



## SVFAB DETAILED ANALYSIS

2024-10-23 10 vor 10 vom 23.10.2024

Broadcast: SRF Tagesschau broadcast | 2024-10-23 | Analysed on: 2026-05-19 14:07

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

### OVERALL SCORE

**5.9/10**

*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)

**3.2 / 10**

*Left-leaning*

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

← Left

Right →

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

This section serves for political classification and does not 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 the executive. Political conflicts therefore do not run along a government-opposition axis, but between the parties in parliament and in popular votes.

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, single health insurer, EU rapprochement
FDP	6.5	28	Government (2 FC)	Economic freedom, lean state, bilateral agreements
Centre	5.0	29	Government (1 FC)	Pragmatism, family tax relief, cost containment
Greens	2.0	23	Opposition	Climate protection, redistribution, disarmament
GLP	4.0	10	Opposition	Green economy, liberal migration, EU integration
EVP	5.5	2	Opposition	Christian values, centrist positions

The dominant line of conflict runs between the SVP (sovereignty, migration restriction) and the left-green camp (climate protection, expansion of social services). In the area of healthcare, SP/trade unions are pitted against health insurance associations and centre-right parties over financing models. The EU question (Bilateral III) divides the centre-right camp internally. Relevant in media terms is the overrepresentation of left-wing positions despite SVP dominance in election results.

SRF is Switzerland's public broadcaster, financed through reception fees (Serafe levy) and obligated under Art. 4 RTVG to provide accurate, balanced reporting. The RTVG explicitly requires diversity of opinion on controversial topics and a balanced selection of interlocutors. SRF is regularly criticised, particularly by circles close to the SVP, for a structural left-leaning tendency in its reporting.



## CHAPTER 1 — PARTY-POLITICAL BIAS

Party	Score (-5..+5)	Broadcast portrayal vs. programme position
SVP	-2	No direct SVP quote. EFAS vote (19:15–23:55): SVP position (against single health insurer, in favour of personal responsibility) not mentioned. Trump segment implicitly associates, through parallelisation with the "American right", in a way that affects SVP voters. Programme position: personal responsibility in healthcare, scepticism towards state control — omitted.
SP	+1	20:55 "That is actually a scandal for premium payers" — trade union position (close to SP) is represented with an emotional quote. Programme position: premium cap, against shifting costs onto the insured — correctly portrayed, but without counterbalance to the SP proximity of the trade union representatives.
FDP	0	Not mentioned in broadcast. Score 0 = not covered.
Centre	0	Not mentioned in broadcast. Score 0 = not covered.
Greens	0	Not mentioned in broadcast. Score 0 = not covered.
GLP	0	Not mentioned in broadcast. Score 0 = not covered.
EVP	0	Not mentioned in broadcast. Score 0 = not covered.

### Party bias summary

- Most accurate portrayal: SP (Score +1) — trade union position correct, but one-sidedly amplified emotionally
- Strongest distortion: SVP (Score -2) — position on healthcare omitted; Trump segment with implicit association with the "American right" without differentiation
- Average deviation from 0 (treated parties only): 1.5
- Conclusion: The broadcast directly addresses only two party positions (SP-adjacent via trade union, SVP indirectly via Trump association). The SVP's position on the EFAS proposal is completely omitted, even though the SVP is the largest party and has a clear position on healthcare financing. The Trump segment contains an implicit parallelisation with "the right" in general, which remains without differentiation in relation to the Swiss political landscape.



## CHAPTER 2 — BROADCAST INFORMATION AND THEMATIC FRAMEWORK

### Broadcast data

- Title: 10vor10
- Date: 23.10.2024
- Presenter: Not named (female voice, signs off at the end)
- Reporters: Andrea Thornherr, Manuel Ramirez (fan violence), Benedikt Hofer (North Korea), Pascal Weber (Trump/USA), Christa Gall (EFAS), RTS colleague (mountain Tinder)

Actors	Function	Party/affiliation	Political spectrum
Thomas Zimmer	Historian, Georgetown University	No party; publicly known as a Trump critic	Left-liberal
Pascal Weber	SRF correspondent Washington	SRF (public broadcaster)	Neutral (journalist)
David Nauer	SRF correspondent Ukraine	SRF (public broadcaster)	Neutral (journalist)
Alain Brechbühl	Fan violence researcher	Academic	Neutral
Lucerne cantonal councillor	Cantonal executive	Not stated	Not classifiable
Zurich cantonal police (spokesperson)	Police	State	Neutral
Trade union representative	Trade union	Close to SP	Left
Cura Futura representative	Health insurance association	Industry association	Centre-right
FOPH representative	Federal Office of Public Health	State	Neutral/state
Thibaut Monet	Private individual / mountain Tinder inventor	None	Non-political

### Main topic

The broadcast covers four thematically unrelated topics: fan violence in Swiss football, North Korean troop presence in Russia, Trump's rhetoric in the US election campaign, and the EFAS vote on healthcare financing.



## CHAPTER 3 — 15 CRITERIA: DETAILED ANALYSIS

### Hard facts

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

#### 1. EXPERT SELECTION

7/10

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**Expert 1:** Thomas Zimmer, historian Georgetown University

Timestamp: 12:45

Statement: "It has long been the case that everyone who in any way openly speaks out against Trump, positions themselves against Trump, has to deal with a flood of violent threats." (15:19)

Classification: Zimmer is publicly known as a committed Trump critic; he runs a Substack ("Democracy Americana") with an explicitly anti-Trump orientation and has repeatedly positioned himself as a political activist, not merely as an academic historian.

#### Source in-depth check:

**(a) FUNDING:** Georgetown University (private, Jesuit); Zimmer additionally finances himself through Substack subscriptions, which depend on his Trump-critical positioning.

Conflict of interest: Financial incentive for pointed anti-Trump statements (Substack model rewards engagement); institutionally no direct dependence on political donors.

**(b) MANDATE:** Historian of American history — professionally qualified for historical contextualisation. However: Zimmer regularly appears as a political commentator, not only as a historian. His mandate as a "neutral academic" is limited by his public activism role.

