



SVFAB DETAILED ANALYSIS

2024-08-21 10 vor 10 vom 21.08.2024

Broadcast: SRF Tagesschau broadcast | 2024-08-21 | Analysed on: 2026-05-19 13:45

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

OVERALL SCORE

5.3/10

Significant bias

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 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)

3.8 / 10

Left-favouring

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

← Left

Right →

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

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



POLITICAL LANDSCAPE

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

Party	CHES L-R	Seats NC	Government/Opposition	Core position
SVP	8.0	62	Government (2 FC)	Limit migration, sovereignty, reduction of the state
SP	2.5	41	Government (2 FC)	Welfare state, redistribution, rapprochement with the EU
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-ecological
EVP	5.5	2	Opposition	Christian-social, centre

The most important lines of conflict in Switzerland are: (1) migration and asylum policy (SVP vs. SP/Greens), (2) EU bilateral agreements and institutional ties (FDP/SP/Centre in favour, SVP against), (3) climate policy and energy transition (Greens/SP in favour of state direction, SVP/FDP in favour of technological openness), (4) healthcare costs and health insurance premiums (single-payer scheme SP/Greens vs. competition FDP/SVP).

SRF (Swiss Radio and Television) is Switzerland's public broadcaster, financed through Serafe licence fees. Under Art. 4 RTVA, SRF is obliged to provide accurate representation, diversity of opinion and a balanced selection of interlocutors. As Switzerland's largest media organisation, SRF bears a special democratic responsibility towards all political camps.



CHAPTER 1 — PARTY-POLITICAL BIAS

Preliminary remark: This broadcast deals primarily with international topics (US election campaign, Norway Royal) as well as domestic factual topics (e-waste, Japanese beetle, track access charges) without direct party reference. No Swiss party is mentioned or quoted by name. The party assessment therefore relates to implicit positioning through topic framing and agenda-setting.

Party	Score (-5..+5)	Broadcast portrayal vs. party programme position
SVP	0	Not mentioned. On the track access charge topic (rail modal shift target), the SVP position (road transport, economic freedom) would have been relevant — omitted. Score 0 as no active distortion, only absence.
SP	0	Not mentioned. The rail modal shift target corresponds to SP programme positions (strengthening public transport) — presented as uncontested consensus, without attribution to SP.
FDP	0	Not mentioned. On the track access charge topic, the FDP position (competition, lean state) would have been relevant — omitted.
Centre	0	Not mentioned. No relevant positioning discernible.
Greens	0	Not mentioned. Climate topic (Japanese beetle as climate consequence) is not linked to Greens positions.
GLP	0	Not mentioned.
EVP	0	Not mentioned.

Party bias summary

- Most accurate portrayal: No party actively portrayed (all score 0)
- Strongest distortion: No active distortion demonstrable
- Average deviation from 0: 0.0
- Conclusion: The broadcast contains no direct party politics. Domestic topics (track access charges, e-waste) are framed as technical-administrative factual matters, without political attribution. The rail modal shift target is presented as societal consensus (17:55 "That is something like the creed of Swiss transport policy"), without reflecting the political controversy behind it.



CHAPTER 2 — BROADCAST INFORMATION AND TOPIC FRAMEWORK

Broadcast data

- Title: SRF 10vor10
- Date: 21.08.2024
- Presenter/Reporter: Two presenters (voices identifiable, names not given); Reporters: Vivian Manz (Chicago), Pascal Weber (Chicago, correspondent), Pascal Schumacher (e-waste), Liz Horowitz & Marcel Anderwerth (Japanese beetle), Christian Rentsch (track access charges), Stefanie Schunke (Norway)

Actors	Function	Party/Affiliation	Political spectrum
Susie Levine	Former US Ambassador to Switzerland, active Harris campaign worker	Democrats	Left (US)
Michelle Obama	Former First Lady	Democrats	Left (US)
Barack Obama	Former President	Democrats	Left (US)
Elissa Slotkin	Congresswoman, Senate candidate Michigan	Democrats	Left (US)
Unnamed student	Campaign activist	Democrat-leaning	Left (US)
Unnamed party convention attendee	Delegate/attendee DNC	Democrats	Left (US)
Yon Fanzun	CEO SWICO	Association (non-profit)	Neutral/Business
Pascal Zob	CEO Sense eRecycling	Foundation	Neutral/Business
Oliver Penz	Workshop manager e-waste	Private	Neutral
Tim Haie	Japanese beetle expert, research centre CABY	Science	Neutral
Canton representative Zurich (unnamed)	Authority representative	Canton of Zurich	Neutral
FOTP spokesperson (unnamed)	Federal Office of Transport	Federal administration	Neutral
BLS Cargo representative (unnamed)	Freight transport	Private sector	Business
Andreas Englert	Royal expert	Media/Expert	Neutral
Juliane Snagstad	Former girlfriend of Marius Borg Høiby	Private individual	Neutral

Main topic



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The broadcast covers five thematically unconnected reports: US Democratic Party convention (Kamala Harris), e-waste recycling funding gap, Japanese beetle spread, track access charge increase for rail freight transport, and Norwegian royal family scandal.



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: Susie Levine, former US Ambassador, active Harris campaign worker

Timestamp: 03:47

Statement: "People feel joy, but they are also aware of what is at stake. They want to get involved. Over 300,000 people have signed up as volunteers in recent weeks. And the campaign has received 300 million dollars in donations."

Assessment: Levine is an active member of the Harris election campaign at the time of the broadcast. She has a direct institutional interest in Harris's success. She is introduced as "former US Ambassador to Switzerland", without prominently emphasising her current role as a campaign worker.

Missing countervoice: A Republican strategist or an independent political scientist would have provided a contrasting perspective.

Source in-depth check Susie Levine:

(a) FUNDING: Levine actively works for the Harris election campaign (Democrat-funded). Conflict of interest: Direct financial and political dependence on the candidate's success.

