



SVFAB DETAILED ANALYSIS

2023-01-17 Q&A zur Reportage «Satanic Panic in der Schweiz – Der Fall Leonie»

Broadcast: SRF Tagesschau broadcast | 2023-01-17 | Analysed on: 2026-05-19 16:43

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

OVERALL SCORE

5.2/10

Significant imbalance

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

POLITICAL SPECTRUM

Classification according to Chapel Hill Expert Survey (CHES) 2024

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

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

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

TENDENCY (L – R)

3.8 / 10

Favouring the left

0 1 2 **3** 4 5 6 7 8 9 10

← Left

Right →

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

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



POLITICAL LANDSCAPE

Switzerland is a consensus democracy. The Federal Council (7 seats) is filled according to the magic formula: SVP 2, SP 2, FDP 2, Centre 1. There is no classic government/opposition divide — all major parties are represented in government. Bias therefore does not manifest in government-vs.-opposition terms, but in the over- or under-representation of individual parties relative to their share of the vote.

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

The most important lines of conflict are: (1) migration and asylum policy (SVP vs. SP/Greens), (2) EU bilateral agreements and institutional ties (FDP/Centre/SP vs. SVP), (3) climate policy and the energy transition (Greens/SP vs. SVP/FDP), (4) healthcare costs and premium relief (SP/Greens in favour of a single health insurer vs. FDP/SVP against).

SRF is the public broadcaster of German-speaking Switzerland, funded through Serafe licence fees and a state concession. Art. 4 RTVA obliges SRF to provide accurate reporting, diversity of opinion and a balanced selection of interlocutors. As the largest media organisation in German-speaking Switzerland, SRF bears a special responsibility for democratic opinion formation.



CHAPTER 1 — PARTY-POLITICAL BIAS

Preliminary remark: This broadcast is not a classic political format. It is a Q&A on a report about malpractice therapy in the context of "Satanic Panic". Party positions are only marginally touched upon. The only party explicitly mentioned is the SP (Fabian Molina, SP National Councillor, 11:05).

Party	Score (-5..+5)	Broadcast portrayal vs. programme position
SVP	0	Not mentioned — programme position on healthcare (personal responsibility, against single health insurer) not addressed — omitted
SP	+2	11:05 "SP National Councillor Fabian Molina has taken up this issue and has submitted an interpellation" — SP position (state protective function, public healthcare provision) is presented positively and correctly — correct, but one-sidedly favoured through sole representation
FDP	0	Not mentioned — programme position (competition in healthcare, personal responsibility) not addressed — omitted
Centre	0	Not mentioned — omitted
Greens	0	Not mentioned — omitted
GLP	0	Not mentioned — omitted
EVP	0	Not mentioned — omitted

Party bias summary

- Most accurate portrayal: SP, score +2 (correctly portrayed, but favoured through sole representation)
- Strongest distortion: SP, score +2 (only party appearing as an agent of action)
- Average deviation from 0: 0.3
- Conclusion: The broadcast is not primarily a party-political format. The only party explicitly mentioned is the SP, whose representative Fabian Molina is presented as an active problem-solver (11:05–13:34). No other party is introduced as a counterposition or alternative perspective. The sole representation of the SP as a political agent of action creates a structural favouring, even if the substantive portrayal is correct.



CHAPTER 2 — BROADCAST INFORMATION AND THEMATIC FRAMEWORK

Broadcast data

- Title: Q&A on the report "Satanic Panic in Switzerland"
- Date: 17.01.2023
- Presenter/Reporter: Robin (first name, surname not given); Reporter: Leoni (first name, surname not given in transcript)
- Persons interviewed:

Actors	Function	Party/affiliation	Political spectrum
Leoni (first name)	Affected patient, protagonist of the report	No party	No political affiliation
Fabian Molina	SP National Councillor	SP	Left (2.5)
Thomas Ide	President of ProMente Sana	NGO (psychiatric patient organisation)	Not party-political
Robin (presenter)	SRF journalist	SRF	Public broadcaster

Main topic

The Q&A addresses viewer questions about the SRF report "Satanic Panic in Switzerland", in which a patient describes how she developed false memories of satanic abuse through malpractice therapy, and discusses political and legal consequences.



CHAPTER 3 — 15 CRITERIA: DETAILED ANALYSIS

Hard facts — 9 techniques that are quantifiable and scientifically robust

1. EXPERT SELECTION

7/10

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Expert 1: Fabian Molina, SP National Councillor

Timestamp	11:43–13:34
Statement	"Binding sanctions are needed. If someone, for example, has been exposed for mind-control treatment errors and loses their licence, they should no longer be able to bill, and that nationwide." (13:13)
Assessment	Molina is a politician, not a specialist expert in psychiatry, psychotherapy or patient law. He is an SP National Councillor with a clear party-political agenda. He became aware of the topic through SRF's research (11:45: "Through your research. Quite honestly."), which shows a close entanglement between journalist and political actor.
Missing countervoice	A representative of another party (e.g. FDP, which emphasises competition and personal responsibility) or a regulatory expert without a party-political agenda.

Source in-depth check Molina:

(a) FUNDING: State-funded (National Council mandate, SP party member). Conflict of interest: SP has a programmatic interest in state regulation and the expansion of public institutions.

(b) MANDATE: Molina's mandate is political, not specialist. He is not neutral on questions of state regulation — that is his core business as an SP politician.

D1 Conflict of interest: -1 — SP politician with programmatic interest in state regulation

D2 Personal risk: +1 — Political engagement on a niche topic carries low career risk

D3 Professional competence: -1 — Politician, not a psychiatry or legal expert; statements on regulation are political, not specialist

D4 Consistency of opinion: +1 — SP position on state regulation is consistent

D5 Emotionalisation vs. data: 0 — Mix of political demands and factual statements

D6 Source level: 0 — Secondary (political assessment, no primary research)

TOTAL: 0 → SOURCE TRAFFIC LIGHT: YELLOW

(c) PROFESSIONAL COMPETENCE: Molina is not explicitly framed as neutral, but his sole representation as the only political actor suggests that his proposed solutions are the only relevant ones. This is structurally partisan.

