



SVFAB DETAILED ANALYSIS

2024-11-14 Tagesschau vom 14.11.2024 Hauptausgabe

Broadcast: SRF Tagesschau broadcast | 2024-11-14 | Analysed on: 2026-05-19 13:12

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

OVERALL SCORE

5.4/10

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 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)

3.6 / 10

Left-favouring

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

← Left

Right →

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

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



POLITICAL LANDSCAPE

Switzerland is a consensus democracy with a seven-member Federal Council composed according to the so-called magic formula: SVP (2 seats), SP (2 seats), FDP (2 seats), The Centre (1 seat). There is no classic government/opposition divide — all major parties are represented in the executive. Parties without a Federal Council seat (Greens, GLP, EVP) act as parliamentary opposition without formal opposition status.

Party	CHES L-R	Seats NC	Government/Opposition	Core position
SVP	8.0	62	Government (2 FC)	Migration restriction, sovereignty, anti-EU
SP	2.5	41	Government (2 FC)	Welfare state, redistribution, pro-EU rapprochement
FDP	6.5	28	Government (2 FC)	Economic liberalism, bilateral path
Centre	5.0	29	Government (1 FC)	Pragmatism, family relief, centrist course
Greens	2.0	23	Opposition	Climate protection, net zero 2030, disarmament
GLP	4.0	10	Opposition	Green economy, liberal migration
EVP	5.5	2	Opposition	Christian-social values, centrist course

The dominant lines of conflict in Switzerland in 2024 are: (1) Migration and asylum policy — SVP demands drastic tightening, SP/Greens emphasise humanitarian obligations; (2) Bilateral III with the EU — FDP/Centre/SP in favour of the agreement, SVP against; (3) Healthcare costs — SP initiative for a premium cap vs. civic self-responsibility models; (4) Energy policy — nuclear energy debate following the vote on extending operating lifetimes.

SRF (Swiss Radio and Television) is the public broadcaster of German-speaking Switzerland, financed through Serafe fees and committed to Art. 4 RTVA (accurate representation, diversity of opinion, balance). As Switzerland's largest media organisation, SRF bears special responsibility for democratic opinion formation. Critics — particularly from the SVP milieu — regularly accuse SRF of a left-liberal bias, which makes the balance analysis particularly relevant.



CHAPTER 1 — PARTY-POLITICAL BIAS

Preliminary note on the broadcast: This Tagesschau edition deals primarily with international topics (Trump cabinet, France-Israel match, Gladiator 2) as well as domestic topics without direct party reference (asylum/terror, sex work, customs checks, organic prices). No Swiss party is mentioned by name or directly quoted. The party bias assessment is therefore conducted via implicit framing of topic-relevant positions.

Party	Score (-5..+5)	Broadcast portrayal vs. programme position
SVP	-2	07:37–10:14: Asylum/terror segment — SVP position (tighten asylum law, security risk through migration) is factually confirmed by the ruling, but immediately relativised by the 0.002% statistic and expert framing of "not a mass phenomenon". SVP's core demand for a systemic change is not presented as a legitimate conclusion. Programme position (tighten asylum law) omitted.
SP	+1	10:20–13:02: Sex work segment follows SP-aligned framing (protection of vulnerable groups, state resources for counselling centres, legalisation logic). SP position (integration, protection) implicitly strengthened. No counterweight through conservative positions.
FDP	0	Not covered in broadcast.
Centre	0	Not covered in broadcast.
Greens	+1	15:22–17:58: Organic price segment — framing strengthens the Greens' position (promote sustainability, regulate retail trade, shift towards sustainability is being "slowed down"). Green core position (ecological tax reform, redistribution) implicitly supported.
GLP	0	Not covered in broadcast.
EVP	0	Not covered in broadcast.

Party bias summary

- Most accurate portrayal: SP (+1) — sex work segment follows SP-aligned protection framework
- Strongest distortion: SVP (-2) — asylum/terror segment factually confirms SVP security concerns, but systematically relativises their political conclusions
- Average deviation from 0: 0.6
- Conclusion: The broadcast contains no direct party criticism, but shows a consistent pattern: SVP-adjacent topics (asylum security) are framed with relativising statistics, while SP/Greens-adjacent topics (sex work protection, organic sustainability) are presented affirmatively. The deviations are moderate, as the broadcast is primarily internationally oriented.



CHAPTER 2 — BROADCAST INFORMATION AND TOPIC FRAMING

Broadcast data

- Title: SRF Tagesschau
- Date: 14.11.2024
- Presenter: Not named (studio presenter); Reporters: Philipp Innau (Washington correspondent), Pascal Weber (Washington, live), Daniel Glaus (asylum/terror), Katharina Locher (sex work), Luca Laube (customs), Camilla Herrmann (organic prices), Miriam Mathis (Paris), Selim Peterson (Gladiator 2), Arthur Honecker (10vor10 preview)

Actors	Function	Party/affiliation	Political spectrum
Matt Gaetz	US Representative, nominated Attorney General	Republican Party	Far right (US)
Pascal Weber	SRF correspondent Washington	SRF (public broadcaster)	Neutral (journalist)
Republican strategist (anonymous)	Political advisor	Republican Party	Right (US)
Peter Neumann	Terrorism researcher (King's College London)	Academic	Neutral/subject expert
Unnamed expert	Terrorism expert (quote in segment)	Not identified	Neutral
Miss Julie	Representative, Collective Sex Workers Switzerland	Advocacy/NGO	Left-progressive
Unnamed researcher	Procore study	NGO-affiliated research	Left-progressive
Sepp Senhauser	Organic farmer	Agriculture	Not assignable
Unnamed expert	Faire Märkte Schweiz / FHNW	NGO/University of Applied Sciences	Not assignable
Bio Suisse representative	Bio Suisse association	Industry association	Not assignable
French government representative	Government of France	Governing party	Centre-left (FR)
Miriam Mathis	SRF correspondent Paris	SRF	Neutral (journalist)
Fred Hackinger	Actor	Entertainment	Not assignable
Ridley Scott	Director	Entertainment	Not assignable

Main topic

The broadcast reports on Trump's controversial cabinet nominations following his US election victory, supplemented by domestic Swiss topics (asylum/terror, sex work, customs checks, organic prices) as well as international events (France-Israel football match, Lindsay Wann comeback, Gladiator 2).