(b) MANDATE: Her mandate is explicitly partisan — she works for the campaign. Not compatible with neutral assessment.

D1 Conflict of interest: -2 — Active campaign worker, direct partisanship

D2 Personal risk: -1 — No personal risk from positive Harris portrayal; career interest in success

D3 Professional competence: +1 — Diplomatic experience, but not an electoral researcher

D4 Opinion consistency: -1 — Statements correspond exactly to the campaign line; no independent assessment discernible

D5 Emotionalisation vs. data: 0 — Mix of figures (300 million, 300,000 volunteers) and campaign rhetoric

D6 Source level: 0 — Secondary source (campaign data, not independently verified)

TOTAL: -3 → SOURCE TRAFFIC LIGHT: YELLOW

(c) PROFESSIONAL COMPETENCE: 52: "who is currently working on the Democrats' election campaign"), but the introduction as Ambassador sets the tone. This is Technique No. 2 (source selection): partisan source given a neutral prestige label.

Expert 2: Elissa Slotkin, Democratic congresswoman and Senate candidate

Timestamp: 05:16

Statement: "The most important thing is that a woman achieves the same as a man. Showing that she can fight, that she is tough. But also that she cares about people."

Assessment: Slotkin is a Democratic politician who is herself in the middle of an election campaign. She has a direct interest in Harris's success (coattail effect).



Missing countervoice: A Republican senator or congresswoman would have provided a different perspective on Harris's suitability.

Source in-depth check Elissa Slotkin:

(a) FUNDING: Democratic Party, own campaign financing. Direct interest in Harris's success.

(b) MANDATE: Explicitly partisan. Not compatible with neutral assessment.

D1 Conflict of interest: -2 — Democratic candidate, direct partisanship

D2 Personal risk: -1 — Benefits from Harris's success

D3 Professional competence: +1 — Political experience, but not an electoral researcher

D4 Opinion consistency: -1 — Statements correspond to party line

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

D6 Source level: 0 — Secondary

TOTAL: -4 → SOURCE TRAFFIC LIGHT: YELLOW (borderline)

(c) PROFESSIONAL COMPETENCE: Slotkin is introduced as "congresswoman" — without any indication that she herself is in the middle of an election campaign and has a direct interest in Harris's success.

Expert 3: Tim Haie, Japanese beetle expert, research centre CABY

Timestamp: 15:58

Statement: "I think we have to get used to the beetle. And we can see that we now have finds from Bavaria, from Baden-Württemberg, from Basel, that the spread of the beetle will no longer be stoppable."

Source in-depth check Tim Haie:

(a) FUNDING: CABY is a publicly funded research centre (Agroscope environment). No obvious conflict of interest.

(b) MANDATE: Scientific pest research — compatible with neutral assessment.

D1 Conflict of interest: +1 — No direct conflict of interest discernible

D2 Personal risk: +1 — Contradicts official authority line (FOAG optimistic), thereby accepting reputational risk

D3 Professional competence: +2 — Field of expertise corresponds to area of statement

D4 Opinion consistency: +1 — No contradictions discernible

D5 Emotionalisation vs. data: +1 — Factual, with geographical evidence

D6 Source level: +2 — Primary researcher

TOTAL: +8 → SOURCE TRAFFIC LIGHT: GREEN

Missing expert groups:

- Republican political scientist/strategist (US election campaign)
- Independent electoral research institute representative (demoscoping)
- Road transport association (track access charges)

Source traffic light for participants:

Source	D1	D2	D3	D4	D5	D6	Total	Traffic light
Susie Levine, former US Ambassador, active Harris campaign worker	-2	-1	+1	-1	0	0	-3	YELLOW
Elissa Slotkin, Democratic congresswoman and Senate candidate	-2	-1	+1	-1	-1	0	-4	YELLOW
Tim Haie, Japanese beetle expert, research centre CABY	+1	+1	+2	+1	+1	+2	+8	GREEN

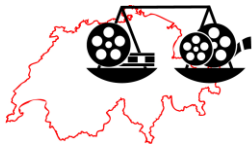


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Summary:

Expert	Source traffic light	Main problem
Susie Levine	YELLOW (-3)	Active campaign worker, framed as former Ambassador
Elissa Slotkin	YELLOW (-4)	Democratic candidate, conflict of interest not transparent
Tim Haie	GREEN (+8)	Independent scientist, contradicts authority line

The expert selection in the US election campaign report is systematically one-sided: all four cited individuals (Obama, Obama, Levine, Slotkin) are active Democrats or Democrat supporters. Not a single independent expert or Republican representative is given a voice.



2. SOURCE SELECTION

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Claims without primary source = penalty points (rumour check)

Source 1: Michelle Obama, speech at the DNC

Timestamp 01:43

Statement "Something wonderfully magical is in the air, isn't it? A familiar feeling that had been buried for too long. America, hope is back."

(a) **Funding:** Democratic Party, DNC convention

(b) **Structural conflict of interest:** Michelle Obama is an active Democrat and Harris supporter. Her statements are campaign rhetoric, not a journalistic source.

(c) **Missing counter-source:** A Republican reaction to the DNC or an independent assessment is completely absent.

Source 2: Barack Obama, speech at the DNC

Timestamp 02:24

Statement "We don't need four more years of bluster and chaos. We've seen this movie before and we know that a sequel is usually worse."

(a) **Funding:** Democratic Party

(b) **Structural conflict of interest:** Obama is an active campaigner for Harris. The statement is explicitly anti-Trump rhetoric.

(c) **Missing counter-source:** Trump or a Republican representative is not given a voice. The characterisation of Trump as "bluster and chaos" is adopted without comment.

Rumour check:

No explicit rumours with verbal markers in the sense of the definition were identified. The claims about Harris's electability are opinions, not unsubstantiated factual assertions.

Source 3: Tamedia transport monitor (track access charges)

Timestamp 19:32

Statement "In the Tamedia transport monitor, Railcare writes that it has already budgeted the 2.1%, based on the FOTP."