D1 Conflict of interest: -1 — Substack income dependent on Trump-critical positioning; no direct state conflict of interest

D2 Personal risk: +1 — As an academic with tenure he bears some risk through public positioning, but limited

D3 Professional competence: +1 — Historian of US history; statements about political violence and rhetoric lie at the periphery of his core competence (not political science)

D4 Consistency of opinion: +1 — Consistently Trump-critical since 2016; no changes of position

D5 Emotionalisation vs. data: -2 — Statements such as "The intention is in this way to make democracy impossible" (15:39) are appellative, not data-based; no empirical evidence for attributions of intent

D6 Source level: 0 — Secondary source; interprets events, cites no primary sources

**TOTAL: 0 → SOURCE INDICATOR: YELLOW**

**(c) PROFESSIONAL COMPETENCE:** 45–12:50) — the qualification "renowned" is a social attribution, not a factual one. His political activism role is not mentioned. He is framed as a neutral academic expert, even though he is structurally a partisan voice.

**Expert 2:** Alain Brechbühl, fan violence researcher

Timestamp: 03:31

Statement: "Both GC and FCZ are clubs from the urban area of Zurich, where the rival fans encounter each other and where this plays out accordingly, also away from the matches, time and again."



**Source in-depth check:**

**(a) FUNDING:** Academic (University of Bern, fan violence research unit); partially publicly funded through research grants.

Conflict of interest: Institutional interest in maintaining the relevance of the research field; no direct political conflict of interest.

**(b) MANDATE:** Fan violence researcher — directly responsible for the topic. Mandate compatible with neutral assessment.

D1 Conflict of interest: 0 — Slight institutional interest in the relevance of the topic, but no political conflict of interest

D2 Personal risk: 0 — Neutral academic position

D3 Professional competence: +2 — Directly relevant field of expertise

D4 Consistency of opinion: +1 — No known contradictions

D5 Emotionalisation vs. data: +1 — Factual and analytical

D6 Source level: +1 — Primary researcher in the field

**TOTAL: +5 → SOURCE INDICATOR: GREEN**

*Missing expert groups:*

- Conservative US political scientist or historian (counter-perspective to Zimmer)
- Independent health economist (EFAS segment)
- North Korea specialist with a more sceptical assessment of the troop presence

**Source indicator for participants:**

Source	D1	D2	D3	D4	D5	D6	Total	Indicator
Thomas Zimmer, historian Georgetown University	-1	+1	+1	+1	-2	0	0	<b>YELLOW</b>
Alain Brechbühl, fan violence researcher	0	0	+2	+1	+1	+1	+5	<b>GREEN</b>

*Summary:*

- Brechbühl (fan violence): GREEN (+5) — professionally competent, no relevant conflict of interest
- Zimmer (Trump): YELLOW (0) — politically active commentator, framed as neutral academic; structurally partisan, not declared



## 2. SOURCE SELECTION

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Claims without primary source = penalty points (rumour check)

### Source 1: New York Times

Timestamp

15:51

Statement

"The New York Times recently described it this way. With his escalation, Donald Trump is offering the USA the choice of a distinctly different form of government. And added: a less democratic form."

**(a) Funding and ownership:** New York Times Company, publicly listed; editorially positioned as decidedly anti-Trump since 2016; editorials and news selection documented as left-liberal.

**(b) Structural conflict of interest:** NYT has an institutional interest in Trump-critical reporting (subscriber base, brand positioning). The quote is presented as a factual assessment, but is an opinion piece from a politically positioned newspaper.

**(c) Missing counter-source:** Wall Street Journal, National Review or conservative US media with a differing assessment are completely absent.

### Source 2: South Korean government (satellite images)

Timestamp

07:36

Statement

"So said South Korea, which published these satellite images of alleged troop movements last week."

**(a) Funding:** State (South Korean government).

**(b) Structural conflict of interest:** South Korea has a strategic interest in documenting and escalating North Korean military cooperation with Russia (its own security situation, alliance policy).

**(c) Missing counter-source:** Independent satellite image analysis (e.g. Planet Labs, Maxar) or neutral intelligence assessment is absent.

### Source 3: Cura Futura (health insurance association)

Timestamp

22:00

Statement

"Nursing care accounts for a much smaller share of total costs. A little more than 10%. Outpatient costs are four times larger and growing faster."

**(a) Funding:** Industry association of health insurers; financed through membership contributions of the insurers.

**(b) Structural conflict of interest:** Cura Futura is a supporter of EFAS; has an institutional interest in the proposal being adopted. Is not presented as an interest representative, but as a factual source.

**(c) Missing counter-source:** Independent cost analysis is absent; the trade union position is brought in as a dissenting voice, but is equally interest-driven.

Rumour check:

Rumour 1:

Timestamp: 06:57

Claim: "This video is said to show North Korean soldiers."



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Verbal marker: "said to"

Primary source available: No — Ukrainian authorities as source, no independent verification. +1 penalty point.

Rumour 2:

Timestamp: 07:31

Claim: "3,000 North Korean soldiers are said to be distributed across various bases in this region."

Verbal marker: "said to be"

Primary source available: No — South Korean government as source, no independent verification. +1 penalty point.

Rumour 3:

Timestamp: 04:08

Claim: "GC fans are said to have attacked in a gymnasium."

Verbal marker: "said to have"

Primary source available: No — no police report or court ruling cited. +1 penalty point.

Summary: The source selection is structurally one-sided: in the Trump segment exclusively Trump-critical sources (NYT, Zimmer); in the North Korea segment state sources with a conflict of interest without independent verification; in the EFAS segment two interest representatives without independent expertise. Three rumours without primary source (+3 penalty points on base value 3 = Score 6).



### 3. TIME DISTRIBUTION

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Estimated speaking time:

Segment/actors	Speaking time	Share
Trump/USA (total)	approx. 8 min.	~31%
EFAS vote	approx. 5 min.	~19%
Fan violence Switzerland	approx. 5 min.	~19%
North Korea/Ukraine	approx. 4 min.	~15%
Mountain Tinder (human interest)	approx. 2 min.	~8%
Ankara attack	approx. 1 min.	~4%
Presenter transitions	approx. 1 min.	~4%

Within Trump segment:

- Thomas Zimmer (Trump critic): approx. 3:30 min. (~44% of segment)
- Pascal Weber (SRF correspondent): approx. 2:30 min. (~31%)
- Trump original audio (without contextualisation): (~13%)
- Presenter: (~12%)
- Conservative/pro-Trump voice: 0 min. (0%)

Within EFAS segment:

- Trade union (opponents): approx. 1:30 min. (~30%)
- Cura Futura (supporters): approx. 1:30 min. (~30%)
- FOPH (state, supporters): approx. 0:30 min. (~10%)
- Reporter/presenter: approx. 1:30 min. (~30%)
- SVP/FDP/Centre position: 0 min. (0%)

Summary: The Trump segment receives the largest single block of the broadcast at 31% and is internally completely one-sided (0% conservative/pro-Trump perspective). The EFAS segment is formally more balanced (approx. 30% each per camp), but completely excludes the largest party (SVP).