Expert 2: Thomas Ide, President of ProMente Sana

Timestamp	15:21–16:46
Statement	"A national ombudsman's office is needed that genuinely helps people." (15:34) / "Compared to other countries — the Netherlands, Scandinavian countries or the USA — Swiss patients and their relatives are in a relatively poor position." (16:18)



Assessment	ProMente Sana is a patient rights organisation in the field of mental health. Ide is president of this NGO. His statements are advocacy-oriented, not neutral-scientific.
Missing countervoice	A representative of the psychiatric associations (e.g. SGPP — Swiss Society for Psychiatry and Psychotherapy) or a federal regulatory expert.

Source in-depth check Thomas Ide / ProMente Sana:

(a) FUNDING: ProMente Sana is a non-profit NGO, funded through membership fees, donations and public funds (cantons, federal government). Conflict of interest: As a patient rights organisation, ProMente Sana has an institutional interest in emphasising grievances in the psychiatric system — this strengthens its relevance and funding base.

(b) MANDATE: Advocacy for patient rights — not compatible with neutral system analysis. ProMente Sana is structurally on the side of patients, not on the side of a balanced system assessment.

D1 Conflict of interest: -1 — NGO with advocacy mandate; relevance maintained by emphasising grievances

D2 Personal risk: +1 — Public criticism of the system carries low personal risk

D3 Professional competence: +1 — Specialist knowledge in the area of patient rights and the psychiatric system

D4 Consistency of opinion: +1 — Consistent advocacy position

D5 Emotionalisation vs. data: 0 — Mix; international comparisons without evidence

D6 Source level: 0 — Secondary (assessment, no primary research)

TOTAL: +2 → SOURCE TRAFFIC LIGHT: YELLOW

(c) PROFESSIONAL COMPETENCE: 21), without explaining the advocacy character of the organisation. He is implicitly framed as a neutral specialist expert.

Missing expert groups:

- Independent psychiatrist/psychologist with a research background in false memory (e.g. the Elizabeth Loftus school)
- Representative of the SGPP (Swiss Society for Psychiatry and Psychotherapy)
- Legal expert in medical law/patient law

Source traffic light for participants:

Source	D1	D2	D3	D4	D5	D6	Total	Traffic light
Fabian Molina, SP National Councillor	-1	+1	-1	+1	0	0	0	YELLOW
Thomas Ide, President of ProMente Sana	-1	+1	+1	+1	0	0	+2	YELLOW

Summary:

- Fabian Molina: YELLOW (0) — Politician, not a specialist expert; bound by party politics
- Thomas Ide: YELLOW (+2) — NGO president with advocacy mandate; not neutral

Both experts are structurally on the same side of the debate. Not a single independent scientist, no representative of the accused side, no counter-expert is given a voice. The expert selection is one-sided and reinforces the presuppositions of the report.



2. SOURCE SELECTION

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Claims without a primary source = penalty points (rumour check)

Source 1: Two investigation reports (Littenheid and Münsingen)

Timestamp 09:25–09:55

Statement "In recent weeks, two investigation reports have been made public. One on the trauma ward in Littenheid and one on the Münsingen psychiatric centre, which support our research." (09:25)

- (a) **Funding and sponsorship:** Not stated. Who commissioned the reports? Internal investigations by the clinics? External clients? Unclear.
- (b) **Structural conflict of interest:** If the reports were commissioned by the clinics themselves, a conflict of interest exists. If externally commissioned, this would need to be substantiated.
- (c) **Missing counter-source:** The reports are presented as confirmation of the research, without their methodology, their client or their scope being explained.

Source 2: Federal Council response to Molina interpellation

Timestamp 11:17–11:31

Statement "The Federal Council responded and said the problem is indeed present. A zero-tolerance policy applies to conspiracy narratives in psychotherapy." (11:17)

- (a) **Funding:** State-funded (Federal Council).
- (b) **Structural conflict of interest:** The Federal Council is responding to an SP interpellation — the response is politically contextualised.
- (c) **Missing counter-source:** The full Federal Council response is not quoted; only the passage favourable to the broadcast's thesis is reproduced.

Source 3: FSP (psychologists' association) — written statement

Timestamp 14:43–15:07

Statement "In their statement they wrote that no such case is known to them." (14:55)

- (a) **Funding:** Member-funded professional association.
- (b) **Structural conflict of interest:** The FSP has an institutional interest in protecting the reputation of its members — which can favour the downplaying of grievances.
- (c) **Missing counter-source:** The FSP is not given a direct voice; its statement is summarised and commented on by the journalist ("I personally find that somewhat regrettable", 15:07).

Rumour check:

Rumour 1:

Timestamp: 17:52

Claim: "To this day there is not a single piece of evidence that there are elite underground networks causing the things they cause, causing the things they cause, causing the things they cause."

Word markers: No explicit word markers, but the statement is presented as fact without a source citation.



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Primary source available: No — no scientific study, no research report is cited. The statement is substantively correct (scientific consensus), but not supported by a primary source. +1 penalty point.

Summary: The source selection is one-sided: all cited sources support the broadcast's thesis. The investigation reports are presented as confirmation without any methodological information. The FSP is commented on by the journalist rather than being directly questioned. Scientific primary sources are entirely absent.



3. TIME DISTRIBUTION									4/10
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Estimated speaking time:

- Leoni (affected person): (37%)
- Robin (presenter/journalist): (32%)
- Fabian Molina (SP): approx. 2.5 min. (13%)
- Thomas Ide (ProMente Sana): (11%)
- Comments (read aloud): approx. 1.5 min. (8%)
- Accused therapist(s): 0 min. (0%)
- Counter-perspectives (science, other parties): 0 min. (0%)

Summary: Speaking time is distributed entirely among persons who support the broadcast's thesis. Counter-perspectives receive zero speaking time. The affected person dominates with 37%, which is emotionally understandable but journalistically one-sided. The accused therapists are not given a voice.