(a) **Funding:** Tamedia is a private media company

(b) **Structural conflict of interest:** No direct conflict of interest discernible; secondary source

(c) **Missing counter-source:** The FOTP communication itself is cited (20:17), which is to be assessed positively.

Summary: The source selection in the US election campaign report is exclusively Democratic — all cited sources are active Democrats or Democrat supporters. Republican sources are completely absent. For factual topics (track access charges, e-waste), the source selection is more balanced.



3. TIME DISTRIBUTION

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Estimated speaking time (US election campaign report, 00:06–08:30 24 sec.):

- Michelle Obama (Democrats): approx. 45 sec. (approx. 9%)
- Barack Obama (Democrats): approx. 30 sec. (approx. 6%)
- Susie Levine (Harris campaign): approx. 45 sec. (approx. 9%)
- Elissa Slotkin (Democrats): approx. 30 sec. (approx. 6%)
- Convention attendee (Democrat supporter): approx. 20 sec. (approx. 4%)
- Student (Democrat-leaning): approx. 25 sec. (approx. 5%)
- Pascal Weber (correspondent): 30 sec. (approx. 30%)
- Vivian Manz (reporter): 30 sec. (approx. 30%)
- Republican/independent voices: 0 sec. (0%)

Full broadcast ():

- US election campaign: 24 sec. (32%)
- E-waste: (19%)
- Japanese beetle: 30 sec. (17%)
- Track access charges: (15%)
- Norway Royal: (12%)
- Moderation/transitions: (5%)

Summary: In the US election campaign report, Democratic voices receive 100% of the speaking time for political statements. Republican or independent voices receive 0 seconds. This is an extreme time distribution asymmetry for a report that claims balance.



4. OMISSION (Selective Omission)

8/10

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Omission 1: Republican perspective on Harris candidacy

Context

The entire US election campaign report () contains not a single Republican voice.

Relevant at: 00:06–08:30 (entire report)

Effect

The viewer receives exclusively the Democratic self-portrayal. Critical objections to Harris (experience, programme, swing-state weaknesses) are completely absent. The broadcast suggests the question is only whether America is "ready" for a woman — not whether Harris is the better candidate.

Omission 2: Trump's reaction to the DNC

Context

Trump responded during the DNC with several statements and rallies. These are not mentioned.

Relevant at: 00:06–08:30

Effect

The viewer does not learn how the other side assessed the convention. Trump is characterised only through Obama's quote ("bluster and chaos") — a third-party characterisation, not a self-portrayal.

Omission 3: Harris's programmatic positions

Context

The report addresses Harris's gender, background and personality, but not her concrete policy positions (economy, foreign policy, health).

Relevant at: 03:13 — "The joy about the new candidate Harris is clearly palpable everywhere here."

Effect

The broadcast reduces Harris to her identity characteristics (woman, Black, not privileged) and emotions (joy, hope), not content. This paradoxically corresponds to what the report itself describes as problematic (05:09: "one point where female politicians are often judged differently from men is personality").

Summary: The systematic omission of Republican perspectives and programmatic content turns the US election campaign report into a de-facto promotional piece for the Harris campaign. This is the most serious finding of the broadcast.

Missing voices

- Republican commentator/political scientist: Would have provided the perspective of why Trump voters reject Harris and what weaknesses the Democratic campaign has.
- Independent female voter from a swing state (e.g. Pennsylvania, Michigan): Would have reflected the actual ambivalence of many voters towards Harris.
- Demoscopy expert: Would have contextualised polling data on gender, race and voting behaviour, instead of leaving claims unsubstantiated.
- Economic policy analyst: Would have compared Harris's and Trump's economic programmes — often decisive for swing-state voters.



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- Consumer representative (e-waste): Would have explained why Temu purchases are increasing and what regulatory options exist.
- Road transport representative (track access charges): Would have provided the perspective of road logistics, which is directly affected by the modal shift target.
- Critical political scientist on the Harris campaign: Would have analysed strategic weaknesses of the Democratic campaign.
- Affected farmer (Japanese beetle): Would have described the concrete economic threat from the perspective of those affected.



5. MANIPULATION OF FIGURES

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

Finding 1: Harris campaign figures without context

Timestamp 04:04

Figure: "Over 300,000 people have signed up as volunteers in recent weeks. And the campaign has received 300 million dollars in donations."

Dimensions:

- (a) Absolute value: shown (300,000 volunteers, 300 million dollars)
- (b) Share: MISSING — How many volunteers did Trump have? How much did Trump raise?
- (c) Trend: MISSING — How do these figures develop compared to earlier campaigns?

Missing context

Trump also raised hundreds of millions of dollars in the same period. Without comparative figures, the Harris numbers suggest a uniquely exceptional mobilisation.

Effect

The figures are presented as evidence of extraordinary support, without the viewer being able to assess whether they are actually extraordinary.

Finding 2: Track access charge increase — discrepancy between communicated and actual value

Timestamp 18:55

Figure: "It was communicated as 2.1% and moderate also for rail freight transport. If we look closely, track access charges are now being increased by approximately 7%."

Dimensions:

- (a) Absolute value: shown (2.1% vs. 7%)
- (b) Share: MISSING — What does 7% mean in francs for an average freight train?
- (c) Trend: MISSING — How have track access charges developed historically?

Missing context

The absolute cost difference (2–3 million CHF at BLS Cargo, 21:17) is mentioned later, but not set in relation to total turnover.

Effect

Moderate — the discrepancy is correctly presented, but the economic significance remains unclear.

Summary: The campaign figures for Harris are presented without comparative values, creating a false impression of exceptional mobilisation. On the track access charge topic, the use of figures is more factual, but also incomplete.



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

Association 1: Trump — "bluster and chaos"

Timestamp

02:24

Quote

"We don't need four more years of bluster and chaos. We've seen this movie before and we know that a sequel is usually worse."

