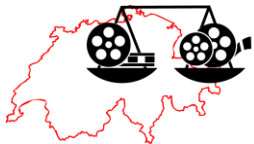
- Does Rimoldi work with verifiable primary sources? Not verifiable from the transcript
- Are his core statements falsifiable? Partly (fundamental rights arguments are legally verifiable)

**RISK MATRIX:**

- What has he lost? Reputation, social belonging (he is publicly associated with far-right extremism)
- What does he gain? Attention, community building
- Net: Risk ≈ Gain → neutral

**TONALITY:** In the interview factual-defensive, acknowledges problems ("I condemn every attack on media workers")

**RESULT CATEGORY:** B — Borderline case (partly substantiated, partly speculative; the broadcast frames him as C, which is not supported by the evidence shown)



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*Summary: The broadcast engages in systematic guilt by association against the anti-measures movement through three mechanisms: individual extremists are shown visually prominently, statements by "certain members" are attributed to the leadership, and the presence of far-right individuals at altercations is framed as a characteristic of the movement. Rimoldi is framed as category C, although the evidence only justifies category B.*



## 7. TIMING

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### Finding 1:

Position: 13:01 (beginning of the COVID segment)

Content: "No, go to hell? Now piss off."

#### Timing effect

The broadcast begins the COVID demonstration segment with the most aggressive available material. This sets the emotional frame for the entire segment: opponents of measures = aggressive, hostile to media. All subsequent information is filtered through this first impression.

### Finding 2:

Position: 17:38–18:29 (middle of the segment, after Rimoldi interview)

Content: PNOS T-shirt, category C band, far-right individual in scuffle

#### Timing effect

Immediately after Rimoldi's distancing from far-right extremism ("I have been seen at many demonstrations, I have never encountered a neo-Nazi"), three visual pieces of evidence for far-right presence follow. This apparently refutes Rimoldi without him being able to respond.

### Finding 3:

Position: 00:19–00:27 (teaser, at the very beginning of the broadcast)

Content: "Media unwelcome among the COVID demonstrators. Go to hell? Now piss off."

#### Timing effect

The teaser sets the tone for the entire broadcast. Viewers who know nothing about the topic yet receive as their first image of the opponents of measures: aggression and hostility towards media.

*Summary: The timing design of the COVID segment is systematic: aggression at the beginning (teaser + start of segment), far-right extremism evidence immediately after the movement representative's distancing. This is a classic framing technique through strategic placement.*



## 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:

**Timestamp** 13:54

Triggering event: Demonstrators insult and crowd reporter Nicole Frank; microphone is snatched (23:12).

Reaction: "A great deal of aggression at a rally for fundamental rights." (23:17) — ironic-indignant. Extensive documentation of the incidents over several minutes.

### Comparison

Climate activists actively obstruct police during eviction (30:02–30:12: "this woman, she smears herself with paint so that the police officers slip") — reaction of reporters: neutral-descriptive, no outrage.

Asymmetry: Demonstrable. Attacks on journalists → outrage. Obstruction of police officers by activists → neutral description. Both are attacks on state/institutional actors in the exercise of their function.

Degree of outrage: 3/5

Selectivity: 3/5

### Finding 2:

**Timestamp** 16:47

Triggering event: Social scientist claims Rimoldi compared Germany to camps and demanded "one arm less for the unvaccinated".

Reaction: "So the Holocaust is truly being trivialised here. That is a mockery of all people who truly have to experience dictatorship." — strong moral outrage.

### Comparison

Demonstrators compare vaccination obligation to "apartheid" (19:15) and "Holocaust" (18:50) — reaction of reporter: "Hair-raising comparisons once again." (19:29) — mildly ironic, not outraged.

Asymmetry: Partly demonstrable. The outrage over Rimoldi is stronger than over the anonymous demonstrators, although both draw similar comparisons. However, Rimoldi is a public figure, which could justify a stronger reaction.