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: Peter Neumann, terrorism researcher King's College London

Timestamp	08:35
Statement	"Of 45 suspects accused of jihadist attacks or planning since 2016, 40 were refugees or asylum seekers, five others."
Assessment	Neumann is a recognised terrorism researcher; his data refer to Germany, not Switzerland. He is used to make a relativising statement (0.002%).
Missing countervoice	A security policy expert or domestic intelligence official who discusses the operational consequences of these figures is absent.

Source in-depth check:

(a) **FUNDING:** King's College London — state-academic (British higher education funding, third-party funds). No direct conflict of interest in terrorism research discernible.

(b) **MANDATE:** Terrorism research is compatible with neutral assessment; Neumann is regarded as methodologically rigorous.

- D1 Conflict of interest: +1 — Academic, no obvious institutional bias
- D2 Personal risk: +1 — Relativising statements can be academically contestable
- D3 Subject expertise: +2 — Terrorism research is his core field
- D4 Opinion consistency: +1 — Neumann is known for data-based assessments
- D5 Emotionalisation vs. data: +2 — Purely data-based statement
- D6 Source level: +1 — Secondary analysis of own research

TOTAL: +8 → SOURCE INDICATOR: GREEN

(c) **SUBJECT EXPERTISE:** The assessment is framed as neutral and largely is — however, only the relativising dimension of his data is presented (0.002%), not the absolute figure (40 terrorism suspects) as a mandate for action.

Expert 2: Unnamed expert in the asylum/terror segment

Timestamp	08:11
Statement	"This is certainly not an exceptional case. In the past there have repeatedly been relevant extremists who have tried to hide, so to speak, within a migration flow."
Assessment	Person not identifiable. Statement confirms the risk, but is not used to draw political conclusions.
Missing countervoice	A representative of the asylum authorities (SEM) or a security policy expert.



Source in-depth check:

(a) **FUNDING:** Unknown — person not identified.

(b) **MANDATE:** Cannot be assessed.

D1 Conflict of interest: 0 — Unknown

D2 Personal risk: 0 — Unknown

D3 Subject expertise: 0 — Not verifiable

D4 Opinion consistency: 0 — Unknown

D5 Emotionalisation vs. data: +1 — Factual statement

D6 Source level: -1 — No primary source discernible

TOTAL: 0 → SOURCE INDICATOR: YELLOW

(c) **SUBJECT EXPERTISE:** Statements without an assignable source cannot be verified.

Expert 3: Miss Julie, Collective Sex Workers Switzerland

Timestamp	10:54
Statement	"As a sex worker in Switzerland, you experience violence, which you experience as a woman in general."
Assessment	Miss Julie is an interest representative, not a neutral expert. She represents a clear advocacy position (protection and rights for sex workers).
Missing countervoice	An abolitionist women's rights organisation (e.g. FIZ), a conservative voice on sex work policy.

Source in-depth check:

(a) **FUNDING:** Collective Sex Workers Switzerland — advocacy organisation, funding unclear (possibly public funds, donations).

(b) **MANDATE:** Explicitly partisan — interest representation for sex workers. Not compatible with neutral assessment of sex work policy.

D1 Conflict of interest: -2 — Direct interest representative

D2 Personal risk: +2 — Public appearance as a sex worker with personal risk

D3 Subject expertise: +1 — Experiential knowledge, but no academic expertise

D4 Opinion consistency: +1 — Consistent advocacy position

D5 Emotionalisation vs. data: -1 — Appellative, personal experience

D6 Source level: 0 — Secondary (own experience)

TOTAL: +1 → SOURCE INDICATOR: YELLOW

(c) **SUBJECT EXPERTISE:** Miss Julie is presented as a voice of those affected, which is legitimate — the problem is that no countervoice follows and she functions as the sole "expert" on the overall situation of sex work in Switzerland.

Expert 4: Unnamed researcher (Procore study)

Timestamp	12:02
Statement	"What surprised us most was the actual extent of sexual violence. Especially stealthing."
Assessment	Researcher commissioned by Procore — an advocacy organisation for sex workers. Structural conflict of interest.

Source in-depth check:

(a) **FUNDING:** Procore — network for the rights and concerns of sex workers. Advocacy organisation with a clear mandate.

(b) **MANDATE:** Study commissioned by an interest organisation — not independent.

D1 Conflict of interest: -2 — Commissioned research for an advocacy organisation

D2 Personal risk: 0 — Neutral



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D3 Subject expertise: +1 — Research competence present
D4 Opinion consistency: 0 — Unknown
D5 Emotionalisation vs. data: +1 — Data-based, but selective
D6 Source level: 0 — Secondary

TOTAL: 0 → SOURCE INDICATOR: YELLOW

(c) SUBJECT EXPERTISE: The study is presented as a research finding without identifying the client (Procore) as an interest organisation. This is a concealment of the structural conflict of interest.