Technique: Obama quote is adopted without comment. Trump is defined through a third-party characterisation, without his own voice or right of reply.

Effect

The viewer associates Trump with "bluster and chaos" — a negative characterisation that remains as fact because no countervoice follows.

No further classic guilt-by-association findings. No individuals are framed as "conspiracy theorists".

Summary: The adoption of the Obama quote without a right of reply is a mild form of guilt by association — Trump is defined through a partisan third-party characterisation. The score remains low, as no systematic chain of association is constructed.



7. TIMING

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Finding 1: Opening with emotional Harris framing

Position: 00:10 (beginning — first words of the broadcast)

Content: "As if she had already won the election. Her fans are celebrating Kamala Harris with an enthusiasm not seen in US politics for a long time."

Timing effect

The broadcast begins with an emotionally charged, positive characterisation of Harris. This sets the tone for the entire broadcast. The primacy effect (first information shapes overall perception) is deployed here in Harris's favour. The critical question ("But what about the rest of the country?") follows only afterwards, but is not really answered in the report.

Finding 2: Positive closing notes in the Harris report

Position: 05:57–06:05 (end of main report)

Content: "Like the day before yesterday on stage with Joe Biden, when many lip-read her saying I love you. Perhaps it is this combination that could help her all the way to the top of the country."

Timing effect

The report ends with an emotional, positive image (Harris says "I love you"). The recency effect (last information sticks) is used for a positive Harris image. Critical aspects are completely absent at the end.

Summary: The Harris report is framed by strategic timing: emotional opening (primacy), emotional conclusion (recency), critical questions in the middle that are not answered. This is a classic narrative structure for the positive characterisation of an actor.



8. SELECTIVE OUTRAGE									3/10
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Outrage = bias. Selective outrage amplifies the finding. Score = degree of outrage (0–5) + selectivity (0–5)

Finding 1: Presenter framing "As if she had already won the election"

Timestamp 00:10

Triggering event: Enthusiasm of Harris supporters at the DNC convention

Reaction: "As if she had already won the election. Her fans are celebrating Kamala Harris with an enthusiasm not seen in US politics for a long time."

Comparison Analogous event — enthusiasm at Trump rallies — is not addressed in the broadcast. No comparable enthusiastic description of Trump supporters.

Asymmetry: The enthusiasm of Harris supporters is framed as historically unique and positive. Comparable mobilisation on the Republican side is absent. Asymmetry demonstrable, as no analogous event on the Republican side occurs in the broadcast.

Degree of outrage: 1/5 — No explicit outrage, but clearly enthusiastic framing

Selectivity: 2/5 — One-sidedly positive for Harris, no analogous treatment of the other side

Summary: No classic outrage in the sense of moral indignation. The asymmetry lies in the enthusiastic framing of Democratic mobilisation without analogous treatment of Republican mobilisation. Score remains moderate, as no explicit outrage against one side is present.



9. COMPLETENESS (Selective Omission — Overall picture)

8/10

1 2 3 4 5 6 7 8 9 10

Finding 1: Complete absence of Republican perspective in the main report

Timestamp 00:06–08:30

Missing perspective: Republican assessment of the Harris candidacy, Trump's reaction to the DNC, independent voter analysis

Relevance: A report on the US presidential election that gives only one side a voice is structurally incomplete.

Impact: The viewer receives a one-sided picture of political reality. The question "Is America ready for Kamala Harris?" is answered exclusively by Harris supporters — which is not a valid answer to the question posed.

Finding 2: Missing programmatic content

Timestamp 00:06–08:30

Missing perspective: Harris's concrete policy positions (economy, foreign policy, health, migration)

Relevance: A report about a presidential candidate that addresses exclusively identity, emotion and mobilisation, but no content, is journalistically incomplete.

Impact: The viewer cannot form an informed assessment of the candidate.

Finding 3: Missing contextualisation of the track access charge controversy

Timestamp 17:50–21:50

Missing perspective: Political responsibility for the FOTP's communication failure; parliamentary reaction; road transport perspective

Relevance: The question of who bears political responsibility for the miscommunication is not raised.

Impact: The report remains at the technical-administrative level and avoids political contextualisation.

Summary: The broadcast is fundamentally incomplete in the US election campaign report — it answers the self-posed question ("Is America ready for Harris?") exclusively with voices from Harris supporters. This is the most serious completeness deficiency of the broadcast.

The 2024 US election campaign is one of the most closely watched elections in recent history, with fundamental differences between the candidates Harris (Democrats) and Trump (Republicans) in economic, foreign, climate and social policy. The question of the electability of a woman as US President is socially relevant, but cannot be considered in isolation from programme and policy questions. The broadcast focuses exclusively on the Democratic convention, without incorporating Republican perspectives.

Share of perspectives covered

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

On the US election campaign report:

[A] Republican/Trump perspective on Harris candidacy

[B] Independent voters (swing-state perspective)

[C] Critical analysis of Harris's programme positions



[D] Historical contextualisation: Why did earlier female candidates fail?

[E] Demoscopic data on gender and voting behaviour (neutral)

[F] Critical voices within the Democrats

[G] Economic policy agenda Harris vs. Trump

[H] Security policy agenda Harris vs. Trump

On e-waste:

[I] Consumer perspective: Why do people buy from Temu/Shein?

[J] Legal situation: What regulatory options exist?

[A] OMITTED

Timestamp: entire report 00:06–08:30 — Quote: not a single Republican quote — Assessment: The Republican perspective on Harris is completely absent; Trump is characterised negatively only through the Obama quote.

[B] INDICATED

Timestamp: 06:10 — Quote: "Kamala Harris must win a sufficient number of swing states" — Assessment: The swing-state issue is mentioned, but not substantiated with independent voter voices.

[C] OMITTED

Timestamp: entire report — Quote: no critical analysis of Harris's positions — Assessment: Programmatic weaknesses or contradictions in Harris's agenda are not addressed.