Degree of outrage: 3/5

Selectivity: 3/5

*Summary: Selective outrage is clearly demonstrable in one case (attacks on journalists vs. attacks on police officers) and partly demonstrable in a second case (outrage over Rimoldi vs. mild reaction to anonymous demonstrators drawing similar comparisons). Overall score: 6/10.*



## 9. COMPLETENESS (Selective Omission — Overall picture)

7/10

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### Finding 1:

Timestamp 14:28

Missing perspective/fact: FSO data on excess mortality Switzerland 2020/2021

Relevance: The reporter describes a statement as factually false without providing evidence. This is journalistically incomplete and leaves viewers without context.

Impact: Viewers must take the reporter's word for it, without the possibility of independent verification. The demonstrator's statement remains unrefuted.

### Finding 2:

Timestamp 29:32–39:38

Missing perspective/fact: Economic and democracy-theoretical contextualisation of the climate activists' demands for systemic change

Relevance: Demands for the overthrow of the system, abolition of property relations and polyamory as a "logical conclusion" of the climate struggle are presented without critical contextualisation.

Impact: Radical positions are normalised; no voice explains why these demands are unacceptable to many citizens.

### Finding 3:

Timestamp 20:03–22:15

Missing perspective/fact: Countervoice from legal scholarship on the proportionality of the measures

Relevance: Only one jurist is heard, who classifies the state measures as legitimate. Legal scholarship was not in agreement on this question in 2021.

Impact: The legal legitimacy of the measures appears to be a consensus, although it was contested.

*Summary: The broadcast has three systematic completeness gaps in the COVID segment, all pointing in the same direction: state measures are presented as legitimate and scientifically established, without countervoices from legal scholarship or epidemiology.*

The broadcast was produced during a phase in which Switzerland, after more than a year of the pandemic, was taking its first steps towards easing restrictions, while at the same time unauthorised demonstrations against COVID measures were increasing. The CO2 Act was shortly before the popular referendum (13 June 2021), and the climate movement was experiencing an internal split between pragmatic and radical wings. The social polarisation between supporters and opponents of measures was at its peak, with increasing tensions between demonstrators and media.

#### Proportion of perspectives covered

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

#### Segment 2 (COVID demonstrations) — relevant perspectives:

[A] Legitimate fundamental rights concerns of opponents of measures (freedom of assembly, physical integrity)



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- [B] Scientific evidence on the effectiveness of masks outdoors (pro and contra)
- [C] Constitutional law contextualisation of the measures by independent jurists (multiple perspectives)
- [D] Sociodemographic profile of demonstrators (not only extremists)
- [E] International comparisons:** How do other democracies deal with unauthorised demonstrations?
- [F] Perspective of demonstrators on media coverage (structured criticism, not only aggression)
- [G] Political contextualisation:** Which parties support which positions?
- [H] Excess mortality data Switzerland (the claim "no excess mortality" is described as false, but not substantiated)
- Segment 3 (climate activism) — relevant perspectives:**
- [I] Economic perspective on demands for systemic change
- [J] Democracy-theoretical contextualisation of civil disobedience

**[A] INDICATED**

Timestamp: 12:36 — Quote: "What we have experienced here over the last twelve months is the dismantling of fundamental rights" — Assessment: Is shown, but immediately relativised by reporter's commentary ("How does that fit together?").

**[B] OMITTED**

Timestamp: 22:03 — Quote: "to this day there has been no documented case of infection outdoors via aerosol" — Assessment: Demonstrator's statement is not scientifically contextualised; jurist only says "that has been established for some time" without citing a source.

**[C] INDICATED**

Timestamp: 20:03 — Quote: Jurist from the Centre for Democracy Aarau — Assessment: Only one legal perspective, which classifies the measures as legitimate. No countervoice from legal scholarship.

**[D] OMITTED**

Timestamp: 17:33 — Quote: "At the COVID demonstrations, people of the most diverse backgrounds. Isolated supporters of right-wing groups as well." — Assessment: "Isolated" is claimed, but the report focuses disproportionately on this minority.

**[E] OMITTED**

No timestamp — Assessment: No international comparison on police practice regarding unauthorised demonstrations.