4. OMISSION (Selective Omission)

7/10

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Omission 1: Statement from the accused therapist(s)

Context

The therapist is portrayed as the cause of serious harm. She is not given a voice.

Relevant at: 07:01 ("How the malpractice therapy destroyed your life because of therapists who simply treated you incorrectly.")

Effect

The omission suggests that guilt is clear and uncontested. The journalistic principle of "audiatur et altera pars" is violated. The therapist may have a different account of events.

Omission 2: Scientific primary sources on false memory

Context

The broadcast claims there is no evidence for satanic abuse networks and that the memories are false. These claims are not supported by research literature.

Relevant at: 17:52 ("To this day there is not a single piece of evidence...")

Effect

The statement appears to be a statement of fact, but is an unsubstantiated claim. Viewers cannot assess the quality of the evidence.

Omission 3: Political counter-perspectives on the regulatory question

Context

Molina calls for nationwide state sanctions and harmonisation. No other party comments on these demands.

Relevant at: 11:05–13:34

Effect

Molina's regulatory proposals appear to be a consensus, even though they are party-politically controversial (FDP and SVP would advocate different approaches).

Summary: The most serious omission is the complete absence of the opposing side (accused therapists). Additionally, scientific evidence and political counter-perspectives are missing. The omissions create a one-sided picture that leaves the broadcast's thesis unchallenged.

Missing voices

- Accused therapist(s): Would have contributed their view of the treatment, their training and their convictions — legally and journalistically required (audiatur et altera pars).
- Independent psychiatrist/psychologist (research): Would have substantiated the scientific consensus on false memory and DID with primary sources, rather than having the journalist assert it.
- FDP or SVP representative: Would have contributed market-liberal or personal-responsibility-oriented regulatory approaches (counterpoint to Molina's state solutions).
- Reputable trauma therapist: Would have explained how reputable trauma therapy works and how it differs from malpractice therapy.
- Legal expert (medical law): Would have systematically set out the legal options available to those affected.
- Historian/sociologist: Would have placed the "Satanic Panic" phenomenon in historical and international context.
- DID sufferers without a "Satanic Panic" context: Would have separated the diagnosis from the conspiracy narrative and deepened the discussion of the stigmatisation problem.

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- Representative of the FSP (psychologists' association): Would have explained the association's statement directly, rather than it merely being quoted in writing.



5. MANIPULATION OF FIGURES									2/10
1	2	3	4	5	6	7	8	9	10

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

Finding 1:	
Timestamp	04:30
Figure: "I had therapy twice a week for an hour and a half, and also in the clinic." Dimensions: (a) Absolute value shown — (b) Proportion missing — (c) Trend missing	
Missing context	How many therapy hours are usual for DID diagnoses? Is this frequency exceptional or standard?
Effect	The figure appears as evidence of being overwhelmed, without a comparative benchmark being provided.

Summary: No systematic manipulation of figures identified. The only relevant figure (therapy frequency) lacks contextualisation, but is not a central argument of the broadcast. Score low.



6. GUILT BY ASSOCIATION

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Association 1: Therapists — "conspiracy narrative"

Timestamp 09:39

Quote *"It was established that the conspiracy narrative had unfortunately seeped into the therapy."*

Technique: The therapists are discredited by association with the term "conspiracy narrative", without their methodology being analysed in detail.

Effect

"Conspiracy narrative" is a strongly negatively connoted term that places the therapists in proximity to irrationality and danger, without differentiating their training, their methodology or their intentions.

Association 2: "Dancing with Clouds" — implicit association with conspiracy ideology

Timestamp 03:14

Quote *"Dancing with Clouds says incorrectly. The memories were apparently already there beforehand and were the reason for her going into therapy. But that is the narrative on which you stubbornly insist, saying that you can no longer remember. That is also a kind of false memory."*

Technique: The comment from "Dancing with Clouds" is read aloud and immediately refuted by Leoni's contradiction. The commenter is implicitly framed as someone defending the conspiracy narrative.

Effect

Critical voices are portrayed as part of the problem, without their arguments being analysed objectively.

Association 3: Therapists — "rotten eggs"

Timestamp 12:19

Quote *"There are many measures by which the rotten eggs in this important professional category can be weeded out." (Molina)*

Technique: Molina uses a derogatory metaphor ("rotten eggs") that blanket-discredits the accused therapists.

Effect

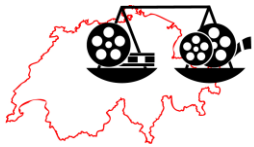
The metaphor is not questioned or qualified by the presenter, which implicitly signals agreement.

Source check for persons framed as "conspiracy ideologues":

The therapists are not directly labelled "conspiracy ideologues", but are framed in that direction through association with "conspiracy narrative".

- Working with verifiable primary sources: Unclear — their methodology is not analysed
- Core statements falsifiable: Cannot be assessed, as they are not given a voice
- Risk matrix: Therapists lose their reputation and possibly their licence — high personal risk
- Result category: B (borderline case) — The broadcast frames them as C, without meeting the criteria for C

Summary: The broadcast uses "conspiracy narrative" as a term of discreditation for the therapists, without analysing their methodology. Molina's "rotten eggs" metaphor is not questioned. Critical commentators are implicitly framed as defenders of the conspiracy narrative.



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7. TIMING

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Finding 1: Opening with praise and empathy

Position: 00:18–00:42 (beginning)

Content: "He writes that he is very impressed. Your courage will hopefully prevent this from happening to other women." / "Incredible, thank you, Leoni, for sharing your story."

Timing effect

The broadcast begins with positive comments that frame Leoni as a courageous heroine. Critical comments follow only afterwards (00:42). The emotional tone is set at the beginning and shapes the reception of the entire broadcast.

Finding 2: Political demands in the middle

Position: 11:05–13:34 (middle)

Content: Molina's regulatory demands

Timing effect

After the emotional priming through Leoni's story, Molina's demands are presented as a logical consequence. The emotional context makes the political demands harder to question.