[D] INDICATED

Timestamp: 06:10 — Quote: "Hillary Clinton did not manage that at the time" — Assessment: Historical contextualisation remains superficial, structural reasons are not analysed.

[E] OMITTED

Timestamp: entire report — Quote: no polling data on gender and voting behaviour — Assessment: Claims about voter readiness are not substantiated with data.

[F] OMITTED

Timestamp: entire report — Quote: no critical Democrat voices — Assessment: Internal tensions within the Democrats (e.g. progressive wing vs. establishment) are absent.

[G] OMITTED

Timestamp: entire report — Quote: no economic policy content — Assessment: The economic policy agenda of both candidates, central for swing-state voters, is completely absent.

[H] OMITTED

Timestamp: entire report — Quote: no security policy content — Assessment: Foreign policy, NATO, Ukraine — decisive for many voters — is absent.

[I] OMITTED

Timestamp: entire e-waste report — Quote: no consumer voice — Assessment: Why consumers buy from Temu (price, availability) is not addressed.

[J] INDICATED

Timestamp: 11:57 — Quote: "That is very annoying for us" — Assessment: The regulatory question is implied, but not concretely discussed.



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Completeness score: 2/10

Reasoning: The US election campaign report is the most significant contribution of the broadcast and omits 6 of 8 relevant perspectives entirely. The broadcast presents exclusively Democratic voices from the DNC convention, without a single Republican, independent or critical countervoice. Factual topics (e-waste, track access charges) are more complete, but also without political contextualisation.



Soft facts — 6 qualitative techniques

10. FRAMING (Setting the frame)

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Finding 1: Harris candidacy as a historic moment of departure

Timestamp	00:10
Quote	<i>"As if she had already won the election. Her fans are celebrating Kamala Harris with an enthusiasm not seen in US politics for a long time."</i>
Manipulation	The candidacy is framed as a historically unique moment, not as a normal election campaign situation. The comparison "not seen for a long time" is a value judgement, not a statement of fact.
Why problematic	The viewer is introduced to a narrative of historic departure that adopts the Democratic campaign message ("hope is back") without identifying it as such.

Finding 2: Rail modal shift target as uncontested "creed"

Timestamp	17:55
Quote	<i>"Goods belong on the rail rather than on the road whenever possible. That is something like the creed of Swiss transport policy."</i>
Manipulation	The modal shift target is framed as societal consensus ("creed"), not as a political decision with advantages and disadvantages.
Why problematic	The designation "creed" immunises the position against criticism — whoever questions a creed is a heretic. The economic costs and the perspective of road transport are absent.

Finding 3: Question "Is America ready for a woman?" as a framing instrument

Timestamp	01:34
Quote	<i>"For the moment when the most powerful person in the country is a woman?"</i>
Manipulation	The question is posed as if the only obstacle for Harris were society's readiness for a woman — not her programme positions, her experience or the strength of the opponent.
Why problematic	This framing reduces a complex electoral decision to a question of gender readiness and thereby implicitly adopts the Democratic campaign message that resistance to Harris is primarily attributable to sexism.

Summary: The framing of the Harris report systematically adopts the Democratic campaign message: historic departure, hope, readiness for a woman. Critical framings (programmatic weaknesses, Republican strengths, swing-state risks) are completely absent.



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

Finding 1: "Something wonderfully magical is in the air"

Timestamp	01:58
Quote	<i>"Something wonderfully magical is in the air, isn't it?"</i>
Manipulation	Michelle Obama's campaign rhetoric is adopted into the report without comment. The reporter describes the atmosphere using the same terms as the campaign itself.
Why problematic	A neutral alternative would be: "Michelle Obama described the atmosphere as extraordinary." Instead, the campaign message is presented as journalistic observation.

Finding 2: "The joy about the new candidate Harris is clearly palpable everywhere here"

Timestamp	03:13
Quote	<i>"The joy about the new candidate Harris is clearly palpable everywhere here."</i>
Manipulation	"Everywhere" is an absolute statement that is not substantiated. The reporter is at a Democratic convention — of course joy is palpable there. The generalisation to "everywhere" is misleading.
Why problematic	A neutral alternative would be: "At the Democrats' convention, visible enthusiasm for Harris prevails." The formulation used suggests a broader societal mood.

Finding 3: "America, hope is back"

Timestamp	02:06
Quote	<i>"America, hope is back."</i>
Manipulation	Obama quote is embedded in the report without quotation marks or distancing. In the transcript it is not clear whether this is a direct quote or a paraphrase by the reporter.
Why problematic	A neutral alternative would be: "Obama declared that hope was back." The formulation without clear attribution leaves open whether this is the reporter's opinion or Obama's.

Summary: The choice of words in the Harris report repeatedly adopts Democratic campaign terms ("hope", "magic", "joy everywhere") without journalistic distancing. This is a clear indication of a lack of editorial separation between reporting and campaign message.



12. MODERATION BEHAVIOUR

4/10

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Finding 1: Question to Pascal Weber — no critical follow-up on one-sidedness

Timestamp 06:10

Triggering event: Correspondent Weber reports exclusively from a Democratic perspective from the DNC.

Quote (presenter) *"Yes, Pascal, actually a majority in the country already voted for a woman in 2016, Hillary Clinton. But she still lost because she lost in the decisive states. Will that now also threaten Kamala Harris?"*

Comparison The question is an invitation to further positive Harris analysis, not a critical follow-up on the one-sidedness of the report or the Republican perspective.

Asymmetry: There is no analogous situation in the broadcast where a correspondent presents Republican positions and the presenter asks critical follow-up questions. The asymmetry is structural — there is simply no Republican report that could be critically questioned.

Finding 2: Second question to Weber — also without critical dimension

Timestamp 07:21

Triggering event: Weber explains Harris's strategy of not placing her gender at the centre.

Quote (presenter) *"It is also interesting that Harris herself barely emphasises her historic role as the first possible female president in her speeches, quite differently from Hillary Clinton. Why is that?"*

Comparison The question is analytical, but not critical. It invites Weber to explain and justify Harris's strategy — not to question it.