**[F] INDICATED**

Timestamp: 14:01 — Quote: "Because for over a year you have simply been parroting everything" — Assessment: Media criticism by demonstrators is shown, but framed as irrational.

**[G] OMITTED**

No timestamp — Assessment: No party is mentioned in the COVID segment; political contextualisation is entirely absent.

**[H] OMITTED**

Timestamp: 14:24 — Quote: "There is no excess mortality in this country. Never, ever." — Assessment: Reporter says "A statement that contradicts the facts" (14:28), without providing data.

**[I] OMITTED**

No timestamp — Assessment: Economic consequences of the demanded systemic change are not addressed.



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#### [J] INDICATED

Timestamp: 30:02 — Quote: "The resistance during the police eviction in March is largely passive." —  
Assessment: Passive resistance is described neutrally; democracy-theoretical contextualisation is absent.

#### Completeness score: 3/10

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**Rationale:** Of ten relevant perspectives, only three are indicated, none fully addressed. Particularly serious: the scientific evidence on mask effectiveness outdoors is not provided, even though the broadcast describes a statement as factually false. The political contextualisation of the anti-measures movement is entirely absent. In the climate segment, economic counter-perspectives are missing.



## Soft facts — 6 qualitative techniques

### 10. FRAMING (Setting the frame)

7/10

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#### Finding 1:

Timestamp	11:54
Quote	<i>"But getting used to them can be difficult, because they are frequently unauthorised and because some participants are so angry at authorities, politicians and journalists."</i>
Manipulation	The framing defines the demonstrations primarily through their illegality and the anger of participants — not through their political content. The fundamental rights concerns are treated as secondary.
Why problematic	Viewers are conditioned to perceive the movement as a problem (illegality, anger) before a single substantive argument has been heard.

#### Finding 2:

Timestamp	23:17
Quote	<i>"A great deal of aggression at a rally for fundamental rights."</i>
Manipulation	Ironic framing — "for fundamental rights" is presented as a contradiction in terms through the context (aggression against journalist). The fundamental rights concerns are delegitimised through the irony.
Why problematic	Legitimate fundamental rights arguments are discredited through association with aggression, without being refuted on their merits.

#### Finding 3:

Timestamp	29:57
Quote	<i>"Hopefully change, a rethinking in society, so that we can prevent destruction directly on the ground and at the same time build new forms of life."</i>
Manipulation	Climate activist Reichelt is allowed to present her vision without commentary and with positive framing. No ironic framing, no critical contextualisation by reporters.
Why problematic	Asymmetry with the COVID segment: there, fundamental rights arguments are framed ironically; here, demands for the overthrow of the system are framed neutrally to positively.



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*Summary: The framing is systematically asymmetric: opponents of measures are framed through illegality and aggression, climate activists through idealism and commitment. Both movements demand social change — only one is framed as legitimate.*



## 11. CHOICE OF WORDS AND TERMINOLOGY

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### Finding 1:

Timestamp

12:53

Quote

*"I quickly realise that many opponents of measures prefer to keep to themselves."*

Manipulation

"Prefer to keep to themselves" is a disparaging formulation that suggests insularity and a sect mentality.

Why problematic

A neutral alternative would be: "Many opponents of measures do not speak to media." The chosen formulation implies a pathological withdrawal.

### Finding 2:

Timestamp

16:12

Quote

*"Demonstrators tell me conspiracy theories. Shadow governments and dark machinations are mentioned."*

Manipulation

"Conspiracy theories" is a loaded term that blanket-delegitimises statements without refuting them on their merits. "Shadow government" and "dark machinations" are cited as examples, but not quoted — it remains unclear what exactly was said.

Why problematic

A neutral alternative would be: "Demonstrators express concerns about state control and concentration of power." The use of "conspiracy theories" without evidence is a labelling, not an analysis.

### Finding 3:

Timestamp

38:13

Quote

*"It's actually just getting more and more like a communist party programme."*

Manipulation

Maya Tarjan (GLP) uses "communist party programme" as a criticism of the climate strike. This is not commented on or contextualised by the reporters.