Finding 3: Closing appeal with SRG self-promotion

Position: 18:43–19:11 (end)

Content: "That is precisely why the SRG and SRF are important." (viewer comment, read aloud) / "It's good that you're watching with us."

Timing effect

The broadcast ends with a self-legitimation of SRF. A viewer comment praising SRF is read aloud as the final substantive point — a form of self-promotion at the end.

Summary: The broadcast is strategically structured: emotional priming at the beginning, political demands in the middle, self-legitimation at the end. This structure reinforces the broadcast's thesis and makes critical distance more difficult.



8. SELECTIVE OUTRAGE

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

Methodological principle K11+K8: Document the triggering event — asymmetry is only demonstrable when a comparable triggering event occurs without an analogous reaction towards other guests/positions.

Finding 1: Presenter comments on FSP statement

Timestamp 15:07

Triggering event: The FSP (psychologists' association) writes that no such case is known to it and sees no need for action.

Reaction: "I personally find that somewhat regrettable." (Robin, presenter)

Comparison Molina's statement "I am simply disappointed that far too little has happened so far" (12:25) — no critical follow-up question from the presenter.

Asymmetry: The presenter expresses personal disappointment about the FSP, but does not critically question Molina's political demands. Triggering event documented; asymmetry demonstrable.

Finding 2: Comment "Dancing with Clouds" — no empathy

Timestamp 03:14

Triggering event: "Dancing with Clouds" questions Leoni's account and claims the memories were already there beforehand.

Reaction: The comment is read aloud, Leoni contradicts it, the presenter asks no critical follow-up question of Leoni.

Comparison Comments praising Leoni (00:18–00:42) are presented with warmth ("Wetterdonner writes that he is very impressed").

Asymmetry: Critical comments are read aloud matter-of-factly and immediately refuted; positive comments are presented with emotional warmth. Triggering event documented; asymmetry demonstrable.

Degree of outrage: 2/5 (isolated, mild — "I personally find that somewhat regrettable")

Selectivity: 3/5 (clear one-sidedness — outrage only towards the FSP and implicitly towards the therapists, not towards political demands)

Summary: The outrage is moderate but selective: the presenter expresses personal disappointment about the FSP, but does not critically question Molina's political demands. Critical comments are treated more coolly than laudatory ones.



9. COMPLETENESS (Selective Omission — Overall picture)

7/10

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Finding 1: No voice for the accused therapists

Timestamp

07:01 ("How the malpractice therapy destroyed your life because of therapists who simply treated you incorrectly.")

Missing perspective: Statement from the accused therapist(s)

Relevance: Fundamental principle of fair journalism; the therapists face serious accusations.

Impact: The picture is one-sided; the question of guilt appears to be settled, even though it is still legally open (Leoni is only just clarifying legal steps, 07:25).

Finding 2: No scientific expert on false memory

Timestamp

17:52 ("To this day there is not a single piece of evidence...")

Missing perspective: Psychiatrist or psychologist with a research background in false memory, DID, therapeutic suggestion

Relevance: The broadcast's core thesis (memories are false, induced by therapy) is scientifically complex and requires specialist contextualisation.

Impact: The broadcast's thesis is presented as fact, without the scientific evidence being made transparent.

Finding 3: No differentiation between DID and "Satanic Panic"

Timestamp

05:16–06:56

Missing perspective: DID sufferers without a "Satanic Panic" context; psychiatrist who separates DID from the conspiracy narrative

Relevance: Maya's comment (05:16) points to the stigmatisation problem. Leoni confirms it (06:13). But no expert explains what DID looks like without the conspiracy narrative.

Impact: Viewers might generally associate DID with "Satanic Panic", which reinforces stigmatisation — the opposite of the stated intention.

Summary: The broadcast is significantly limited in its completeness. The three most serious gaps are: missing countervoice from the accused, missing scientific primary sources and missing differentiation between DID and the conspiracy narrative.

The phenomenon of "Satanic Panic" refers to a moral panic that was widespread in the USA and Europe in the 1980s/90s, based on the conviction that organised satanic groups were systematically abusing children. Scientifically, this conviction is considered to have been refuted; there is no reliable evidence for organised satanic abuse networks. At the same time, Dissociative Identity Disorder (DID) is a recognised psychiatric diagnosis (ICD-11), which is nonetheless controversially discussed, particularly with regard to its development through therapeutic suggestion. The topic touches on questions of therapy quality, patient protection, the regulation of psychotherapists and the credibility of trauma reports.

Proportion of perspectives covered

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



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- [A] **Affected patient:** First-hand experiential account
- [B] **Accused therapist(s):** Right to make a statement, right of reply
- [C] **Psychiatric-scientific perspective:** State of research on false memory, DID, therapeutic suggestion
- [D] **Patient rights perspective:** Legal options for those affected
- [E] **Regulatory perspective:** How does supervision of psychotherapists in Switzerland work?
- [F] **Political perspective (multiple parties):** What regulatory approaches exist?
- [G] **Perspective of people with DID who have no connection to "Satanic Panic"**
- [H] **Perspective of therapists who practise reputable trauma therapy**
- [I] **Historical/sociological perspective:** How did "Satanic Panic" arise? International comparisons
- [J] **Perspective of relatives of those affected**

[A] ADDRESSED

Timestamp: 00:16–09:14 — Quote: "I wanted that from the very beginning. It is very important to me that, if possible, no one else has to be treated in this way." (01:24) — Assessment: Addressed in detail and comprehensively; Leoni is given extensive opportunity to speak.

[B] OMITTED

Timestamp: 17:03–17:32 — Quote: "We want to draw attention to grievances and not point the finger at individuals." (17:12) — Assessment: The accused therapists are not given a voice; their perspective is entirely absent, which is journalistically problematic.

[C] INDICATED

Timestamp: 17:52–18:19 — Quote: "To this day there is not a single piece of evidence that there are elite underground networks." (17:52) — Assessment: Scientific consensus is asserted, but not substantiated by independent experts; no scientist speaks directly.