#### 4. OMISSION (Selective Omission)

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##### Omission 1:

###### Context

In the Trump segment, any analysis of Harris/Democrat rhetoric or Democratic campaign statements is absent.

Relevant at: 11:45–19:15 (entire Trump segment)

###### Effect

The segment suggests that radicalisation and threatening rhetoric are an exclusive Trump/right-wing phenomenon; Democratic campaign statements (e.g. the Democrats' "threat to democracy" rhetoric) are not contextualised.

##### Omission 2:

###### Context

In the EFAS segment, the SVP's position is completely absent. The SVP is Switzerland's largest party and has a clear position on healthcare financing (personal responsibility, against a single health insurer).

Relevant at: 19:15–23:55

###### Effect

The vote segment appears as a conflict between trade unions and the health insurance association, even though the party landscape is more complex.

##### Omission 3:

###### Context

In the North Korea segment, the uncertainty of the source basis is absent. All information comes from parties to the conflict (Ukraine, South Korea, USA) with a clear interest in portraying escalation.

Relevant at: 06:05–10:20

###### Effect

The reporting suggests greater certainty about North Korean troop presence than the source situation justifies; Russia's and North Korea's denials are briefly mentioned, but not treated with equal weight.

Summary: Three structural omissions characterise the broadcast: missing counter-perspective in the Trump segment, missing SVP position in the EFAS segment, and insufficient problematisation of sources in the North Korea segment. All three omissions favour the same direction (left-liberal/state-aligned).

#### Missing voices

- SVP representative (health policy): Would have contributed the centre-right pro-EFAS position or SVP scepticism towards state healthcare management
- Independent health economist: Would have methodically contextualised the cost projections of both camps, without a conflict of interest
- Trump voter / conservative US commentator: Would have explained the motivations of the almost 50% of Trump voters
- Conservative US historian or political scientist: Would have provided a counter-perspective to Thomas Zimmer's assessment



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- Cantonal representative (finance directorate): Would have presented the fiscal implications of EFAS for the cantons
- Patient organisation: Would have contributed the perspective of those affected regarding nursing care financing
- NATO/security expert Switzerland: Would have contextualised the North Korea development from a Swiss security perspective
- North Korea expert with a differing assessment: Would have placed greater emphasis on the uncertainty of the situation assessment



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

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

Finding 1:	
<b>Timestamp</b>	03:11–03:22
Figure: "The number of football matches in which people were injured has increased slightly since 2018."	
Dimensions:	
<ul style="list-style-type: none"> <li>- (a) Absolute value: Not stated (trend only)</li> <li>- (b) Share: Not stated (no ratio to total matches)</li> <li>- (c) Trend: Stated ("increased slightly")</li> </ul>	
<b>Missing context</b>	Absolute figures absent; no ratio to the total number of matches; no contextualisation of whether "slightly" is statistically significant; Covid seasons excluded without explanation of methodology.
<b>Effect</b>	"Slight increase" sounds alarming, without the viewer being able to assess whether it involves 2 or 200 additional matches.

Finding 2:	
<b>Timestamp</b>	22:03–22:23
Figure: "Nursing care accounts for a much smaller share of total costs. A little more than 10%. Outpatient costs are four times larger and growing faster."	
Dimensions:	
<ul style="list-style-type: none"> <li>- (a) Absolute value: Not stated</li> <li>- (b) Share: Stated (10% nursing, ~40% outpatient)</li> <li>- (c) Trend: Partially stated ("growing faster")</li> </ul>	
<b>Missing context</b>	Absolute amounts absent; "four times larger" without base value; growth rate not quantified.
<b>Effect</b>	Suggests that nursing costs are negligible, without stating absolute figures (10% of CHF 40 bn. = CHF 4 bn. — not trivial).

Finding 3:	
<b>Timestamp</b>	13:03–13:11
Figure: "25 million people are to be deported within the shortest possible time."	
Dimensions:	
<ul style="list-style-type: none"> <li>- (a) Absolute value: Stated (25 million)</li> <li>- (b) Share: Not stated (no ratio to US population ~335 million = ~7.5%)</li> <li>- (c) Trend: Not relevant</li> </ul>	
<b>Missing context</b>	No source cited for the 25 million figure; no contextualisation of whether this is an official Trump programme or an estimate; source is Thomas Zimmer, not an official Trump document.
<b>Effect</b>	The figure appears as an established fact, but is an unsubstantiated claim by a partisan expert.



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Summary: In all three segments, figures are presented without the complete triad (absolute value/share/trend). Particularly problematic is the 25 million deportation figure, which is presented as fact without a source citation.



<b>6. GUILT BY ASSOCIATION</b>									<b>6/10</b>
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<b>Association 1:</b>	
<b>Timestamp</b>	09:17–09:25
<b>Quote</b>	<i>"The Russian attack on Ukraine could become a war of global character, a war of systems, dictatorships against democracies."</i>
Technique: Russia and North Korea are framed as "dictatorships" in the same breath as the war against "democracies"; implicitly a systemic conflict narrative is established.	
<b>Effect</b>	Suggests a binary world order (democracies vs. dictatorships) that obscures more complex geopolitical realities (e.g. authoritarian NATO partners, Switzerland's democratic neutrality).

<b>Association 2:</b>	
<b>Timestamp</b>	13:16–13:44
<b>Quote</b>	<i>"They are firmly convinced that the only way to restore the former greatness of the nation [...] consists in purging these enemies, above all those within."</i>
Technique: Zimmer uses the word "purging" (in German carrying Holocaust connotations) for Trump's deportation plans. The choice of words is not Trump's own, but Zimmer's interpretation.	
<b>Effect</b>	Implicit association with historical purges; not identified as Zimmer's interpretation, but presented as a description of the conviction of "the American right".

<b>Association 3:</b>	
<b>Timestamp</b>	17:33–17:42
<b>Quote (presenter)</b>	<i>"When one refers to the political opponent as an animal or, as you also said, warns of enemies within, that does indeed call to mind the darkest chapters of history."</i>
Technique: Direct association of Trump with National Socialism by the presenter herself (not by a guest).	
<b>Effect</b>	The presenter abandons the neutral observer role and herself establishes a historical association that implicitly links Trump with Hitler/NS rhetoric.