Why problematic

In contrast to "conspiracy theories" (which the reporter herself uses), "communist party programme" is shown as a quote from a critic — but the asymmetry in the use of political loaded terms is noteworthy.

*Summary: The choice of words in the COVID segment is systematically disparaging towards opponents of measures ("prefer to keep to themselves", "conspiracy theories"), while in the climate segment no analogous disparaging language is used by the reporters.*



## 12. MODERATION BEHAVIOUR

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### Finding 1:

Timestamp 23:48

Triggering event: Presenter Mayer opens interview with police commander Burkhardt.

**Quote (presenter)** *"Demonstrators dictating rules to the authorities, to the police — isn't that also quite concerning for you?"*

**Comparison** No analogous interview with a representative of the anti-measures movement in the studio. Bubendorf and Rimoldi are only interviewed in the field, not in a studio setting.

Asymmetry: Demonstrable. The police commander receives an extensive studio interview (), while no representative of the other side receives an equivalent format. The question is also formulated suggestively ("isn't that quite concerning?").

### Finding 2:

Timestamp 24:46

Triggering event: Burkhardt explains why the police do not intervene.

**Quote (presenter)** *"Yes, but it also creates, as we have now seen from Aarau, a kind of small lawless space. And that attracts isolated extremists."*

**Comparison** No analogous follow-up questioning of Bubendorf or Rimoldi on the legitimate fundamental rights arguments of their movement.

Asymmetry: Demonstrable. Presenter reinforces the extremism narrative in conversation with the police commander, without a representative of the movement having the opportunity to contradict.

*Summary: The moderation behaviour shows a structural asymmetry: the state actor (police commander) receives an extensive, respectful studio interview; the movement representatives are only interviewed in the field and confronted with harder implicit questions.*



### 13. QUESTION ASYMMETRY

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#### Asymmetry 1:

**To Nikolas Rimoldi, 17**

02: "Now there are critics who say that your group Massvoll is a breeding ground for far-right ideology. What do you say to that?" — hard (accusation, forced into defensive position)

To Michelle Reichelt (climate activist), no analogous example — reporters never ask about the breeding ground for extremist positions within the climate movement, even though occupations and obstruction of police are shown.

**Comparison**

Rimoldi must defend himself against the accusation of far-right extremism; Reichelt is never asked whether her movement is a breeding ground for anti-democratic positions.

#### Asymmetry 2:

**To Michael Bubendorf, 19**

38: "You keep talking about a vaccination obligation. But isn't it the case that everyone can decide for themselves whether they want to be vaccinated or not." — hard (contradiction, correction)

To jurist (Centre for Democracy Aarau), no analogous example — No question as to whether the restriction of fundamental rights for the unvaccinated does not in fact amount to a de facto vaccination obligation.

**Comparison**

Bubendorf is confronted with a counter-question; the jurist receives no analogous challenge to his position.

*Summary: The question asymmetry is clear: opponents of measures are confronted with accusations and contradictions, while state and scientific actors receive no analogous challenges. This violates the principle of equivalent questioning.*



#### 14. FALSE BALANCE

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##### Finding 1:

###### Timestamp

17:33 — Construct: "At the COVID demonstrations, people of the most diverse backgrounds. Isolated supporters of right-wing groups as well."

###### Analysis

This is an inverse false balance — the broadcast claims balance ("most diverse backgrounds"), but shows disproportionately much material about the far-right fringe. The claim "isolated" is contradicted by the choice of images.

*Summary: No classic false balance (artificial equivalence of two unequal positions), but an inverse variant: claimed balance combined with visual overemphasis of extremism.*



## 15. AGENDA-SETTING

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### Finding 1:

Agenda element set: Opponents of measures are primarily a security and extremism problem, not a political phenomenon.

#### Timestamp

11:54 — Evidence: "because they are frequently unauthorised and because some participants are so angry"

Alternative agenda: The movement as an expression of loss of trust in state institutions, as a democratic phenomenon requiring political responses.