Missing expert groups:

- Swiss State Secretariat for Migration (SEM) on the asylum/terror topic
- Abolitionist women's rights expert on the sex work topic
- Independent professor of agricultural economics on organic prices

Source indicator for participants:

Source	D1	D2	D3	D4	D5	D6	Total	Indicator
Peter Neumann, terrorism researcher King's College London	+1	+1	+2	+1	+2	+1	+8	GREEN
Unnamed expert in the asylum/terror segment	0	0	0	0	+1	-1	0	YELLOW
Miss Julie, Collective Sex Workers Switzerland	-2	+2	+1	+1	-1	0	+1	YELLOW
Unnamed researcher (Procore study)	-2	0	+1	0	+1	0	0	YELLOW

Summary:

- Peter Neumann: GREEN (+8) — rigorous expert, but selectively deployed for relativising argument
- Anonymous expert: YELLOW (0) — not identifiable, journalistically problematic
- Miss Julie: YELLOW (+1) — legitimate voice of those affected, but overweighted as the sole "expert"
- Procore researcher: YELLOW (0) — commissioned research without disclosure of conflict of interest



2. SOURCE SELECTION

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Claims without primary source = penalty points (rumour check)

Source 1: Procore study (sex work)

Timestamp

11:23 — Statement: "This is shown by a new study commissioned by the Procore network, which advocates for the rights and concerns of sex workers in Switzerland."

- (a) **Funding and sponsorship:** Procore is an advocacy organisation for sex workers — funding unclear, possibly public funds and donations.
- (b) **Structural conflict of interest:** Procore has an institutional interest in documenting high rates of violence in order to generate political pressure for more resources and protection.
- (c) **Missing counter-source:** An independent academic study or a study with a larger sample is absent. The broadcast itself mentions "not a representative study" (11:52), but nevertheless draws far-reaching conclusions.

NGO/advocacy labelling: Procore is correctly described as a "network that advocates for the rights and concerns of sex workers" — but the consequence for the classification of the study is not drawn.

Source 2: Faire Märkte Schweiz / FHNW (organic prices)

Timestamp

15:39 — Statement: "A new analysis by Faire Märkte Schweiz and the University of Applied Sciences Northwestern Switzerland now shows that this price gap has widened further in recent months."

- (a) **Funding:** Faire Märkte Schweiz — NGO with an advocacy mandate for fair prices in agriculture. FHNW — state university of applied sciences.
- (b) **Structural conflict of interest:** Faire Märkte Schweiz has an institutional interest in documenting and criticising price imbalances. The cooperation with FHNW lends the study an academic veneer without neutralising its NGO character.
- (c) **Missing counter-source:** No independent economic study; retail trade refuses transparency (17:34), which is framed as an admission of guilt.

NGO labelling: "Faire Märkte Schweiz" is not classified as an advocacy organisation, but is implicitly treated as a neutral analytical body.

Source 3: Republican strategist (anonymous)

Timestamp

04:01 — Statement: "it's a shock. It is sending shockwaves."

- (a) **Funding:** Unknown — anonymous.
- (b) **Structural conflict of interest:** A Republican strategist may have an interest in portraying Trump's nominations as shocking (Never-Trumper) or in defending them. The anonymity prevents any classification.
- (c) **Missing counter-source:** A Trump-loyal Republican strategist is entirely absent.

Rumour check:

Rumour 1:

Timestamp: 02:14

Claim: "Critics suspect he wants to escape an investigation this way."

Word marker: "suspect"



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

Rumour 2:

Timestamp: 03:03

Claim: "was previously even accused of being supported by Russia"

Word marker: "accused" (passive construction without source)

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

Summary: The source selection is one-sided: advocacy organisations (Procore, Faire Märkte Schweiz) are presented as quasi-neutral research bodies; two claims without a primary source increase the score by 2 penalty points. Countervoices are systematically absent.



3. TIME DISTRIBUTION

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Estimated speaking time:

- Trump/cabinet-critical perspective (reporter Innau, correspondent Weber): (27%)
- Trump/cabinet-supportive perspective: approx. 0:06 min. (Gaetz quote, 0.4%)
- Asylum/terror — relativising perspective (Neumann, anonymous expert): (8%)
- Asylum/terror — security perspective: approx. 0:30 min. (1.9%)
- Sex work — protection perspective (Miss Julie, Procore researcher): approx. 2.5 min. (9.6%)
- Sex work — counter-perspective: 0 min. (0%)
- Organic prices — criticism of retail trade (farmer, NGO expert, Bio Suisse): (7.7%)
- Organic prices — retail trade perspective: approx. 0:10 min. (0.6%, indirect speech)
- France/Israel — security perspective: (7.7%)
- Presenter/transitions/weather/sport/culture: (38%)

Summary: The time distribution is strongly asymmetric in the politically relevant segments: Trump-critical perspectives receive approximately 45 times more speaking time than Trump-supportive ones; in the sex work segment, the protection perspective receives 100% of expert speaking time. In the asylum/terror segment, the relativising perspective clearly predominates.



4. OMISSION (Selective Omission)

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Omission 1: Trump's reform agenda as a legitimate political project

Context

The broadcast presents Trump's cabinet nominations exclusively as "shock", "controversial" and "disputed". Trump's stated goal — institutional reform of the "deep state", reduction of bureaucracy, restoration of accountability — is not presented as a legitimate political vision.

Relevant at: 01:35–07:09

Effect

Viewers receive the impression that Trump's personnel decisions are purely destructive and irrational, not part of a coherent political strategy.

Omission 2: Methodological weaknesses of the Procore study

Context

The study is based on n=24 respondents, was conducted on behalf of an advocacy organisation, and is by its own admission not representative. Nevertheless, the percentage figures (70%, 50%) are presented as facts and used to support political demands.

Relevant at: 11:23–12:46

Effect

Viewers perceive the figures as representative, even though they are not. The political demands thereby appear more strongly empirically supported than they actually are.

Omission 3: Political consequences of the Bellinzona ruling

Context

The ruling against the Algerian IS supporter is a concrete occasion for a political debate on asylum security. No Swiss politician — neither from the SVP (which demands tightening) nor from the SP (which emphasises proportionality) — is given a voice.

Relevant at: 07:15–10:14

Effect

The ruling is presented as an isolated event without political contextualisation. The broadcast implicitly adopts the relativising position ("not a mass phenomenon") without showing the counter-position.

Summary: The broadcast systematically omits those perspectives that are politically right-wing or conservative — Trump's reform agenda, SVP security demands, abolitionist women's rights position. This is not coincidental, but a consistent pattern.