Summary: The strongest guilt-by-association technique is deployed by the presenter herself (17:33), not only by guests. The association with "the darkest chapters of history" is an editorial value judgement, not journalistic contextualisation. Zimmer uses "purging" as an interpretive term, which is not identified as such.



## 7. TIMING

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### Finding 1:

Position: 00:10–00:30 (broadcast opening)

Content: "Donald Trump was never known for warmth. But now, just days before the election, his appearances are becoming ever more sinister and ever more strange."

#### Timing effect

The broadcast opens with a value-laden characterisation of Trump as "sinister" and "strange" — before the first report. This sets the interpretive frame for the entire broadcast and shapes the reception of all subsequent topics.

### Finding 2:

Position: 15:51–16:07 (end of Trump segment)

Content: "The New York Times recently described it this way. With his escalation, Donald Trump is offering the USA the choice of a distinctly different form of government. And added: a less democratic form."

#### Timing effect

The segment ends with the strongest normative statement (NYT: "less democratic") — a classic closing chord technique that anchors the segment's message as the final impression.

### Finding 3:

Position: 23:57–26:39 (broadcast close)

Content: Mountain Tinder story as final item

#### Timing effect

The positive human interest story at the end creates an emotional conclusion that resolves the preceding critical content (Trump, North Korea, fan violence) in a positive overall feeling — standard technique for mood regulation.

Summary: The broadcast uses timing strategically: opening with a value-laden Trump characterisation (framing anchor), end of Trump segment with the strongest normative statement (NYT quote), broadcast close with a positive human interest story. This structure is journalistically common, but in combination with one-sided expert selection it is amplifying.



## 8. SELECTIVE OUTRAGE

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

### Finding 1:

**Timestamp** 00:10–00:30

Triggering event: Trump's campaign rhetoric (statements about "enemies within", deportation plans)  
Reaction: "his appearances are becoming ever more sinister and ever more strange" (presenter, broadcast opening)

**Comparison** Harris' campaign rhetoric (e.g. calling Trump a "fascist", "threat to democracy") — no analogous reaction, not addressed.

Asymmetry: Demonstrable. Trump's rhetoric is characterised as "sinister and strange"; Harris' rhetoric is not analysed.

### Finding 2:

**Timestamp** 14:44–14:58

Triggering event: Trump's statements about political violence ("One rough hour")  
Reaction (Zimmer): "It is clearly the case that this rhetoric, this open endorsement of violence [...] contributes to political violence from the right in America continuing to escalate."

**Comparison** Political violence from the left (e.g. attacks on Republican campaign offices, the assassination attempt on Trump himself in July 2024) — not mentioned, no analogous contextualisation.

Asymmetry: Demonstrable. "Political violence from the right" is explicitly named; political violence from the left is not addressed.

### Finding 3:

**Timestamp** 17:33–17:42

Triggering event: Trump's description of political opponents as "enemies within"  
Reaction (presenter): "that does indeed call to mind the darkest chapters of history"

**Comparison** Democratic rhetoric (Biden: "MAGA Republicans are a threat to the very soul of this country"; Harris: Trump as "fascist") — no analogous historical contextualisation by the presenter.

Asymmetry: Demonstrable. The presenter herself establishes a historical association for Trump's rhetoric, but not for comparable Democratic statements.

Degree of outrage: 4/5 — Multiple and clear, both by the presenter and by experts

Selectivity: 5/5 — Directed exclusively at Trump/the right; no analogous reaction to Democratic/left-wing rhetoric

Summary: The selective outrage in this broadcast is particularly pronounced because it is expressed not only by the expert (Zimmer), but also by the presenter herself. The asymmetry is documented three times and is methodologically clearly demonstrable.



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

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### Finding 1:

**Timestamp** 11:45–19:15 (Trump segment overall)

**Missing perspective/fact:** The assassination attempt on Trump (July 2024) and the associated security situation for Republican candidates is not mentioned, even though it would be indispensably relevant for a complete contextualisation of "political violence in America".

**Relevance:** Zimmer speaks of "political violence from the right" (14:55) — without mentioning the assassination attempt on Trump, a one-sided picture of the dynamics of violence is created.

**Impact:** The viewer receives the impression that political violence in the USA is a one-sided right-wing problem, even though the assassination attempt on Trump was the most prominent individual event of political violence in the 2024 election campaign.

### Finding 2:

**Timestamp** 19:15–23:55 (EFAS segment)

**Missing perspective/fact:** The voting recommendations of the parties are not mentioned. SVP, FDP, Centre, SP, Greens all have positions on EFAS — none is mentioned.

**Relevance:** With a popular vote in one month, the party landscape is central orientation information for eligible voters.

**Impact:** The segment appears as a technical debate between interest groups, even though it is a political vote.

### Finding 3:

**Timestamp** 06:05–10:20 (North Korea segment)

**Missing perspective/fact:** China's reaction to North Korean troop presence in Russia is only mentioned in half a sentence ("Pyongyang also often acts in important matters in consultation with China", 09:46), without presenting China's actual position or reaction.

**Relevance:** China is the decisive actor for contextualising North Korean foreign policy; without China's position the analysis is incomplete.

**Impact:** The geopolitical complexity is reduced to a dictatorships-vs.-democracies narrative.

**Summary:** The three most serious completeness deficiencies concern the assassination attempt on Trump (political violence portrayed one-sidedly), missing party positions on the EFAS vote, and China's role in the North Korea context. All three omissions favour the same narrative direction.

## Soft facts

The broadcast appears a few days before the US presidential election (5 November 2024) and one month before the Swiss popular vote on EFAS (24 November 2024). The Ukraine war is in a critical phase with possible expansion through North Korean involvement. In the Swiss healthcare system, cost pressure has prevailed for years, with rising health insurance premiums as a central political issue. The fan violence issue is a recurring domestic security topic without a clear party line.



*Share of perspectives covered*

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

**Trump/US election campaign:**

**[A] Historical-conservative contextualisation:** What drives Trump voters (economic fears, feelings of cultural displacement)?