### Finding 2:

Agenda element set: Climate activism is legitimate and necessary, even in radical form.

#### Timestamp

29:32 — Evidence: Extensive, sympathetic portrayal of the occupation and activist camp without critical contextualisation.

Alternative agenda: The democracy-theoretical question of whether civil disobedience and demands for the overthrow of the system are compatible with democratic values.

### Finding 3:

Agenda element set: The COVID measures are scientifically and legally beyond dispute as legitimate.

#### Timestamp

20:03 — Evidence: Only one jurist is heard, who classifies the measures as legitimate; no countervoice.

Alternative agenda: The proportionality of the measures was legally and scientifically contested in 2021 — this debate is not reflected.

*Summary: The agenda-setting of the broadcast establishes three premises as self-evident: opponents of measures are a security problem, climate activism is legitimate, COVID measures are unquestionably lawful. All three premises are politically contested and would have required critical contextualisation.*



## CHAPTER 4 — OVERALL EVALUATION

### Results

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

### Dominant techniques

- 1. Guilt by Association (score 8):** The broadcast systematically links the anti-measures movement with far-right extremism through three mechanisms: visual prominence of individuals with extremist symbols, attribution of statements by "certain members" to the leadership, and mention of a "known far-right individual" in the scuffle. This technique delegitimises the entire movement without refuting its substantive arguments.
- 2. Expert selection / source selection (score 7/7):** In the COVID segment, exclusively experts who legitimise state measures or criticise the movement are heard. The social scientist is anonymous and unverifiable; the jurist is state-funded. Two claims are presented as facts without primary sources. This violates the requirement of source diversity under Art. 4 RTVA.
- 3. Framing / agenda-setting (score 7/7):** The framing of the COVID segment defines the movement primarily as a security and extremism problem, not as a political phenomenon. At the same time, climate activists with demands for the overthrow of the system are portrayed sympathetically and without critical contextualisation. This asymmetry in framing is the most consistent pattern throughout the broadcast.

### Core messages of the broadcast

**MESSAGE 1 (SUBSTANTIVE):** "The COVID measures are legally legitimate and scientifically established; those who demonstrate against them endanger social peace."

**Technique:** One-sided expert selection, framing through illegality/aggression, guilt by association — Evidence: 11:54, 13:33, 20:03

**MESSAGE 2 (PERSONAL):** "Climate activists who want to change the system are authentic and committed; opponents of measures who want to defend their fundamental rights are aggressive and close to extremism."

**Technique:** Asymmetric framing, selective outrage, time distribution — Evidence: 23:17, 29:32, 30:02

**MESSAGE 3 (SOCIETAL):** "Those who question state measures belong to a dangerous minority; those who want to fundamentally change the system (climate movement) act in the societal interest."

**Technique:** Agenda-setting, choice of words, timing — Evidence: 16:12, 31:24, 38:13

**Rationale:** The overall score of 6.1/10 lies at the boundary between "clear one-sidedness" and "systematic imbalance". The broadcast violates Art. 4 RTVA in several dimensions: accurate representation is impaired by missing primary sources and one-sided expert selection; diversity of opinion is absent in the COVID segment, where exclusively pro-measures experts are heard; the balanced selection of interlocutors is violated by the imbalance between studio interview (police commander) and field interview (movement representatives). The asymmetry between the treatment of opponents of measures and climate activists is the most consistent and most serious pattern of the broadcast.

### CONCLUSION

This edition of SRF Rundschau shows a clear and demonstrable one-sidedness in the COVID demonstration segment, which touches on several provisions of Art. 4 RTVA. The anti-measures movement is framed primarily through aggression, illegality and proximity to far-right extremism, while its substantive fundamental rights arguments are neither fully presented nor contextualised by equivalent countervoices from legal scholarship. The expert selection is structurally one-sided: both experts legitimise state measures, one is anonymous and unverifiable. The asymmetry with the climate segment — where demands for the overthrow of the system and obstruction of police are presented without analogous critical contextualisation — reinforces the finding of politically directed reporting. Particularly noteworthy for the purposes of legal proceedings: (1) two claims are presented as facts without primary sources (14:28, 16:39); (2) the guilt by association technique (17:38–18:29) is demonstrable through timestamps and direct



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quotes; (3) the time distribution in the COVID segment (18% opponents of measures vs. 77% state/pro-measures voices) is measurable and violates the requirement of balanced representation under Art. 4 para. 4 RTVA.