Missing voices

- Republican Trump supporter (base): Would have explained why Gaetz/Hegseth are seen as reform forces against the "deep state" establishment
- Constitutional law professor USA: Would have precisely contextualised the actual scope of recess appointments and Senate checks
- SVP National Councillor/security policy expert: Would have derived political demands from the Bellinzona ruling and represented the Swiss security debate



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- Abolitionist women's rights organisation: Would have represented the counter-position to the sex work legalisation logic (e.g. FIZ specialist centre for human trafficking)
- Migros/Coop spokesperson with figures: Would have substantiated or refuted the retail trade perspective with concrete margin data
- Islamism defector or deradicalisation expert: Would have illuminated the radicalisation dynamics in asylum centres from a practical perspective
- Israeli football fan from Amsterdam: Would have directly introduced the victim perspective of the incidents of 7 November
- Independent organic farming economist: Would have analysed price formation in the organic sector without an NGO mandate



5. MANIPULATION OF FIGURES

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

Finding 1: 0.002% statistic in the asylum/terror segment

Timestamp 08:54

Figure: "With around two million asylum applications in Germany since 2016, the 40 jihadist terrorism suspects correspond to a share of 0.002 percent."

Dimensions:

- (a) Absolute value: 40 terrorism suspects — shown ✓
- (b) Share: 0.002% — shown ✓
- (c) Trend: development over time — not shown ✗

Missing context

(1) How many terrorist attacks were carried out or prevented by these 40 persons? (2) How does 0.002% compare to other population groups (base rate)? (3) How has the figure developed since 2016 — rising or falling? (4) The figure refers to Germany, not Switzerland — the transfer is methodologically problematic.

Effect

The 0.002% figure creates a reassuring impression ("vanishingly small"), without the viewer being able to assess whether this rate is high or low compared to other groups. Terrorism is by definition a low-frequency, high-damage phenomenon in which percentage figures are systematically misleading.

Finding 2: 70%/50% figures from the Procore study

Timestamp 11:31

Figure: "In the survey, over 70 percent said they had already been victims of stealing."

Dimensions:

- (a) Absolute value: 70% of 24 = approx. 17 persons — not shown ✗
- (b) Share: 70% — shown ✓
- (c) Trend: development over time — not shown ✗

Missing context

The sample size (n=24) is only mentioned after the percentage figures (11:52), which creates the impression of a large study. 70% of 24 persons = 17 persons — a figure that does not permit statistically robust conclusions.

Effect

The percentage figures sound like a large, representative survey. The absolute value (17 persons) would immediately relativise the impression.

Summary: Two clear cases of manipulation of figures through selective presentation of dimensions: the 0.002% statistic reassures by trivialising a low-frequency, high-damage phenomenon; the 70% figure from an n=24 study creates a false impression of representativeness.



6. GUILT BY ASSOCIATION						6/10			
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Association 1: Matt Gaetz — conspiracy theories

Timestamp 01:45

Quote *"The 42-year-old is strictly against abortion or same-sex marriage, repeatedly spreads conspiracy theories."*

Technique: Gaetz is associated in a single sentence with (a) conservative positions (abortion, marriage), (b) the label "conspiracy theories" and (c) implicitly with sex trafficking (02:18). The three elements are strung together without differentiation.

Effect The viewer connects conservative positions (rejection of abortion) with conspiracy theories and criminality — an associative chain that delegitimises the political positions.

SOURCE CHECK for "conspiracy theories" label:

- Does Gaetz work with verifiable primary sources? Partially — some of his statements are verifiable, others are not.
- Are his core statements falsifiable? Partially — political positions are not per se "conspiracy theories".
- What has he lost? His congressional mandate (02:10) — considerable personal risk.
- What does he gain? Cabinet nomination — but also massive exposure to attack.
- Net: Risk > gain in parts.
- Tone: Political, not apocalyptic.

RESULT CATEGORY: B — Borderline case. The label "conspiracy theories" is not substantiated without specification. Which specific statements are meant? The broadcast names none.

Associative chain: Conservative positions → conspiracy theories → sex trafficking investigations → "ultra-right hardliner"

Association 2: Tulsi Gabbard — Russia

Timestamp 03:03

Quote *"In the past she expressed understanding for Russia's attack on Ukraine, was previously even accused of being supported by Russia."*

Technique: Gabbard's Ukraine position (politically debatable) is associated with the accusation of Russian support — without a source, without evidence, without contextualisation of whether this accusation was ever substantiated.

Effect Gabbard is framed as a Russian agent without this being substantiated. The word "accused" (passive construction) permits the association without assuming responsibility.

SOURCE CHECK:

- The accusation of Russian support originates from the 2020 US election campaign (Hillary Clinton) and was never substantiated.
- Gabbard's Ukraine position is a political opinion, not a conspiracy theory.

RESULT CATEGORY: B — Borderline case. The association with Russia is an unsubstantiated claim.



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Summary: Two clear cases of guilt by association: Gaetz is discredited by stringing together conservatism, conspiracy theories and criminality; Gabbard through an unsubstantiated Russia association. Both techniques are journalistically problematic, as they frame claims as facts.



7. TIMING

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Finding 1: Sex trafficking mention after Gaetz introduction

Position: 02:18 (after presentation of political positions)

Content: "The Ethics Committee had Gaetz in its sights, as he was being investigated for sex trafficking, i.e. human trafficking for sexual abuse."

Timing effect

The sex trafficking investigations are placed after the presentation of Gaetz's political positions. This creates a halo effect: the political positions (rejection of abortion, conspiracy theories) are retroactively contaminated by the subsequent criminal association. Furthermore, it is not mentioned that the investigations were dropped.

Finding 2: Relativisation at the end of the asylum/terror segment

Position: 10:14 (closing formula of the segment)

Content: "Asylum and terror, not a mass phenomenon, but according to authorities a risk."