[B] Trump's own programme positions presented factually (economy, immigration, foreign policy)

[C] Critical contextualisation of Harris/Democrat rhetoric for comparison

**[D] Opinion polling:** Why is the race so close?

**[E] Swiss perspective:** What does a Trump victory mean for Switzerland concretely?

**EFAS:**

[F] SVP position on healthcare financing

[G] Independent economists on the cost impact

[H] Patient organisations / those affected

[I] Cantonal representatives (who would have to pay more)

[J] Those affected by long-term care / relatives

**[A] OMITTED**

Timestamp: — — Quote: — — Assessment: The economic and social drivers behind Trump voters are not addressed; the focus is exclusively on Trump's rhetoric as a threat.

**[B] OMITTED**

Timestamp: — — Quote: — — Assessment: Trump's programme positions (economy, taxes, immigration control) are not presented factually, only his rhetoric is analysed.

**[C] OMITTED**

Timestamp: — — Quote: — — Assessment: Harris' rhetoric or Democratic campaign statements are not analysed or critically contextualised.

**[D] INDICATED**

Timestamp: 17:56 — Quote: "His supporters, and that is after all almost half of American voters, stand firmly by him." — Assessment: Mentioned, but not explained; no polling data.

**[E] OMITTED**

Timestamp: — — Quote: — — Assessment: The concrete implications of a Trump victory for Switzerland (NATO, bilateral agreements, economy) are not addressed.

**[F] OMITTED**

Timestamp: — — Quote: — — Assessment: SVP position on the EFAS proposal is completely absent; Switzerland's largest party is not given a voice.

**[G] INDICATED**

Timestamp: 22:52 — Quote: "The graph is actually methodologically incorrect and misleading in terms of content" — Assessment: Methodological criticism present, but no independent economist; only party representatives.

**[H] OMITTED**

Timestamp: — — Quote: — — Assessment: Patient perspective completely absent.

**[I] OMITTED**



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Timestamp: — — Quote: — — Assessment: Cantonal representatives who would have to pay more under EFAS are not given a voice.

**[J] OMITTED**

Timestamp: — — Quote: — — Assessment: Those affected by long-term care or their relatives are absent.

**Completeness score: 3/10**

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Rationale: Of ten relevant perspectives, only two are indicated and none is fully addressed. Particularly serious is the complete absence of the SVP's position on the EFAS proposal and any counter-perspective to the Trump analysis. The broadcast addresses Trump exclusively through the lens of a single, politically identifiable expert.



## Soft facts — 6 qualitative techniques

### 10. FRAMING (setting the frame)

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#### Finding 1:

Timestamp	00:10–00:30
Quote	<i>"Donald Trump was never known for warmth. But now, just days before the election, his appearances are becoming ever more sinister and ever more strange."</i>
Manipulation	The presenter sets the interpretive frame of "radicalisation" already in the introduction, before a single piece of evidence is shown. "More sinister and more strange" are value-laden adjectives, not journalistic description.
Why problematic	The viewer is led into the segment with a pre-formed interpretation; the subsequent evidence is received as confirmation of an already established frame, not as independent facts.

#### Finding 2:

Timestamp	09:17–09:25
Quote	<i>"The Russian attack on Ukraine could become a war of global character, a war of systems, dictatorships against democracies."</i>
Manipulation	The Ukraine war is embedded in an ideological systemic conflict narrative ("dictatorships against democracies") that presents a particular geopolitical worldview as self-evident.
Why problematic	This framing excludes alternative interpretations (e.g. security dilemma perspective, NATO enlargement debate, Swiss neutrality perspective) and presents a politically charged interpretation as a factual description.

#### Finding 3:

Timestamp	19:49–19:55
Quote	<i>"Healthcare costs have known only one trend for several years. Steeply upward."</i>
Manipulation	The EFAS segment opens with an image of a cost crisis that presents the necessity of measures as self-evident, before the proposal is explained.
Why problematic	The framing "crisis requires action" favours the supporters' position (EFAS as solution), without the question being raised of whether EFAS is the right instrument.

Summary: The dominant framing of the broadcast is "threat from the right/authoritarianism" (Trump, North Korea) and "crisis requires state solution" (EFAS). Both frames are presented as self-evident, not as one of several possible interpretations.



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

<b>Finding 1:</b>	
<b>Timestamp</b>	00:17
<b>Quote</b>	<i>"his appearances are becoming ever more sinister and ever more strange"</i>
<b>Manipulation</b>	"Sinister" and "strange" are value-laden adjectives with negative connotations; "strange" implies psychological abnormality.
<b>Why problematic</b>	A neutral alternative would be: "his appearances are becoming increasingly confrontational and unconventional." The chosen wording pathologises Trump without any medical finding being present.

<b>Finding 2:</b>	
<b>Timestamp</b>	13:32–13:36
<b>Quote (Zimmer, adopted without comment)</b>	<i>"to purge these enemies, above all those within"</i>
<b>Manipulation</b>	"Purge" (in German: "ethnische Säuberung", "Säuberungsaktion") is a historically highly charged term that carries different connotations in German than "cleanse" in English. Zimmer uses it as an interpretation, not as a Trump quote.
<b>Why problematic</b>	The term is not identified as Zimmer's interpretation, but presented as a description of the conviction of "the American right". Neutral alternative: "to remove the perceived internal enemies."

<b>Finding 3:</b>	
<b>Timestamp</b>	12:02
<b>Quote</b>	<i>"The rhetoric of Donald Trump is meanwhile becoming ever more radical in these days before the elections."</i>
<b>Manipulation</b>	"More radical" is a value-laden term that carries negative connotations in political discourse; it is presented as a journalistic statement, but is an interpretation.
<b>Why problematic</b>	Neutral alternative: "The statements of Donald Trump are becoming more confrontational in these days." "More radical" implies a movement away from democratic norms, which is a political value judgement.

Summary: The choice of words in the Trump segment is consistently value-laden and negative ("sinister", "strange", "more radical", "purge") and is presented not as interpretation, but as journalistic description. This violates the requirement of factual language in news reporting.



12. PRESENTER CONDUCT							7/10		
1	2	3	4	5	6	7	8	9	10

#### Finding 1:

Timestamp 17:29–17:42

Triggering event: Pascal Weber describes Trump's statements as "extreme"

Quote (presenter) *"Deliberately placed statements, but statements that are truly extreme. So when one refers to the political opponent as an animal or, as you also said, warns of enemies within, that does indeed call to mind the darkest chapters of history."*

Comparison No analogous segment with Democratic/left-wing politicians in the broadcast; no comparable historical contextualisation of Democratic rhetoric.

Asymmetry: Demonstrable. The presenter abandons the neutral observer role and herself establishes a historical association (NS rhetoric). This is not a question, but a value judgement.