## OVERALL EVALUATION OF THE 15 CRITERIA

### Individual scores — All 15 criteria

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

#### HARD FACTS SCORE (1-8)

**6.4/10**

*Serious deviation from the impartiality requirement. High degree of deviation*

#### SOFT FACTS SCORE (9-14)

**5.7/10**

*Considerable imbalance*

#### OVERALL SCORE

**6.1/10**

*Serious deviation from the impartiality requirement. High degree of deviation*

*Averaged from hard facts and soft facts*



## KEY — Meaning of scores

### Individual scores per criterion (0–10)

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

### Aggregated deviation index — interpretation ranges

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

### Party-political bias (-5 to +5)

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



## CHAPTER 5 — LEGAL CLASSIFICATION (Art. 4 RTVA)

### Assessment under Art. 4 RTVA

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#### Violation 1:

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

Facts: Claim without primary source — "A statement that contradicts the facts" regarding excess mortality

Evidence: Timestamp 14:28 — Quote: "A statement that contradicts the facts."

Assessment: The reporter describes a statement as factually false without providing evidence. Accurate representation requires that factual claims be substantiated with sources. The absence of FSO data or other primary sources violates the requirement of accurate representation.

#### Violation 2:

Norm: Art. 4 para. 4 RTVA (balanced selection of interlocutors on contested topics)

Facts: One-sided expert selection in the COVID segment

Evidence: Timestamps 13:33 and 20:03 — Both experts legitimise state measures or criticise the movement; no expert represents a critical stance towards the measures.

Assessment: On a socially contested topic (COVID measures, restrictions on fundamental rights), Art. 4 para. 4 RTVA requires a balanced selection of interlocutors. The exclusive presentation of pro-measures experts violates this requirement.

#### Violation 3:

Norm: Art. 4 para. 2 RTVA (accurate representation) in conjunction with Art. 4 para. 4 RTVA (diversity of opinion)

Facts: Guilt by association — attribution of statements by "certain members" to Rimoldi without evidential basis

Evidence: Timestamp 16:39 — Quote: "Mr Rimoldi thinks Germany should build camps. All that would be needed is one arm less for the unvaccinated."

Assessment: A statement is attributed to Rimoldi without providing evidence (screenshot, date, source). This violates the requirement of accurate representation and may constitute defamation if the attribution is incorrect.

#### Violation 4:

Norm: Art. 4 para. 4 RTVA (balanced representation on contested topics)

Facts: Asymmetric treatment of opponents of measures and climate activists

Evidence: Timestamp 23:17 ("A great deal of aggression at a rally for fundamental rights") vs. 30:02 (neutral description of obstruction of police by activists)

Assessment: Both movements engage in civil disobedience and challenge state decisions. The systematically different treatment — ironic-critical vs. neutral-sympathetic — violates the requirement of balanced representation on contested social topics.

### Overall assessment Art. 4 RTVA

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The broadcast violates Art. 4 RTVA in four demonstrable dimensions: accurate representation (missing primary sources, unsubstantiated attributions), diversity of opinion (one-sided expert selection in the COVID segment), balanced selection of interlocutors (structural imbalance between state and civil society actors) and equal treatment of comparable social phenomena (asymmetric framing of opponents of measures and climate activists). The violations are demonstrable through timestamps and direct quotes and could serve as the basis for a complaint to the Independent Complaints Authority for Radio and Television (ICA). Particularly serious is violation 3 (unsubstantiated attribution to Rimoldi), as this goes beyond a violation of balance and falls within the area of factually inaccurate representation.