Timing effect

The closing formula places the relativisation ("not a mass phenomenon") before the risk ("a risk") — even though the Bellinzona ruling was the occasion for the segment. The sequence suggests: the most important thing is reassurance, not the risk.

Summary: Timing is used strategically on two occasions: criminal allegations placed after political positions create contamination effects; the closing formula of the asylum segment prioritises relativisation over risk.



8. SELECTIVE OUTRAGE

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

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

Finding 1: Framing of Trump's cabinet nominations

Timestamp 01:35

Triggering event: Trump nominates Matt Gaetz as Attorney General — an unusual but constitutionally permissible nomination.

Reaction: "ultra-right hardliner and one of the most radical Republicans in Congress" (01:35); "all of them loyalists and controversial" (01:29); "This means that in future the national security of the USA in particular will be in the hands of hardliners" (03:28).

Comparison

Analogous event — Biden nominated Alejandro Mayorkas as Homeland Security Secretary in 2021 (criticised by Republicans as an extreme leftist) or Merrick Garland as Attorney General (criticised by Republicans as partisan). Tagesschau's reaction to these nominations: not in this broadcast, but the pattern is relevant — left-wing nominations are typically not described with adjectives such as "ultra-left" or "most radical Democrat".

Asymmetry: Demonstrable — the language used for Trump nominations ("ultra-right", "hardliner", "radical") is evaluative and would not be used for comparable left-wing nominations.

Degree of outrage: 3/5 — Multiple, clear

Selectivity: 2/5 — Clear one-sidedness (only right-wing nominations receive this language)

Finding 2: Closing comment on Trump's cabinet

Timestamp 03:28

Triggering event: Summary of the three nominations (Gaetz, Gabbard, Hegseth).

Reaction: "This means that in future the national security of the USA in particular will be in the hands of hardliners."

Comparison

This evaluative conclusion is an editorial opinion, not a news item. An analogous comment about a left-wing government formation ("This means economic policy will be in the hands of socialists") would be equally inappropriate in a news broadcast.

Asymmetry: Demonstrable — evaluative closing comments appear exclusively with right-wing actors.

Degree of outrage: 2/5 — Isolated, but clear

Selectivity: 3/5 — Clear one-sidedness

Summary: Selective outrage is demonstrable: Trump's nominations are described with evaluative language ("ultra-right", "hardliner", "radical") that is not used for comparable left-wing nominations. The closing comment (03:28) crosses the boundary between news and opinion.



9. COMPLETENESS (Selective Omission — Overall picture)

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Finding 1: Dropping of Gaetz investigation not mentioned

Timestamp 02:18

Missing perspective/fact: The Ethics Committee report on Gaetz was mentioned, but not that the criminal investigations for sex trafficking were dropped by the Department of Justice (2023). This is an essential fact for contextualisation.

Relevance: Without this information, Gaetz appears to be actively subject to criminal prosecution — which is not the case.

Impact: The viewer receives a false picture of Gaetz's legal situation.

Finding 2: Recess appointments — constitutional contextualisation missing

Timestamp 02:36

Missing perspective/fact: Trump "has indicated he wants to exploit a special provision to bring his ministers into office." What recess appointments are, what constitutional limits apply and whether the Senate can prevent this is not explained.

Relevance: Without this contextualisation, Trump appears to be someone who circumvents constitutional rules — without the viewer being able to judge whether this is legal (it is, under certain conditions).

Impact: False impression of a constitutional breach.

Finding 3: Amsterdam incidents — perpetrator identity and context

Timestamp 18:14

Missing perspective/fact: "Following the attacks on Israeli football fans last Friday in Amsterdam" — who were the perpetrators? What was their background? This information is central to contextualising the antisemitism problem.

Relevance: Without identification of the perpetrators, the viewer cannot assess whether it was organised antisemitism, spontaneous violence or politically motivated attacks.

Impact: The antisemitism problem is presented as a diffuse social phenomenon without naming the specific perpetrator groups.

Summary: The broadcast has three significant completeness gaps: missing information on the dropping of the Gaetz investigations, missing constitutional contextualisation of recess appointments, and missing perpetrator identification in the Amsterdam incidents. All three gaps favour a negative contextualisation of right-wing/conservative actors.

The broadcast appears two days after Trump's election victory of 5 November 2024 and focuses on his first personnel decisions. In Switzerland, the asylum/security debate is set in the context of the Solingen attack (August 2024) and the Federal Criminal Court ruling in Bellinzona. The France-Israel match takes place in the shadow of the Amsterdam incidents (antisemitic attacks on Israeli football fans, 7 November 2024). The organic price debate touches on the question of the market power of Swiss retail trade (duopoly Migros/Coop).



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Share of perspectives covered

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

On the Trump cabinet:

[A] Trump's own justification for his personnel decisions (draining the swamp, institutional reform)

[B] **Republican supporter perspective:** Why Gaetz/Gabbard/Hegseth are considered suitable

[C] **Constitutional contextualisation:** Which checks and balances actually apply?

[D] **Historical comparison:** Were earlier cabinet nominations similarly controversial?

On the asylum/terror segment:

[E] **SVP/right-wing perspective:** What systemic changes are demanded and why?

[F] **Affected asylum seekers:** How do they experience security checks?

[G] **Comparison with other European countries:** How do they deal with the risk?

On the sex work segment:

[H] Conservative/abolitionist perspective (abolish sex work rather than protect it)

[I] Methodological critique of the study (n=24, not representative)

On the organic price segment:

[J] Retail trade perspective with concrete figures (Migros/Coop refused transparency)

[A] INDICATED

Timestamp: 04:24 — Quote: "He wants to shock the establishment here in Washington. He wants to send shockwaves." — Assessment: Trump's motive is mentioned, but framed as a shock strategy, not as a legitimate reform project.

[B] OMITTED

Timestamp: — — Quote: — — Assessment: Not a single supporter of Gaetz, Gabbard or Hegseth is given a voice; the Republican grassroots perspective is entirely absent.