[D] INDICATED

Timestamp: 07:25–08:08 — Quote: "I am now clarifying with a victim support lawyer what options I actually have." (07:25) — Assessment: Only briefly touched upon; no in-depth legal analysis.

[E] INDICATED

Timestamp: 13:52–15:07 — Quote: "There is even an official psychology professional register." (13:59) — Assessment: Regulatory gaps are mentioned, but not systematically analysed.

[F] OMITTED

Timestamp: 11:05–13:34 — Quote: "SP National Councillor Fabian Molina has taken up this issue." (11:05) — Assessment: Only SP represented; no other parties are given a voice.

[G] INDICATED

Timestamp: 05:16–06:56 — Quote: "I completely agree with what Maya said. It was also never an issue for me to say that Dissociative Identity Disorder does not exist." (05:44) — Assessment: Maya's comment is read aloud and commented on by Leoni; no direct voice from DID sufferers without a "Satanic Panic" context.

[H] OMITTED

Timestamp: 09:57–10:01 — Quote: "Nevertheless, it is important to say that psychotherapy is something very important and powerful that we need." (09:57) — Assessment: Only mentioned as a disclaimer; no reputable trauma therapist is given a voice.

[I] OMITTED



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Timestamp: No timestamp — Assessment: Historical and sociological contextualisation of the "Satanic Panic" phenomenon is entirely absent.

[J] OMITTED

Timestamp: No timestamp — Assessment: Relatives of those affected are not given a voice, even though Thomas Ide (15:42) refers to relatives.

Completeness score: 4/10

Rationale: Of ten relevant perspectives, only two are fully addressed (A, C partially), three are indicated (C, D, E, G) and five are entirely omitted (B, F, H, I, J). The accused therapists are not given a voice — a serious journalistic deficit. The political perspective is reduced to a single party (SP).



Soft facts — 6 qualitative techniques

10. FRAMING (Setting the frame)

6/10

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Finding 1: "Malpractice therapy" as a set frame

Timestamp	06:57
Quote	<i>"In the report one could see how the malpractice therapy destroyed your life because of therapists who simply treated you incorrectly."</i>
Manipulation	The presenter sets "malpractice therapy" and "treated incorrectly" as facts, not as allegations. The question of guilt is still legally open (Leoni is only just clarifying legal steps).
Why problematic	Viewers are led into a guilt-victim frame before legal clarification has taken place. This prejudices the question of guilt.

Finding 2: "Conspiracy narrative" as a conversation-stopper

Timestamp	09:39, 10:45, 11:12, 17:19, 18:00 (multiple times)
Quote	<i>"It was established that the conspiracy narrative had unfortunately seeped into the therapy." (09:39)</i>
Manipulation	"Conspiracy narrative" is used as a fixed term that permits no differentiation. Anyone who believes in ritual violence is automatically placed in proximity to irrationality.
Why problematic	The term excludes the possibility that there is also serious research on ritual violence (which would need to be distinguished from the conspiracy narrative). The broadcast does not make this distinction.

Finding 3: SRF as enlightener and protector

Timestamp	18:43–19:11
Quote	<i>"That is precisely why the SRG and SRF are important." (read aloud) / "Because as announced, we know that the malpractice therapies are still taking place [...] And we want to look very closely at that." (18:55)</i>
Manipulation	SRF frames itself as an indispensable enlightener and protector of the public.
Why problematic	This self-legitimation at the end of the broadcast is not journalistic contextualisation, but self-promotion. It precludes critical reflection on one's own reporting.

Summary: The framing is consistent throughout: affected person = victim, therapists = perpetrators, SRF = enlightener, critics = defenders of the conspiracy narrative. This frame permits no nuance and prejudices the legal and scientific clarification.



11. CHOICE OF WORDS AND TERMS									6/10
1	2	3	4	5	6	7	8	9	10

Finding 1: "Malpractice therapy" instead of "controversial therapy"	
Timestamp	06:57, 09:47, 16:48
Quote	<i>"Malpractice therapies exist that occur on the basis of a conspiracy narrative." (16:48)</i>
Manipulation	"Malpractice therapy" is a value judgement that anticipates the question of guilt.
Why problematic	A neutral alternative would be: "controversial therapy methods" or "therapies based on non-evidence-based convictions". "Malpractice therapy" already implies guilt and harm as facts.

Finding 2: "Rotten eggs" (Molina, adopted without comment)	
Timestamp	12:19
Quote	<i>"There are many measures by which the rotten eggs in this important professional category can be weeded out."</i>
Manipulation	The derogatory metaphor is not questioned or qualified by the presenter.
Why problematic	"Rotten eggs" is a dehumanising metaphor for members of a profession who have not yet been convicted by a final court ruling. A neutral alternative would be: "therapists who do not work in an evidence-based manner".

Finding 3: "Scandal" (Molina, without comment)	
Timestamp	12:31
Quote	<i>"since you also uncovered this scandal."</i>
Manipulation	Molina describes the situation as a "scandal" — a politically charged term. The presenter does not explicitly adopt this framing, but does not question it either.
Why problematic	"Scandal" implies deliberate misconduct and political responsibility. A neutral alternative would be: "this grievance" or "this problem".

Summary: The choice of words is consistently aligned with the broadcast's thesis: "malpractice therapy", "conspiracy narrative", "scandal", "rotten eggs". Neutral alternatives are not used. The language prejudices the question of guilt and emotionalises the topic.



12. PRESENTER BEHAVIOUR

5/10

1 2 3 4 5 6 7 8 9 10

Methodological principle K11+K8: Document the triggering event.

Finding 1: Personal expression of opinion by the presenter

Timestamp 15:07

Triggering event: FSP writes that it sees no need for action.

Quote (presenter) *"I personally find that somewhat regrettable."*

Comparison Molina's political demands (11:43–13:34) — no critical follow-up question, no personal assessment from the presenter.

Asymmetry: The presenter expresses personal disappointment about the FSP, but remains uncritical of Molina's demands. Triggering event documented; asymmetry demonstrable.