## CHAPTER 6 — SOURCE IN-DEPTH CHECK

### Organisation 1: Social scientist (anonymous)

- FUNDING:** Unknown — institution not given, no verification possible
- MANDATE:** Explicitly introduced as a critic of the movement ("critically engaged with these protests") — not compatible with neutral assessment
- CONFLICT OF INTEREST:** Confirmation of own research thesis; no institutional neutrality discernible
  - D1 Conflict of interest: -1
  - D2 Personal risk: 0
  - D3 Professional competence: +1
  - D4 Consistency of opinion: 0
  - D5 Emotionalisation vs. data: -1
  - D6 Source level: -1**TOTAL: -2 → SOURCE INDICATOR: YELLOW**
- COUNTERVOICE:** Not cited. Social scientists with a more differentiated picture of the movement (e.g. research on populism, loss of trust) are entirely absent.

### Organisation 2: Centre for Democracy Aarau

- FUNDING:** Publicly funded (University of Zurich / Canton of Aargau) — state funding when assessing state measures
- MANDATE:** Democracy research — fundamentally compatible, but structural conflict of interest on questions of proportionality
- CONFLICT OF INTEREST:** State-funded institution classifies state measures as legitimate — conflict of interest not disclosed
  - D1 Conflict of interest: -1
  - D2 Personal risk: +1
  - D3 Professional competence: +2
  - D4 Consistency of opinion: 0
  - D5 Emotionalisation vs. data: 0
  - D6 Source level: +1**TOTAL: +3 → SOURCE INDICATOR: YELLOW**
- COUNTERVOICE:** Not cited. Constitutional lawyers with a more critical stance towards restrictions on fundamental rights (e.g. from the field of fundamental rights theory) are absent.

*IMPORTANT: Both specialists presented as "experts" receive the source indicator YELLOW. "Recognised" is not a substantive qualification — the social attribution of expertise does not replace the examination of conflicts of interest and mandates. The broadcast presents both as neutral authorities, although both are structurally partisan.*

### Source indicator for participants:

Source	D1	D2	D3	D4	D5	D6	Total	Indicator
Social scientist (anonymous)	-1	0	+1	0	-1	-1	-2	YELLOW
Centre for Democracy Aarau	-1	+1	+2	0	0	+1	+3	YELLOW

### Legal and methodological classification



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**No finding of fact**

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

**No legal ruling**

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

**No proof of causality**

Statistical correlations are not to be interpreted as proof of causal relationships or editorial intentions. Deviation values may be influenced by choice of topic, 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 considerable imbalance has been identified — not that the editorial team intended this. The methodology makes no statements about motives or strategic objectives.

**Heuristic comparison instrument**

The index serves for comparative pattern recognition across thousands of broadcasts, not for the precise metric measurement of individual contributions. Threshold values serve as heuristic orientation, not as sharp legal qualification.



## APPENDIX 1: NATIONAL LEGISLATION

### Legal basis Switzerland — SRG SSR

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#### Law

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

#### Relevant articles

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

#### Core obligations

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

#### Supervisory authority

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

#### Complaints procedure

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



## APPENDIX 2: SCIENTIFIC FOUNDATIONS

### Literature

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### SVFAB Working Papers

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- 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*

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**IBAN:** CH32 0900 0000 1675 6251 1

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



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This book is not a media criticism book. It is a toolkit — for everyone who has a microphone in front of their face and wants to know what they can do about it. 7 chapters. 7 tools: What an interview really is. The 7 most common traps. The three basic principles of sovereignty — anchoring, reframing, setting boundaries. Preparation in one hour. Body and voice. What to do when things go wrong. And what counts after the interview.

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**You think you see the world.** In reality you see the frame that someone has placed around it. Framing is the oldest and most elegant manipulation technique in the world. It does not change the facts — it changes what we make of the facts. How we feel. What we believe. How we decide. And it works — because we all 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 greater 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 ICA, the Independent Complaints Authority for Radio and Television.

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

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