[C] INDICATED

Timestamp: 05:54 — Quote: "But it is not clear to what extent he can establish checks and balances and to what extent he intends to enforce them." — Assessment: Checks and balances are mentioned, but not systematically explained.

[D] OMITTED

Timestamp: — — Quote: — — Assessment: No historical comparison with earlier controversial nominations (e.g. John Tower 1989, rejected by the Senate).

[E] OMITTED

Timestamp: — — Quote: — — Assessment: No Swiss politician's voice drawing political consequences from the ruling; SVP position absent.

[F] OMITTED

Timestamp: — — Quote: — — Assessment: No voice from asylum seekers themselves.

[G] INDICATED

Timestamp: 08:27 — Quote: "In Solingen an asylum seeker killed three people..." — Assessment: Germany is mentioned as a comparison, but not systematically evaluated.

[H] OMITTED

Timestamp: — — Quote: — — Assessment: Abolitionist perspective (sex work as structural violence, not protectable) entirely absent.



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[I] INDICATED

Timestamp: 11:52 — Quote: "24 sex workers were surveyed. Not a representative study therefore..." — Assessment: Methodological limitation is briefly mentioned, but not elaborated.

[J] INDICATED

Timestamp: 17:34 — Quote: "Migros, Coop, Aldi and Lidl contest these results to Tagesschau." — Assessment: Retail trade is given a voice, but only in indirect speech without its own explanation.

Completeness score: 4/10

Justification: Of 10 relevant perspectives, only 4 are indicated and none is fully addressed. Particularly serious: in the Trump segment, any pro-Trump voice from the Republican camp is absent; in the sex work segment, the abolitionist counter-perspective is absent; in the asylum/terror segment, the political consequences debate is absent. The broadcast consistently presents one side of each debate.



Soft facts — 6 qualitative techniques

10. FRAMING (Setting the frame)

7/10

1 2 3 4 5 6 7 8 9 10

Finding 1: Trump cabinet as a threat to the establishment

Timestamp	03:28
Quote	<i>"This means that in future the national security of the USA in particular will be in the hands of hardliners."</i>
Manipulation	The word "hardliners" is an evaluative term connoting inflexibility and extremism. The formulation "in the hands of" suggests loss of control and danger. This is not a news item, but an editorial assessment.
Why problematic	A public broadcaster must distinguish between news and commentary. This formulation is commentary, but is presented as a news conclusion.

Finding 2: Asylum/terror — "not a mass phenomenon" frame

Timestamp	07:37
Quote	<i>"So how great is the risk that among thousands of asylum seekers there are individual extremists or even terrorism suspects?"</i>
Manipulation	The question is already formulated in a way that suggests a reassuring answer ("individual"). The frame is: the risk exists, but it is small. An alternative framing would be: "How can the security system be improved to minimise the risk?"
Why problematic	The framing of the question determines the direction of the answer. The segment ends with "not a mass phenomenon" — which confirms the opening question, but discusses no political course of action.

Finding 3: Sex work — protection frame without alternative

Timestamp	10:20
Quote	<i>"Violence, discrimination, insults. This is part of everyday life for sex workers in Switzerland."</i>
Manipulation	The segment is entirely framed within the protection framework (sex work as a reality that needs better protection). The abolitionist framework (sex work as structural violence that should be abolished) does not exist in the broadcast.
Why problematic	In Switzerland, sex work policy is politically contested. Presenting only one framework violates Art. 4 RTVA (diversity of opinion on contested topics).



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Summary: Three consistent framing decisions favour left/progressive positions: Trump as a threat, asylum risk as marginal, sex work as a phenomenon worthy of protection. All three framings structurally exclude conservative counter-perspectives.



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

Finding 1: "Ultra-right hardliner"	
Timestamp	01:35
Quote	<i>"He is to become the new Attorney General. Matt Gaetz, ultra-right hardliner and one of the most radical Republicans in Congress."</i>
Manipulation	"Ultra-right" and "most radical" are evaluative adjectives that have no place in a news broadcast. They are expressions of opinion, not facts.
Why problematic	A neutral alternative would be: "Matt Gaetz, conservative Republican and Trump supporter." The language used corresponds to the vocabulary of Trump's political opponents, not journalistic neutrality.

Finding 2: "Loyalists"	
Timestamp	01:29
Quote	<i>"While he has in the meantime made further personnel decisions, all of them loyalists and controversial."</i>
Manipulation	"Loyalists" has a negative connotation in a political context (blind allegiance, opportunism). Neutral would be: "supporters of his political agenda" or "politically like-minded candidates".
Why problematic	Every government appoints persons who are politically close to it — that is democratic normality. The word "loyalists" suggests abnormality and danger.

Finding 3: "Shockwaves"	
Timestamp	04:11
Quote	<i>"it's a shock. It is sending shockwaves."</i>
Manipulation	The image of "shockwaves" (from an explosion) is used twice and creates a connotation of threat. It originates from an anonymous Republican strategist, but is affirmatively taken up and continued by correspondent Weber.
Why problematic	The correspondent adopts the language of an anonymous source and amplifies it, rather than contextualising it.

Summary: The choice of words in the Trump segment is consistently evaluative and corresponds to the vocabulary of Trump's political opponents, not journalistic neutrality. "Ultra-right", "hardliner", "loyalists", "shockwaves" are not descriptive but normative terms.



12. MODERATION BEHAVIOUR

3/10

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Methodological principle K11+K8: Document the triggering event.

Finding 1: No critical follow-up question to Pascal Weber

Timestamp 03:51

Triggering event: Weber presents a one-sidedly critical analysis of Trump's cabinet without a pro-Trump perspective.

**Quote
(presenter)**

"Matt Gaetz as Attorney General — that is probably Trump's most surprising and controversial cabinet nomination so far. Pascal Weber in Washington, what is Trump's calculation with this nomination?"

Comparison

The question is openly and neutrally formulated — no finding here. But: there is no follow-up question that forces Weber to present the pro-Trump perspective or to substantiate his assessment.