Asymmetry: No analogous critical question about Trump's strategy or Republican positions in the broadcast.

Summary: The moderation behaviour is not actively manipulative, but passively one-sided: the presenters ask no critical questions about the one-sidedness of the reporting and invite the correspondents exclusively to further deepen the Democratic perspective.



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

Asymmetry 1: Questions to Weber exclusively on Democratic strategy	
To Pascal Weber, 06	10: "Will that now also threaten Kamala Harris?" — soft/analytical (invites explanation)
To Pascal Weber, 07	21: "It is also interesting that Harris herself barely emphasises her historic role. Why is that?" — soft/analytical (invites explanation)
Comparison	Not a single question about Republican strengths, Trump's strategy or Harris's weaknesses. Both questions are formulated in such a way that they make Harris's campaign appear in a positive light.

Asymmetry 2: No questions to Republican representatives	
To [Republican representative]	no questions — structurally omitted
Comparison	While Democratic representatives (Obama, Levine, Slotkin) are given extensive speaking time, there are no Republican interlocutors to whom questions could be directed.

Why an asymmetry: The question asymmetry is a direct consequence of the guest asymmetry. When only one side is invited, questions can only be directed to that side.

Summary: The question asymmetry is structurally caused by the one-sided guest selection. All questions in the US election campaign report are oriented towards the Democratic perspective and invite further deepening of this perspective, not critical questioning.



14. FALSE BALANCE

2/10

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Finding 1: Pseudo-balance through critical question without critical answer

Timestamp

03:42

Construct: "Kamala Harris is receiving a lot of applause. But is America really ready for the first woman at the head of the country?"

Analysis

The question suggests that a critical analysis will now follow. In fact, only a positive answer from Susie Levine (active Harris campaign worker) follows. The question serves as a rhetorical device to create the appearance of balance, without actually introducing a critical perspective.

Summary: False balance in the classic sense (two equally weighted but unequally valid positions) is not present. Instead, there is a pseudo-balance: critical questions are posed, but answered exclusively by Harris supporters. Score remains low, as no active false balancing is present.



15. AGENDA-SETTING

7/10

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Finding 1: The central question of the US election is gender, not programme

Agenda element set: The question "Is America ready for a woman?" is set as the central question of the US election.

Timestamp

00:24 — Evidence: "Is America ready for a woman, the first woman, for this woman in the White House?"

Alternative agenda: The central question could also be: "What policy positions do Harris and Trump represent, and which convince voters?" or "What are the prospects in the swing states?" or "What are the most important issues for American voters?"

Finding 2: Rail modal shift target as uncontested consensus

Agenda element set: The rail modal shift target is regarded as a "creed" — not as a political decision.

Timestamp

17:55 — Evidence: "Goods belong on the rail rather than on the road whenever possible. That is something like the creed of Swiss transport policy."

Alternative agenda: The question of whether the modal shift target is economically sensible and who bears the costs is not raised.

Summary: The agenda-setting in the Harris report sets gender and identity as primary campaign topics, while programme, economy and foreign policy disappear from the agenda. This corresponds to the Democratic campaign strategy and not to an independent journalistic topic-setting.



CHAPTER 4 — OVERALL EVALUATION

Results

- HARD FACTS SCORE (average criteria 1-9): 5.4 / 10
- SOFT FACTS SCORE (average criteria 10-15): 5.2 / 10

Dominant techniques

- 1. Omission / Selective Omission (Score 8):** The entire US election campaign report omits Republican perspectives, Trump reactions and Harris programme content entirely. The self-posed question ("Is America ready for Harris?") is answered exclusively by Harris supporters, which does not constitute a valid journalistic answer.
- 2. Framing (Score 7):** The Harris report systematically adopts the Democratic campaign message as a journalistic framework — historic departure, hope, readiness for a woman. Critical framings are completely absent. The question is posed as if the only obstacle for Harris were society's readiness for a woman, not her programme positions or the strength of the opponent.
- 3. Expert selection / Source selection (Score 7 each):** All four political experts in the Harris report are active Democrats or Democrat supporters. Susie Levine is introduced as "former Ambassador", although she is an active campaign worker — a classic technique of providing partisan sources with a neutral prestige label.

Core messages of the broadcast

****MESSAGE 1 (SUBSTANTIVE):** ** "Kamala Harris is a historic, hopeful candidate, and America is ready for her."

Technique: Framing, source selection, choice of words — Evidence: 00:10, 02:06, 03:13, 05:57

****MESSAGE 2 (PERSONAL):** ** "Trump stands for bluster and chaos — Harris for hope and warmth."

Technique: Guilt by association (Obama quote adopted without comment), timing, choice of words — Evidence: 02:24, 05:51, 06:00

****MESSAGE 3 (SOCIETAL):** ** "The shift to rail and the recycling system are uncontested societal goods that are threatened by external forces (Temu, track access charges)."

Technique: Agenda-setting, framing — Evidence: 17:55, 09:09, 12:56

Reasoning: The overall score of 5.3 corresponds to clear one-sidedness. The one-sidedness is concentrated in the US election campaign report, which would have to be rated at approximately 7/10 if analysed in isolation. The factual topics (e-waste, Japanese beetle, track access charges) are considerably more balanced (approximately 3/10). In accordance with Art. 4 RTVA, the accurate representation and diversity of opinion on contested topics is violated: a report on a presidential election that gives only one side a voice does not fulfil the statutory mandate. The factual topic reporting is qualitatively solid and corresponds to the RTVA mandate.