#### Finding 2:

Timestamp 16:14–16:27

Triggering event: Transition to interview with Pascal Weber

Quote (presenter) *"Pascal, Trump's appearances were always provocative."*

Comparison No analogous characterisation of Democratic candidates in the broadcast.

Asymmetry: Demonstrable. "Provocative" as the opening premise of the interview sets the frame before Weber responds; a neutral opening would be: "How do you contextualise Trump's current statements?"

#### Finding 3:

Timestamp 19:11–19:14

Triggering event: End of Trump segment

Quote (presenter) *"Thank you very much, Pascal, for these assessments live from Washington."*

Comparison Standard formulation; no finding.

Asymmetry: Not demonstrable for this timestamp.

Summary: The most serious presenter conduct issue is the presenter's own historical association (17:33–17:42), which crosses the boundary between reporting and commentary. The opening premise "always provocative" (16:14) sets a value-laden frame for the interview.



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

<b>Asymmetry 1:</b>	
<b>To Pascal Weber (SRF correspondent), 16</b>	14: "Pascal, Trump's appearances were always provocative. But compared with previous election campaigns, four or respectively eight years ago, what is different this time?" — Suggestive/soft (premise "provocative" already set)
<b>To Cura Futura representative, 22</b>	00: No direct question; statement is presented without comment — No question
<b>Comparison</b>	Weber is confronted with a suggestive premise that steers his answer in one direction. Cura Futura is permitted to make statements without follow-up questions.

<b>Asymmetry 2:</b>	
<b>To trade union representative, 20</b>	55: No direct follow-up question to the claim "That is actually a scandal for premium payers" — No critical follow-up question
<b>To Cura Futura, 22</b>	52: Opponent is permitted to describe a graph as "methodologically incorrect and misleading in terms of content" — No follow-up question on the robustness of this criticism
<b>Comparison</b>	Both interest representatives are permitted to make strong claims without critical follow-up questions; formal symmetry, but no substantive scrutiny.

Summary: The question asymmetry is most pronounced in the Trump segment: Weber is questioned with a suggestive premise, while no conservative interlocutor is present to whom harder questions could be put. In the EFAS segment, critical follow-up questions to both sides are absent.



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

#### Finding 1:

##### Timestamp

19:47–23:55

Construct: The EFAS segment presents trade union vs. Cura Futura as a balanced debate.

##### Analysis

Both sides are interest representatives, not neutral experts. The formal balance (approx. 30% speaking time each) conceals the fact that both sources are structurally partisan. An independent economist is absent. Furthermore, the SVP position is absent, so the "balance" between two interest associations does not reflect the actual political breadth.

Summary: In the EFAS segment, a formal balance between two interest associations is established that does not represent genuine diversity of opinion. In the Trump segment there is no false balance — there, any counter-perspective is completely absent.



## 15. AGENDA-SETTING

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### Finding 1:

Agenda element set: Trump's rhetoric as the primary election campaign topic (not economy, inflation, immigration policy)

#### Timestamp

11:45 — Evidence: "All just said off the cuff, or signs of further radicalisation? We analyse this."

Alternative agenda: Why is the race so close? What drives Trump voters? The economic situation in the USA? Concrete policy positions of both candidates?

### Finding 2:

Agenda element set: EFAS as a technical cost question (not as a fundamental political question about the state's role in healthcare)

#### Timestamp

19:23 — Evidence: "The question now is whether this leads to higher premiums or whether the opposite is the case."

Alternative agenda: Fundamental question: Should the state steer healthcare financing more strongly? What role do cantons vs. the federal government play? Long-term systemic question (single health insurer vs. competition)?

### Finding 3:

Agenda element set: North Korean involvement as escalation in the systemic conflict "democracies vs. dictatorships"

#### Timestamp

09:17 — Evidence: "a war of systems, dictatorships against democracies"

Alternative agenda: North Korea's geopolitical interests (technology transfer, economic aid); China's role; Swiss neutrality perspective; negotiation possibilities.

Summary: The agenda-setting decisions of the broadcast consistently favour a particular interpretive direction: Trump as a threat (not as a candidate with a programme), EFAS as a technical cost question (not as a fundamental political question), North Korea as a systemic conflict (not as a geopolitical game of interests). This agenda-setting is consistent with a left-liberal worldview.



## CHAPTER 4 — OVERALL EVALUATION

### Results

- HARD FACTS SCORE (average criteria 1–9): 5.9 / 10
- SOFT FACTS SCORE (average criteria 10–15): 5.8 / 10

### Dominant techniques

- 1. Selective outrage (Score 6) + presenter conduct (Score 7) — combined:** The strongest technique in this broadcast is the combination of selective outrage and active presenter conduct: the presenter herself establishes the historical NS association (17:33), while comparable Democratic rhetoric and the assassination attempt on Trump are completely blanked out. This combination is particularly serious because it dissolves the boundary between reporting and commentary.
- 2. Expert selection + source selection (Scores 7/6):** Thomas Zimmer is framed as a neutral academic, even though he is a publicly positioned political commentator with financial incentives for Trump-critical statements. The NYT is cited as a factual source, even though it is a politically positioned newspaper. Both techniques together create the impression of scientific and journalistic authority for a one-sided perspective.
- 3. Omission + completeness (Scores 7/7):** The assassination attempt on Trump (the most prominent individual event of political violence in the 2024 US election campaign) is completely omitted in the context of a discussion about "political violence from the right". The SVP's position on the EFAS vote is absent, even though the SVP is Switzerland's largest party. Both omissions are not coincidental, but consistently point in the same direction.

### Core messages of the broadcast

**MESSAGE 1 (SUBSTANTIVE):** "Donald Trump is an increasingly dangerous, anti-democratic force that calls to mind the darkest chapters of history."

**Technique:** Framing (broadcast opening), expert selection (Zimmer), presenter conduct (NS association), choice of words ("sinister", "strange", "purge") — evidence: 00:10, 12:45, 17:33

**MESSAGE 2 (PERSONAL):** "Whoever supports Trump supports a movement that wants to make democracy impossible."

**Technique:** Guilt by association, Zimmer's attribution of intent ("The intention is in this way to make democracy impossible", 15:39) — evidence: 13:16, 15:39, 15:44

**MESSAGE 3 (SOCIETAL):** "The world faces a systemic conflict between democracies and dictatorships, in which the right side is clear."