Asymmetry: Conditionally demonstrable — the question is neutral, but the absence of a follow-up question seeking the counter-perspective is an omission.

Finding 2: No critical follow-up question on the Procore study

Timestamp 11:23

Triggering event: Reporter Locher presents Procore study with n=24 as the basis for political demands.

**Quote
(presenter)**

No presenter intervention — segment runs without studio intervention.

Comparison

For a study with n=24, a critical contextualisation by the presenter ("How representative is this study?") would be journalistically required.

Asymmetry: Not demonstrable as selective — since no comparable case exists in this broadcast. Finding remains as a journalistic omission.

Summary: Moderation behaviour shows no active asymmetries (interruptions, hard follow-up questions), but a consistent failure to ask critical follow-up questions in one-sided segments. Since the broadcast contains no live interview with multiple guests, the asymmetry check is limited.



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

Asymmetry 1: Question to Pascal Weber vs. missing question to Trump supporter

To Pascal Weber, 03	51: "What is Trump's calculation with this nomination?" — neutral/soft
To Trump supporter	No question — person not invited
Comparison	Weber can develop his critical analysis unimpeded. A Trump supporter who would be asked "Why is Gaetz the right man for the Department of Justice?" is entirely absent. The asymmetry lies not in the hardness of the question, but in the selection of those questioned.

Asymmetry 2: Question on the Procore study

To Procore researcher, 12	02: No critical question on methodology (n=24, client) — soft
To retail trade (Migros/Coop)	No direct questioning — only indirect speech
Comparison	The researcher can present her findings without comment; the retail trade is only quoted in indirect speech and cannot express itself directly.

Summary: The question asymmetry manifests itself less in differently hard questions than in the structural decision as to which persons are questioned at all. Critical countervoices are not invited, which is why no hard questions are necessary.



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

Finding 1: Bio Suisse as "counterweight" to the NGO report

Timestamp 17:11

Construct: "Price is only one of many factors in favour of organic, Bio Suisse, which negotiates prices for organic farmers, relativises."

Analysis

Bio Suisse is presented as a counterweight to the NGO criticism — but Bio Suisse is itself an interest association of organic producers, not a neutral actor. Both sides (Faire Märkte Schweiz and Bio Suisse) have an interest in higher organic producer prices. The actual countervoice (retail trade with figures) is absent.

Summary: One case of false balance: Bio Suisse is presented as a counterweight, but is not a neutral actor. The genuine countervoice (retail trade with transparency) is absent. Score low, as the finding occurs only once.



15. AGENDA-SETTING

6/10

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Finding 1: Trump's election victory as a problem, not as a democratic outcome

Agenda element set: Trump's cabinet nominations are inherently problematic and shocking.

Timestamp

01:00 — Evidence: "Trifecta in US political slang means that the president's party has majorities in the Senate and the House of Representatives" — followed by exclusively critical reporting.

Alternative agenda: Trump's election victory as a democratic mandate; question of what motivated voters; need for reform in the US establishment as a legitimate topic.

Finding 2: Sex work as a phenomenon worthy of protection (not one to be abolished)

Agenda element set: Sex work is a reality that needs to be better regulated and protected.

Timestamp

10:20 — Evidence: "Violence, discrimination, insults. This is part of everyday life for sex workers in Switzerland."

Alternative agenda: Sex work as structural violence against women; question of abolition rather than regulation; demand side (clients) as the source of the problem.

Finding 3: Sustainability as a societal goal that is being "slowed down"

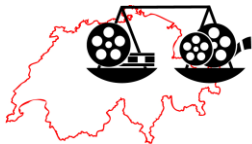
Agenda element set: The shift towards sustainability is a societal goal; those who slow it down are acting wrongly.

Timestamp

17:04 — Evidence: "And that is why they are also less affordable, i.e. less attractive for the consumer to buy. And that is what we criticise, because this disadvantage is slowing down this shift towards sustainability."

Alternative agenda: Consumer sovereignty; question of whether state steering towards organic is justified; cost-benefit analysis of organic subsidies.

Summary: The broadcast sets three consistent agenda elements: Trump's assumption of power as a threat, sex work as a phenomenon worthy of protection, sustainability as an uncontested societal goal. All three settings correspond to left-progressive basic assumptions and structurally exclude conservative counter-agendas.



CHAPTER 4 — OVERALL EVALUATION

Results

- HARD FACTS SCORE (average criteria 1-9): 5.7 / 10
- SOFT FACTS SCORE (average criteria 10-15): 5.0 / 10

Dominant techniques

- 1. Omission / Selective Omission (Score 7):** The broadcast systematically omits those perspectives that are politically right-wing or conservative — Trump's reform agenda as a legitimate project, SVP security demands following the Bellinzona ruling, abolitionist women's rights perspective on the sex work topic. This is the most effective technique because it is invisible: what is not shown cannot be criticised.
- 2. Framing (Score 7):** Three segments are pressed into frames that correspond to left-progressive basic assumptions: Trump as an institutional threat, asylum risk as statistically negligible, sex work as a phenomenon worthy of protection. The frames are set in such a way that conservative conclusions from the same facts are structurally excluded.
- 3. Choice of words (Score 7):** The language in the Trump segment ("ultra-right", "hardliner", "loyalists", "shockwaves") corresponds to the vocabulary of Trump's political opponents, not journalistic neutrality. This choice of words is particularly problematic because it is presented as news language, but is in fact an expression of opinion.

Core messages of the broadcast

MESSAGE 1 (SUBSTANTIVE): "Trump's assumption of power is a threat to democratic institutions and the national security of the USA."

Technique: Framing + choice of words + omission — Evidence: 01:35, 03:28, 04:24

MESSAGE 2 (PERSONAL): "Sex workers are victims of structural violence and need more state protection and resources."