CONCLUSION

The broadcast 10vor10 shows a clear structural one-sidedness in the US election campaign report: all political sources are active Democrats or Democrat supporters, Republican perspectives are completely absent, and the campaign message of the Democrats is adopted as a journalistic framework. This violates Art. 4 Para. 2 RTVA, which requires diversity of opinion and a balanced selection of interlocutors on contested topics. The factual topic reporting (e-waste, Japanese beetle, track access charges, Norway) is considerably more balanced and largely corresponds to the statutory mandate. The overall score of 5.3/10 reflects this duality: problematic political reporting combined with solid factual reporting. For a legally robust complaint under Art. 4 RTVA, the US election campaign report is the relevant contribution — the complete absence of Republican perspectives in an 8-minute main report on a presidential election is not compatible with the requirement of accuracy and diversity.



OVERALL EVALUATION OF THE 15 CRITERIA

Individual scores — All 15 criteria

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

HARD FACTS SCORE (1-8)

5.4/10

Significant bias

SOFT FACTS SCORE (9-14)

5.2/10

Significant bias

OVERALL SCORE

5.3/10

Significant bias

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 material impairment of balance.
3–4	Slight to moderate finding	Discernible tendency; impact relevance low to moderate.
5	Moderate finding with impact relevance	Relevant bias 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-substantiated bias with marked impact relevance.
8–9	Serious finding	Pronounced bias; multiple substantiable individual findings in this criterion.
10	Maximum manifestation	Systematic, pervasive bias in this criterion.

Aggregated deviation index — interpretation ranges

0.0 – 2.5	Unremarkable	No material patterns discernible; broadcast corresponds to the accuracy requirement.
2.6 – 4.0	Slight bias	Isolated anomalies; statistically visible, but still within the tolerance range.
4.1 – 6.0	Significant bias	Multiple significant findings; relevant impairment of diversity of perspectives.
6.1 – 8.0	Serious deviation from the balance requirement. 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 treated worse in portrayal, speaking time or framing.
-2 to -1	Slightly disadvantaged	Discernible, but weak disadvantage.
0	Neutral	No discernible preference or disadvantage.
+1 to +2	Slightly favoured	Discernible, but weak preference.
+3 to +5	Strongly favoured	Party is clearly preferred in portrayal, speaking time or framing.



CHAPTER 5 — LEGAL CLASSIFICATION (Art. 4 RTVA)

Assessment under Art. 4 RTVA

Violation 1:

Norm: Art. 4 Para. 2 RTVA (diversity of opinion on contested topics)

Facts: The US election campaign report () gives exclusively Democratic voices a platform. All four political interlocutors (Michelle Obama, Barack Obama, Susie Levine, Elissa Slotkin) are active Democrats or Democrat supporters. Republican perspectives, Trump reactions and independent assessments are completely absent.

Evidence: Timestamp 00:06–08:30 — Quote: "As if she had already won the election. Her fans are celebrating Kamala Harris with an enthusiasm not seen in US politics for a long time." (00:10) — entire report without a Republican voice.

Assessment: The US presidential election is a contested political topic within the meaning of Art. 4 Para. 2 RTVA. The complete absence of the Republican perspective in an 8-minute main report violates the requirement of diversity of opinion. It is not sufficient to relativise the question of balance by reference to the convention context — SRF would have had to either incorporate Republican voices or explicitly identify the report as a convention report without any claim to balance.

Violation 2:

Norm: Art. 4 Para. 1 RTVA (accurate representation of facts and events)

Facts: Susie Levine is introduced as "former US Ambassador to Switzerland" (03:47), although at the time of the broadcast she is an active member of the Harris election campaign. The introduction with the neutral prestige label "Ambassador" without prominent emphasis on her current partisan role is misleading.

Evidence: Timestamp 03:47 — Quote: "says Susie Levine, the former US Ambassador to Switzerland, who is currently working on the Democrats' election campaign."

Assessment: Although the campaign role is mentioned, the introduction as "former Ambassador" sets the tone and suggests a neutral expert perspective. An accurate representation would have introduced Levine primarily as a "Harris campaign worker". This is a violation of the accuracy requirement, as the source is not correctly contextualised.

Violation 3:

Norm: Art. 4 Para. 2 RTVA (balanced selection of interlocutors)

Facts: The question "Is America ready for Kamala Harris?" is answered exclusively by Harris supporters. A balanced selection of interlocutors would have required at least one Republican, one independent or one critical voice.

Evidence: Timestamp 03:42 — Quote: "But is America really ready for the first woman at the head of the country?" — followed exclusively by Democratic answers.

Assessment: The selection of interlocutors is structurally one-sided. Art. 4 Para. 2 RTVA requires a balanced selection on contested topics — this requirement is not met.

Overall assessment Art. 4 RTVA

The US election campaign report of the broadcast violates Art. 4 Para. 1 and Para. 2 RTVA in three demonstrable respects: lack of diversity of opinion, misleading source contextualisation and one-sided selection of interlocutors. The factual topic reporting (e-waste, Japanese beetle, track access charges, Norway) largely corresponds to the statutory mandate and is not open to objection. A complaint to the Independent Complaints Authority for Radio and Television (ICA) would be justifiable for the US election campaign report, as the complete absence of Republican perspectives in an 8-minute main report on a presidential election is not compatible with the requirement of accuracy and diversity. The factual topic reporting would in all likelihood withstand an ICA review.



CHAPTER 6 — SOURCE IN-DEPTH CHECK

Organisation 1: SWICO (association for e-waste recycling)

1. FUNDING: SWICO is financed through the advance recycling contribution (ARC), which is levied on the purchase of electronic products. According to the broadcast: 28 million CHF per year (10:21). Non-profit association.

2. MANDATE: Coordination of the return and recycling of mobile phones, computers and screens. Compatible with statements on the recycling funding gap.

3. CONFLICT OF INTEREST: SWICO has an institutional interest in maintaining and expanding the ARC system. Statements about the threat from Temu/Shein directly serve the interest of protecting its own financing model. This is a structural conflict of interest that is not addressed in the broadcast.