**Technique:** Framing (North Korea segment), agenda-setting, choice of words — evidence: 09:17, 09:21, 10:04

**Rationale:** The overall score of 5.9/10 falls in the range of "clear one-sidedness". The broadcast violates Art. 4 RTVG in several dimensions: the expert selection in the largest segment (Trump, ~31% of broadcast time) is completely one-sided; the presenter herself makes value-laden historical associations; the SVP as Switzerland's largest party is completely absent in the only Swiss vote segment. The one-sidedness cannot be attributed to a single oversight, but is consistently evident across all segments and techniques.

### CONCLUSION

The analysed 10vor10 broadcast exhibits a clear, consistent one-sidedness that violates several requirements of Art. 4 RTVG. In the largest individual segment (Trump/USA, ~31% of broadcast time), exclusively a politically positioned expert (Zimmer, YELLOW in the source indicator) is framed as a neutral academic, while no conservative or pro-Trump perspective is sought; the assassination attempt on Trump as the most prominent individual event of political violence in the 2024 election campaign is completely omitted in the context of a discussion about "political violence from the right". The presenter herself crosses the boundary between reporting and commentary by associating Trump's rhetoric with "the darkest chapters of history" (17:33) — a value judgement that is not made for comparable Democratic statements. In the EFAS segment, the position of Switzerland's largest party (SVP) is completely absent, even though the vote takes place in one month and Art. 4 RTVG establishes special balance obligations for popular



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votes. The overall score of 5.9/10 corresponds to "clear one-sidedness" and establishes a substantial suspicion of violation of the requirement of accuracy and balance pursuant to Art. 4 para. 2 and 4 RTVG.



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

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

**5.9/10**

*Significant imbalance*

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

**5.8/10**

*Significant imbalance*

#### OVERALL SCORE

**5.9/10**

*Significant imbalance*

*Averaged from hard facts and soft facts*



## KEY — Meaning of scores

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

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

### Aggregated deviation index — interpretation ranges

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

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

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



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

### Assessment under Art. 4 RTVG

#### Violation 1:

Norm: Art. 4 para. 2 RTVG (accurate portrayal of facts and events)

Facts: In the Trump segment, the assassination attempt on Trump (July 2024) is completely omitted in the context of a discussion about "political violence from the right in America" (14:55). The claim that political violence is escalating "from the right" is factually incomplete without mention of the assassination attempt on Trump and therefore not accurate.

Evidence: Timestamp 14:44–14:58 — Quote: "It is clearly the case that this rhetoric [...] contributes to political violence from the right in America continuing to escalate."

Assessment: An accurate portrayal of the topic "political violence in the 2024 US election campaign" would have had to include the assassination attempt on Trump as the most prominent individual event. The omission creates a factually false overall picture.

#### Violation 2:

Norm: Art. 4 para. 4 RTVG (balanced selection of interlocutors on controversial topics)

Facts: In the Trump segment (), exclusively a Trump-critical expert (Zimmer) is given a voice. No conservative historian, political scientist or Trump supporter is invited. The topic "Trump's rhetoric and its significance" is a politically controversial topic for which Art. 4 para. 4 RTVG requires a balanced selection of interlocutors.

Evidence: Timestamp 12:45–16:07 — Zimmer as the sole expert throughout the entire segment.

Assessment: The complete absence of a conservative or pro-Trump perspective in an 8-minute segment about one of the two main candidates in a presidential election violates the balance requirement.

#### Violation 3:

Norm: Art. 4 para. 2 RTVG in conjunction with Art. 4 para. 4 RTVG (diversity of opinion in popular votes)

Facts: In the EFAS segment (popular vote in one month), the position of the SVP as Switzerland's largest party is completely absent. The voting recommendations of the parties are not mentioned. The Federal Supreme Court has recognised in its case law on Art. 4 RTVG that heightened balance requirements apply to vote broadcasts.

Evidence: Timestamp 19:15–23:55 — no SVP representative, no party positions.

Assessment: With a popular vote in one month, the complete absence of the largest party in the only vote segment constitutes a qualified violation of the balance requirement.

#### Violation 4:

Norm: Art. 4 para. 1 RTVG (objectivity requirement) in conjunction with the impartiality requirement

Facts: The presenter herself establishes a historical association between Trump's rhetoric and "the darkest chapters of history" (17:33–17:42). This is not a journalistic question, but the presenter's own value judgement, which crosses the boundary between reporting and commentary.

Evidence: Timestamp 17:33–17:42 — Quote: "that does indeed call to mind the darkest chapters of history."

Assessment: The objectivity requirement demands that presenters in news broadcasts refrain from making their own political value judgements. The NS association by the presenter herself constitutes a qualified violation of this requirement.

### Overall assessment Art. 4 RTVG

The broadcast exhibits four substantial violations of Art. 4 RTVG, which extend across three different segments and therefore cannot be qualified as individual editorial errors. Particularly serious is the combination of one-sided expert



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selection in the Trump segment (violation 2) and the presenter's own value-laden statement (violation 4), since this combination shows that the one-sidedness is generated not only through guest selection, but also through editorial stance. The violation in the EFAS segment (violation 3) is particularly relevant in the context of an upcoming popular vote, since the Federal Supreme Court sets heightened balance requirements for vote broadcasts. Overall, the identified violations establish a substantial suspicion of systematic violation of the accuracy and balance requirement pursuant to Art. 4 RTVG, which would justify a complaint to the Independent Complaints Authority for Radio and Television (UBI).



## CHAPTER 6 — SOURCE IN-DEPTH CHECK

### 1. Thomas Zimmer (Georgetown University)

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- 1. FUNDING:** Georgetown University (private, Jesuit); Substack income ("Democracy Americana") dependent on Trump-critical positioning; no state funding.
- 2. MANDATE:** Historian of American history — professionally qualified for historical contextualisation, but not for political prognoses or attributions of intent.
- 3. CONFLICT OF INTEREST:** Financial incentive (Substack) for pointed anti-Trump statements; public activism role limits neutrality; not declared.

D1 Conflict of interest: -1

D2 Personal risk: +1

D3 Professional competence: +1

D4 Consistency of opinion: +1

D5 Emotionalisation vs. data: -2

D6 Source level: 0

**TOTAL: 0 → SOURCE INDICATOR: YELLOW**

- 5. COUNTER-VOICE:** No conservative historian or political scientist is cited. Victor Davis Hanson (Hoover Institution), Michael Barone or similar conservative academics would have provided a counter-perspective.