Finding 2: Presenter as co-author of the report

Timestamp 09:14–09:55

Triggering event: Transition from Leoni's statements to the presenter's contextualisation.

Quote (presenter) *"Something is very important to both of us, namely what Leonie reported in the report. We can substantiate all of that from the files available."*

Comparison No analogous event — the presenter is simultaneously reporter and presenter, which constitutes a structural blurring of roles.

Asymmetry: The presenter is not neutral; he is co-author of the report and has a personal interest in defending it. This blurring of roles is not made transparent.

Finding 3: No critical follow-up questions to Leoni

Timestamp 03:57–05:03

Triggering event: Leoni explains how she adopted false memories.

Quote (presenter) *"Could you recognise that? Did you think those were your real memories?" (03:57)*

Comparison Critical comment from "Dancing with Clouds" (03:14) — is read aloud, but not used as a basis for critical follow-up questions to Leoni.

Asymmetry: The questions to Leoni are consistently comprehension-oriented and empathetic, never critically questioning. Triggering event documented; asymmetry demonstrable (no critical questions to Leoni, but implicit criticism of the FSP).

Summary: The presenter is simultaneously reporter, co-author and presenter — a structural blurring of roles that structurally precludes neutrality. Personal expressions of opinion towards the FSP, but no critical follow-up questions to Leoni or Molina.



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

Asymmetry 1:	
To Leoni, 03	57: "Could you recognise that? Did you think those were your real memories?" — soft/comprehension-oriented
To Molina, 11	43: "How did you come to this topic?" — soft/inviting
Comparison	Both questions are soft and inviting. No critical questions to Leoni (e.g. "Are there aspects you see differently today?") or to Molina (e.g. "Which party supports your regulatory proposals?").

Asymmetry 2:	
To the FSP (in writing, not directly)	No direct questioning — only a written statement, which is commented on by the presenter ("I personally find that somewhat regrettable", 15:07).
To Leoni	Direct, empathetic questioning over several minutes.
Comparison	The FSP is not directly questioned and is given no opportunity to respond. Leoni receives extensive speaking time with soft questions. The asymmetry is structural: criticised institutions are not directly questioned.

Summary: All direct questions are soft and inviting. Criticised institutions (FSP, therapists) are not directly questioned. The question asymmetry is structural: proponents of the broadcast's thesis are invited to speak, critics are quoted in writing and commented upon.



14. FALSE BALANCE

3/10

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Finding 1: Reading out critical comments without genuine engagement

Timestamp

00:42–01:06

Construct: "We also have comments where someone writes without a username: 'Dear Robin, I can understand your enthusiasm for bringing these grievances to light. But in all your zeal, empathy for Leoni is lost.'"

Analysis

Critical comments are read aloud, but immediately refuted by Leoni's response. This creates the appearance of balance without genuinely integrating counter-perspectives.

Summary: The broadcast uses the reading aloud of critical comments as pseudo-balance. The comments are read aloud and immediately refuted — this is not genuine balance, but a technique that makes criticism visible in order to refute it.



15. AGENDA-SETTING

6/10

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Finding 1: State regulation as the only solution

Agenda element set: State regulation (national ombudsman's office, nationwide sanctions, harmonisation of cantons) is treated as the self-evident answer to the problem.

Timestamp

11:05–16:46 — Evidence: "A national ombudsman's office is needed" (Ide, 15:34) / "Binding sanctions are needed" (Molina, 13:11)

Alternative agenda: Market-based solutions (transparency, quality labels, patient information), strengthening of professional associations, international best practices without state centralisation.

Finding 2: "Satanic Panic" as a current, widespread problem

Agenda element set: The broadcast presupposes that malpractice therapies based on "Satanic Panic" are a widespread, current problem.

Timestamp

18:55 — Evidence: "Because as announced, we know that the malpractice therapies are still taking place, that there are still people who are being talked into this conspiracy narrative."

Alternative agenda: How widespread is the phenomenon actually? How many therapists are affected? What is the dark figure? These questions are not asked.

Summary: The broadcast presupposes state regulation as the self-evident solution and the phenomenon as widespread, without substantiating the prevalence or discussing alternative approaches.



CHAPTER 4 — OVERALL EVALUATION

Results

- HARD FACTS SCORE (average criteria 1–9): 5.2 / 10
- SOFT FACTS SCORE (average criteria 10–15): 5.2 / 10

Dominant techniques

The 3 strongest techniques in this broadcast:

- 1. Omission / Selective Omission (Score 7):** The accused therapists are not given a voice, even though they face serious accusations. Scientific primary sources are entirely absent. The omissions create a one-sided picture that leaves the broadcast's thesis unchallenged and violates the journalistic principle of "audiatur et altera pars".
- 2. Expert selection (Score 7):** All experts (Molina, Ide) support the broadcast's thesis. Not a single independent scientist, no representative of the accused side, no counter-expert is given a voice. Both experts have structural conflicts of interest (party-political and advocacy mandate respectively) that are not made transparent.
- 3. Framing (Score 6):** The topic is consistently presented within a guilt-victim-enlightener frame. "Malpractice therapy" is set as fact, not as allegation. SRF frames itself as an indispensable enlightener. This frame permits no nuance and prejudices the legal clarification.

Core messages of the broadcast

MESSAGE 1 (SUBSTANTIVE): "Therapists who believe in satanic abuse destroy the lives of their patients through malpractice therapies — this is documented and uncontested."

Technique: Framing ("malpractice therapy" as fact), omission (no countervoice from the therapists), source selection (investigation reports without methodological information) — evidence: 06:57, 09:25, 17:52

MESSAGE 2 (PERSONAL): "Leoni is a courageous woman who helps others through her testimony — anyone who doubts this is defending the conspiracy narrative."

Technique: Emotionalisation (praise comments at the beginning), guilt by association (critical commentators implicitly framed as defenders of the conspiracy narrative), timing (emotional priming at the beginning) — evidence: 00:18, 03:14, 05:16

MESSAGE 3 (SOCIETAL): "The state must act — SRF has uncovered the problem and is staying on it."