D1 Conflict of interest: -1 — Institutional interest in the ARC system

D2 Personal risk: 0 — No personal risk

D3 Professional competence: +2 — Field of expertise corresponds to area of statement

D4 Opinion consistency: +1 — Consistent industry position

D5 Emotionalisation vs. data: +1 — Factual with figures

D6 Source level: +1 — Primary source for industry data

TOTAL: +4 → SOURCE TRAFFIC LIGHT: YELLOW

5. COUNTERVOICE: A consumer perspective (why do people buy from Temu?) or regulatory expertise is absent.

Organisation 2: Stiftung Sens eRecycling

1. FUNDING: Financed through ARC contributions (almost 50 million CHF according to the broadcast, 11:07). Non-profit foundation.

2. MANDATE: Disposal of household appliances. Compatible with statements on the funding gap.

3. CONFLICT OF INTEREST: Identical to SWICO: institutional interest in the ARC system. Statements about Temu/Shein as a problem directly serve the interest of protecting its own financing model.

D1 Conflict of interest: -1 — Institutional interest in the ARC system

D2 Personal risk: 0 — No personal risk

D3 Professional competence: +2 — Field of expertise corresponds to area of statement

D4 Opinion consistency: +1 — Consistent industry position

D5 Emotionalisation vs. data: 0 — Mix of factual content and emotional assessment ("very annoying", 12:04)

D6 Source level: +1 — Primary source for industry data

TOTAL: +3 → SOURCE TRAFFIC LIGHT: YELLOW

5. COUNTERVOICE: Temu/Shein perspective or regulatory expert is absent.

Organisation 3: Research centre CABY (Japanese beetle)

1. FUNDING: Publicly funded research centre in the Jura (Agroscope environment). No private conflicts of interest discernible.

2. MANDATE: Scientific pest research. Fully compatible with statements on the spread of the Japanese beetle.

3. CONFLICT OF INTEREST: No direct conflict of interest. Possible indirect conflict: research funding could depend on the scale of the problem. However, this conflict is structurally present in all research institutions and is not specific to CABY.

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

D2 Personal risk: +2 — Contradicts official authority line (FOAG optimistic); reputational risk

D3 Professional competence: +2 — Field of expertise corresponds to area of statement

D4 Opinion consistency: +1 — No contradictions discernible

D5 Emotionalisation vs. data: +2 — Factual, with geographical evidence

D6 Source level: +2 — Primary researcher

TOTAL: +10 → SOURCE TRAFFIC LIGHT: GREEN

5. COUNTERVOICE: Authority perspective (FOAG) is also cited — good balance in this report.

Organisation 4: Federal Office of Transport (FOTP)



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- 1. FUNDING:** State (federal administration). Financed through the federal budget.
- 2. MANDATE:** Regulation of transport. Compatible with statements on track access charges.
- 3. CONFLICT OF INTEREST:** The FOTP has an institutional interest in presenting its own communication as correct. The broadcast shows that the FOTP plays down the discrepancy between the communicated 2.1% and the actual 7% (19:43: "We are a little surprised that they are now reacting with such surprise"). This is a conflict of interest in self-portrayal.

D1 Conflict of interest: -1 — Institutional interest in positive self-portrayal
D2 Personal risk: 0 — Authority, no personal risk
D3 Professional competence: +2 — Field of expertise corresponds to area of statement
D4 Opinion consistency: 0 — Contradiction between communication and reality discernible
D5 Emotionalisation vs. data: +1 — Largely factual
D6 Source level: +1 — Primary source for authority decisions

TOTAL: +3 → SOURCE TRAFFIC LIGHT: YELLOW

- 5. COUNTERVOICE:** BLS Cargo and Railcare are cited as countervoices — good balance in this report.

Analysis prepared in accordance with Methodological Principle K11+K8, Version 3.0-detail. All findings are based exclusively on the transcript at hand. Timestamps are transcript timestamps. Direct quotes are taken verbatim from the transcript.

Source traffic light for participants:

Source	D1	D2	D3	D4	D5	D6	Total	Traffic light
SWICO (association for e-waste recycling)	-1	0	+2	+1	+1	+1	+4	YELLOW
Stiftung Sens eRecycling	-1	0	+2	+1	0	+1	+3	YELLOW
Research centre CABY (Japanese beetle)	+1	+2	+2	+1	+2	+2	+10	GREEN
Federal Office of Transport (FOTP)	-1	0	+2	0	+1	+1	+3	YELLOW

Legal and methodological classification

No finding of fact	The results presented do not constitute findings of fact about individual persons, editorial teams or broadcasts. They are to be understood as the result of a standardised operationalisation, not as a determination of individual responsibility.
No legal ruling	The aggregated deviation index does not replace a legal assessment within the meaning of Art. 4 RTVA. The determination of whether a specific broadcast violates statutory requirements is the exclusive responsibility of the competent authorities (in particular the ICA).
No proof of causality	Statistical correlations are not to be interpreted as proof of causal relationships or editorial intentions. Deviation values may be influenced by topic selection, news situation, political controversy or format logic.
No judgement of intent	The analysis measures observable structural characteristics of broadcasts. A score of 7 means that a significant bias has been identified — not that the editorial team intended this. The methodology makes no statements about motives or strategic objectives.



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**Heuristic
comparison
instrument**

The index serves the comparative pattern recognition across thousands of broadcasts, not the precise metric measurement of individual contributions. Threshold values serve heuristic orientation, not 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. The broadcasts must in particular respect human dignity, must not be discriminatory or contribute to racial hatred, nor endanger public morality, nor glorify or trivialise violence.
- Art. 4 Para. 2 RTVA: Editorial broadcasts with informational content must accurately represent facts and events so that the public can form its own opinion. Opinions and commentary must be recognisable as such.
- Art. 4 Para. 4 RTVA: In the totality of editorial broadcasts, the diversity of events and opinions must be adequately expressed (diversity requirement).

Core obligations

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

Supervisory authority

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

Complaints procedure

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



APPENDIX 2: SCIENTIFIC FOUNDATIONS

Literature

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- 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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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 appropriate, not subject to 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.