**IMPORTANT:** The introduction as a historian at the "renowned Georgetown University" is a social attribution ("renowned"), not a factual qualification. Zimmer's political activism role is not mentioned — this is a structural misinformation through omission.

### 2. Cura Futura (health insurance association)

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- 1. FUNDING:** Industry association of Swiss health insurers; financed through membership contributions of the insurers (private health insurance companies).
- 2. MANDATE:** Representation of health insurer interests — not compatible with a neutral assessment of a proposal that changes the financing shares of health insurers.
- 3. CONFLICT OF INTEREST:** Cura Futura is an official supporter of EFAS; has a direct institutional interest in the adoption of the proposal (relief for health insurers through higher cantonal participation). In the broadcast it is not presented as an interest representative, but as a factual source.

D1 Conflict of interest: -2

D2 Personal risk: 0

D3 Professional competence: +1

D4 Consistency of opinion: +1

D5 Emotionalisation vs. data: -1

D6 Source level: 0

**TOTAL: -1 → SOURCE INDICATOR: YELLOW**

- 5. COUNTER-VOICE:** Independent health economist (e.g. University of Zurich, Avenir Suisse) absent; trade union as counter-voice is equally interest-driven.

### 3. Trade union (EFAS opponent, not identified by name)

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- 1. FUNDING:** Trade union membership contributions; close to SP; partial state subsidies for social partnership.
- 2. MANDATE:** Representation of employee interests — not compatible with a neutral assessment of a proposal that changes premium burdens.
- 3. CONFLICT OF INTEREST:** Trade unions are official opponents of EFAS; have an institutional interest in the rejection of the proposal (protection of employees from premium increases as a mobilisation topic).

D1 Conflict of interest: -2

D2 Personal risk: 0

D3 Professional competence: +1

D4 Consistency of opinion: +1

D5 Emotionalisation vs. data: -1

D6 Source level: 0



**TOTAL: -1 → SOURCE INDICATOR: YELLOW**

**5. COUNTER-VOICE:** Both sides (Cura Futura and trade union) are YELLOW — an independent expert is completely absent.

#### 4. FOPH (Federal Office of Public Health)

**1. FUNDING:** State (federal administration); financed through the federal budget.

**2. MANDATE:** Specialist authority for health policy — fundamentally compatible with factual assessment, but: the FOPH co-developed the EFAS proposal and has an institutional interest in its adoption.

**3. CONFLICT OF INTEREST:** The FOPH is not neutral with regard to a proposal that it itself helped to shape. Structural conflict of interest in assessing its own legislative work.

D1 Conflict of interest: -1

D2 Personal risk: 0

D3 Professional competence: +2

D4 Consistency of opinion: +1

D5 Emotionalisation vs. data: +1

D6 Source level: +1

**TOTAL: +4 → SOURCE INDICATOR: YELLOW**

**5. COUNTER-VOICE:** Parliamentary Administrative Control (PAC) or the Swiss Federal Audit Office (SFAO) would have provided a more independent state perspective.

#### OVERALL FINDING SOURCE IN-DEPTH CHECK:

All four cited specialist bodies/organisations receive the source indicator YELLOW — not a single source in the broadcast achieves GREEN (except Brechbühl in the fan violence segment). This means: the entire substantive content of the broadcast (Trump analysis, EFAS debate) is based on sources with structural conflicts of interest that are not declared. The presentation of these sources as neutral experts or factual authorities violates the transparency requirement and reinforces the balance deficiencies identified under Art. 4 RTVG.

#### Source indicator for participants:

Source	D1	D2	D3	D4	D5	D6	Total	Indicator
Thomas Zimmer (Georgetown University)	-1	+1	+1	+1	-2	0	0	YELLOW
Cura Futura (health insurance association)	-2	0	+1	+1	-1	0	-1	YELLOW
Trade union (EFAS opponent, not identified by name)	-2	0	+1	+1	-1	0	-1	YELLOW
FOPH (Federal Office of Public Health)	-1	0	+2	+1	+1	+1	+4	YELLOW

#### Legal and methodological classification

<b>No finding of fact</b>	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.
<b>No legal ruling</b>	The aggregated deviation index does not replace a legal assessment within the meaning of Art. 4 RTVG. The determination of whether a specific broadcast violates statutory requirements is the exclusive responsibility of the competent authorities (in particular the UBI).



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**No proof of causality**

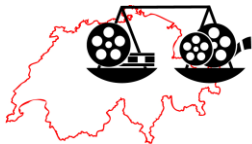
Statistical correlations are not to be interpreted as proof of causal relationships or editorial intentions. Deviation values may be influenced by topic selection, news situation, political controversy or format logic.

**No judgement of intent**

The analysis measures observable structural characteristics of broadcasts. A score of 7 means that a significant 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 items. Threshold values serve as heuristic orientation, not as sharp legal qualification.



## APPENDIX 1: NATIONAL LEGISLATION

### Legal basis Switzerland — SRG SSR

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#### Law

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

#### Relevant articles

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- Art. 4 para. 1 RTVG: All broadcasts of a radio or television programme must respect fundamental rights. The broadcasts must in particular respect human dignity, must not be discriminatory, must not contribute to racial hatred, must not endanger public morality, and must not glorify or trivialise violence.
- Art. 4 para. 2 RTVG: Editorial broadcasts with informational content must portray 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 RTVG: In the totality of editorial broadcasts, the diversity of events and opinions must be expressed appropriately (diversity requirement).

#### Core obligations

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

#### Supervisory authority

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

#### Complaints procedure

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



## APPENDIX 2: SCIENTIFIC FOUNDATIONS

### Literature

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### SVFAB Working Papers

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- Schläpfer, D. (2026). Systematic AI-Assisted Analysis of Public Broadcaster Impartiality: A Scalable Methodological Framework for Measuring Structural Bias in Public Service Media. [SSRN 6688478](#)
- Schläpfer, D. (2026). Measuring Editorial Noise: A Retrospective Suppression Index for Public Broadcasting Content Analysis. [SSRN 6733280](#)
- Schläpfer, D. (2026). Source Traffic Light: A Six-Dimensional Credibility Framework for Systematic Source Assessment in Public Service Media. [SSRN 6733880](#)

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Because whoever understands framing sees the world more clearly. Hears the news differently. Conducts 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 CHF 1.56 billion per year — compulsorily, from every household. Whoever feels treated unfairly can lodge a complaint. There is even an authority for this: the UBI, the Independent Complaints Authority for Radio and Television.

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

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

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