Technique: Agenda-setting (state regulation as the only solution), self-legitimation (SRF as indispensable enlightener), sole representation of SP (Molina as the only political actor) — evidence: 11:05, 18:43, 18:55

Rationale: The overall score of 5.2 corresponds to clear one-sidedness. The broadcast violates Art. 4 RTVA in several dimensions: the accused therapists are not given a voice (violation of the principle of accurate reporting), only one party (SP) is presented as a political actor (violation of diversity of opinion), and all experts support the broadcast's thesis (violation of the balanced selection of interlocutors). The blurring of the roles of reporter and presenter (Robin is both) reinforces the structural one-sidedness. The format (Q&A on one's own report) is structurally susceptible to self-confirmation and defence of one's own research.

CONCLUSION

The SRF broadcast "Q&A on the report Satanic Panic in Switzerland" has an overall score of 5.2/10 and is to be classified as clearly one-sided. The most serious deficiencies are: (1) The accused therapists are not given a voice, even though they face serious accusations — a violation of the journalistic principle of "audiatur et altera pars" and of Art. 4 para. 2 RTVA (accurate reporting). (2) All experts and sources support the broadcast's thesis; not a single independent scientist, no counter-expert, no party other than the SP is given a voice — a violation of Art. 4 para. 4 RTVA (diversity of opinion). (3) The blurring of the roles of reporter and presenter (Robin is both) structurally precludes neutrality. (4) The format (Q&A on one's own report) is structurally oriented towards self-confirmation and is not suited to ensuring the balance required by Art. 4 RTVA, since the presenter has a personal interest in defending his own research. The broadcast is journalistically recognisably committed in its craft and the topic (patient protection) is socially relevant — however, the structural deficiencies in balance are demonstrable in court.



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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	4	••
4	OMISSION (Selective Omission)	7	••••
5	MANIPULATION OF FIGURES	2	•
6	GUILT BY ASSOCIATION	5	•••
7	TIMING	4	••
8	SELECTIVE OUTRAGE	5	•••
9	COMPLETENESS (Selective Omission — Overall picture)	7	••••
10	FRAMING (Setting the frame)	6	•••
11	CHOICE OF WORDS AND TERMS	6	•••
12	PRESENTER BEHAVIOUR	5	•••
13	QUESTION ASYMMETRY	5	•••
14	FALSE BALANCE	3	••
15	AGENDA-SETTING	6	•••

HARD FACTS SCORE (1-8)

5.2/10

Significant imbalance

SOFT FACTS SCORE (9-14)

5.2/10

Significant imbalance

OVERALL SCORE

5.2/10

Significant imbalance

Averaged from hard facts and soft facts



KEY — Meaning of scores

Individual scores per criterion (0–10)

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

Aggregated deviation index — interpretation ranges

0.0 – 2.5	Unremarkable	No significant patterns discernible; broadcast meets the requirement of accuracy.
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 requirement of balance. High degree of deviation	Pronounced, broadcast-wide patterns; high impact relevance.
8.1 – 10	Fundamental systemic one-sidedness. Very high degree of bias	Maximum 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 RTVA)

Assessment under Art. 4 RTVA

Violation 1: Breach of the principle of accurate reporting (Art. 4 para. 2 RTVA)

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

Facts: The accused therapists are not given a voice. Their guilt is presented as fact ("malpractice therapy", "treated incorrectly", 06:57), even though legal clarification is still pending (07:25: "I am now clarifying with a victim support lawyer what options I have"). Scientific primary sources for the core thesis (false memories, no evidence of satanic networks) are not cited.

Evidence: Timestamp 06:57 — Quote: "How the malpractice therapy destroyed your life because of therapists who simply treated you incorrectly."

Assessment: The broadcast presents a legally unresolved question of guilt as fact. The public cannot form its own opinion because the opposing side is not given a voice. This violates Art. 4 para. 2 RTVA.

Violation 2: Breach of diversity of opinion (Art. 4 para. 4 RTVA)

Norm: Art. 4 para. 4 RTVA ("In the treatment of controversial topics, the diversity of views must be adequately expressed.")

Facts: The topic (state regulation of psychotherapists, handling of "Satanic Panic") is politically controversial. Only one party (SP, Molina) is given a voice as a political actor. No other party, no representative of market-liberal or personal-responsibility-oriented positions is included.

Evidence: Timestamp 11:05 — Quote: "SP National Councillor Fabian Molina has taken up this issue and has submitted an interpellation."

Assessment: The sole representation of the SP as a political agent of action violates the requirement of diversity of opinion on controversial topics pursuant to Art. 4 para. 4 RTVA.

Violation 3: Breach of the balanced selection of interlocutors (Art. 4 para. 4 RTVA)

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

Facts: All interlocutors (Leoni, Molina, Ide) support the broadcast's thesis. The accused therapists, representatives of other parties, independent scientists and representatives of the FSP (directly) are not given a voice.

Evidence: Timestamp 15:07 — Quote: "I personally find that somewhat regrettable." (presenter on FSP statement, without directly questioning the FSP)

Assessment: The selection of interlocutors is structurally one-sided and violates Art. 4 para. 4 RTVA.

Overall assessment Art. 4 RTVA

The broadcast violates Art. 4 RTVA in three dimensions: accurate reporting (question of guilt presented as fact, opposing side not heard), diversity of opinion (only SP as political actor) and balanced selection of interlocutors (all guests support the broadcast's thesis). The violations are documentable by timestamps and direct quotes. The format (Q&A on one's own report, presenter is simultaneously reporter) is structurally not suited to meeting the requirements of Art. 4 RTVA, since the presenter has a personal interest in defending his own research. A complaint to the Independent Complaints Authority for Radio and Television (ICA) would be justifiable on the basis of these findings.



CHAPTER 6 — SOURCE IN-DEPTH CHECK

ProMente Sana (Thomas Ide, President)

1. FUNDING: ProMente Sana is a non-profit NGO, funded through membership fees, donations and public funds (cantons, federal government, lottery funds). Constellation of interests: As a patient rights organisation, ProMente Sana is structurally on the side of patients and has an institutional interest in emphasising grievances in the psychiatric system — this strengthens its social relevance and funding base.

2. MANDATE: Advocacy for patient rights in the field of mental health. The mandate is not compatible with a neutral system analysis — ProMente Sana is by definition partisan in favour of patients.

3. CONFLICT OF INTEREST: ProMente Sana has an institutional interest in emphasising grievances (maintaining relevance, securing funding, claiming interpretive authority in the area of patient rights). Ide's demand for a national ombudsman's office strengthens the relevance of organisations such as ProMente Sana.

D1 Conflict of interest: -1 — Advocacy NGO with structural interest in emphasising grievances

D2 Personal risk: +1 — Public criticism of the system carries low personal risk

D3 Professional competence: +1 — Specialist knowledge in the area of patient rights and the psychiatric system

D4 Consistency of opinion: +1 — Consistent advocacy position

D5 Emotionalisation vs. data: 0 — International comparisons without source citation

D6 Source level: 0 — Secondary (assessment, no primary research)

TOTAL: +2 → SOURCE TRAFFIC LIGHT: YELLOW

5. COUNTERVOICE: A representative of the SGPP (Swiss Society for Psychiatry and Psychotherapy) or the FOPH would have contributed a systemic perspective that is not advocacy-oriented. Not cited.

FSP (psychologists' association) — written statement

1. FUNDING: Member-funded professional association of psychologists in Switzerland.

2. MANDATE: Representation of the interests of psychologists — not compatible with neutral assessment of misconduct by individual members.

3. CONFLICT OF INTEREST: The FSP has an institutional interest in protecting the reputation of its members and minimising grievances. At the same time, it has an interest in ensuring the quality of the profession. These interests are in tension.

D1 Conflict of interest: -2 — Professional association with structural interest in protecting its members

D2 Personal risk: 0 — Institutional statement, no personal risk

D3 Professional competence: +2 — Professional competence in the field of psychology and professional law

D4 Consistency of opinion: +1 — Consistent association position

D5 Emotionalisation vs. data: +1 — Factual statement

D6 Source level: 0 — Secondary (association assessment)

TOTAL: +2 → SOURCE TRAFFIC LIGHT: YELLOW

5. COUNTERVOICE: The FSP is not directly given a voice — its statement is summarised and commented on by the presenter. A direct interview would have enabled a more differentiated portrayal.

Two investigation reports (Littenheid / Münsingen)

1. FUNDING: Not stated. Client unclear (internal/external?).

2. MANDATE: Unclear — internal investigations would have an interest in damage limitation; external investigations would be more independent.

3. CONFLICT OF INTEREST: Cannot be assessed without information on the client and methodology.

D1 Conflict of interest: -1 — Client unclear; possible conflict of interest

D2 Personal risk: 0 — Institutional reports

D3 Professional competence: +1 — Assumed professional competence of the authors

D4 Consistency of opinion: 0 — Cannot be assessed

D5 Emotionalisation vs. data: +1 — Assumed factual (reports)

D6 Source level: +1 — Primary (if independent) / Secondary (if internal)

TOTAL: +2 → SOURCE TRAFFIC LIGHT: YELLOW (with reservation due to missing methodological information)



5. COUNTERVOICE: The reports are presented as confirmation of the research, without their methodology, their client or their scope being explained. An independent assessment of the reports is absent.

Overall finding source in-depth check: All cited specialist bodies and NGOs receive YELLOW. Not a single source is structurally independent of the broadcast's thesis. The broadcast presents all sources as neutral confirmations, without making their structural conflicts of interest transparent. "Recognised" (e.g. "official psychology professional register", 13:59) is used as a quality criterion, without explaining what "recognised" means in this context and what the limits of this recognition are.

Legal and methodological classification

No finding of fact	The results presented do not constitute findings of fact about individual persons, editorial teams or broadcasts. They are to be understood as the result of a standardised operationalisation, not as a determination of individual responsibility.
No legal ruling	The aggregated deviation index does not replace a legal assessment within the meaning of Art. 4 RTVA. The assessment of whether a specific broadcast violates statutory requirements is the exclusive responsibility of the competent authorities (in particular the ICA).
No proof of causality	Statistical correlations are not to be interpreted as proof of causal relationships or editorial intentions. Deviation values 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 for comparative pattern recognition across thousands of broadcasts, not for the precise metric measurement of individual contributions. Threshold values serve as heuristic orientation, not as sharp legal qualification.



APPENDIX 1: NATIONAL LEGISLATION

Legal basis Switzerland — SRG SSR

Law

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

Relevant articles

- Art. 4 para. 1 RTVA: All broadcasts of a radio or television programme must respect fundamental rights. 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 present facts and events accurately, so that the public can form its own opinion. Opinions and commentary must be recognisable as such.
- Art. 4 para. 4 RTVA: In the totality of editorial broadcasts, the diversity of events and opinions must be adequately expressed (requirement of diversity).

Core obligations

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

Supervisory authority

- ICA (Independent Complaints Authority for Radio and Television): Reviews complaints against broadcast programmes for violations of Art. 4 RTVA
- OFCOM (Federal Office of Communications): Regulatory and supervisory authority
- 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. ICA (if no agreement is reached)
3. Federal Supreme Court (final instance)



APPENDIX 2: SCIENTIFIC FOUNDATIONS

Literature

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- 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](#)

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Unbalanced reporting is the response to the halving initiative in Switzerland: here the manipulation techniques are explained in detail, starting with the selection of staff and source selection. Thereafter, 15 principles are explained: omission, framing, temporal framing, guilt by association, emotionalisation, removal of context 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.

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

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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. Anyone who feels 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 — objectively, 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 appropriate, not subject to separation of powers, not market-based. The authority that is supposed to protect citizens protects above all the system it was supposed to control.

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