Technique: Expert selection (only protection perspective) + manipulation of figures (n=24 framed as representative) — Evidence: 10:54, 11:31, 12:20

MESSAGE 3 (SOCIETAL): "The shift towards sustainability is a societal goal that is being slowed down by market actors (retail trade) and requires state intervention."

Technique: Agenda-setting + source selection (NGO as neutral body) — Evidence: 15:39, 17:04, 17:34

Justification: The overall score of 5.4/10 corresponds to clear one-sidedness. The broadcast violates Art. 4 RTVA in several dimensions: the accurate representation of facts is impaired in the Gaetz segment (missing information on the dropping of the investigations) and in the sex work segment (n=24 as the basis for political demands). Diversity of opinion on contested topics (sex work policy, asylum security, Trump's reform agenda) is not ensured. Balance among interlocutors is absent in the Trump segment (not a single supporter) and in the sex work segment (no abolitionist voice). The one-sidedness is consistent and affects all politically relevant segments of the broadcast.

CONCLUSION

The SRF Tagesschau of 7 November 2024 shows a consistent, if not extreme, left-leaning tendency (score 5.4/10) that manifests itself in all politically relevant segments. The dominant techniques — omission, framing and choice of words — are particularly effective because they are structural and not obvious: viewers receive no false facts, but a systematically incomplete picture. The Trump segment violates Art. 4 RTVA through evaluative language ("ultra-right", "hardliner"), missing pro-Trump perspectives and an unsubstantiated claim (Russia association Gabbard). The sex work segment violates Art. 4 RTVA through the presentation of commissioned research (n=24) as the basis for political demands without a countervoice. The asylum/terror segment is factually correct, but one-sided due to the framing ("not a mass phenomenon") and the absence of a political consequences debate. The broadcast is not to be classified as propaganda, but as systematically one-sided reporting that does not fully comply with the accuracy and balance requirement of Art. 4 RTVA.



OVERALL EVALUATION OF THE 15 CRITERIA

Individual scores — All 15 criteria

No.	Criterion	Score	Assessment
1	EXPERT SELECTION	6	●●●
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	5	●●●
9	COMPLETENESS (Selective Omission — Overall picture)	7	●●●●
10	FRAMING (Setting the frame)	7	●●●●
11	CHOICE OF WORDS AND TERMS	7	●●●●
12	MODERATION BEHAVIOUR	3	●●
13	QUESTION ASYMMETRY	4	●●
14	FALSE BALANCE	3	●●
15	AGENDA-SETTING	6	●●●

HARD FACTS SCORE (1-8)

5.7/10

Significant imbalance

SOFT FACTS SCORE (9-14)

5.0/10

Significant imbalance

OVERALL SCORE

5.4/10

Significant imbalance

Averaged from hard facts and soft facts



KEY — Meaning of scores

Individual scores per criterion (0–10)

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

Aggregated deviation index — interpretation ranges

0.0 – 2.5	Unremarkable	No material patterns discernible; broadcast complies with the accuracy requirement.
2.6 – 4.0	Slight imbalance	Isolated anomalies; statistically visible, but still within the tolerance range.
4.1 – 6.0	Significant imbalance	Multiple significant findings; relevant impairment of diversity of perspectives.
6.1 – 8.0	Serious deviation from the 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 severity across almost all criteria; systematically one-sided reporting.

Party-political bias (-5 to +5)

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



CHAPTER 5 — LEGAL CLASSIFICATION (Art. 4 RTVA)

Assessment under Art. 4 RTVA

Art. 4 RTVA requires: accurate representation of facts and events, diversity of opinion on contested topics, balanced selection of interlocutors.

Violation 1: Evaluative language as news (Art. 4 para. 2 RTVA — accuracy)

Norm: Art. 4 para. 2 RTVA

Facts: Use of evaluative adjectives ("ultra-right hardliner", "one of the most radical Republicans") as news language without identification as an expression of opinion.

Evidence: Timestamp 01:35 — Quote: "Matt Gaetz, ultra-right hardliner and one of the most radical Republicans in Congress."

Assessment: Art. 4 para. 2 RTVA requires that editorial contributions clearly separate facts and opinions. The adjectives used are expressions of opinion, but are presented as factual descriptions. This violates the accuracy requirement. An accurate formulation would be: "Matt Gaetz, conservative Republican and Trump supporter, known for his uncompromising stance."

Violation 2: Missing diversity of opinion on the sex work topic (Art. 4 para. 4 RTVA)

Norm: Art. 4 para. 4 RTVA

Facts: On a politically contested topic (sex work policy: protection vs. abolition), exclusively the protection perspective is presented. The abolitionist perspective, which is politically relevant in Switzerland and Europe (cf. Nordic model), is entirely absent.

Evidence: Timestamp 10:20–13:02 — Quote: "Therefore something must happen now. So it would be very important that sex workers who are here illegally, working illegally, can go to the police..."

Assessment: Art. 4 para. 4 RTVA requires the presentation of different viewpoints on contested topics. Sex work policy is politically contested in Switzerland (cf. parliamentary debates). The one-sided presentation of the protection perspective without a countervoice violates the diversity requirement.

Violation 3: Unsubstantiated claim as fact (Art. 4 para. 2 RTVA — accuracy)

Norm: Art. 4 para. 2 RTVA

Facts: The claim that Gabbard was "supported by Russia" is presented as fact without a source and without contextualisation of whether this accusation was ever substantiated.

Evidence: Timestamp 03:03 — Quote: "was previously even accused of being supported by Russia."

Assessment: The passive construction ("was accused") permits the association without assuming responsibility. The accusation originates from the 2020 US election campaign (Hillary Clinton) and was never substantiated. An accurate representation would name the source of the accusation and clarify that it was never substantiated. The omission of this contextualisation violates Art. 4 para. 2 RTVA.

Violation 4: Commissioned research as neutral study (Art. 4 para. 2 RTVA — accuracy)

Norm: Art. 4 para. 2 RTVA

Facts: The Procore study (n=24, commissioned research by an advocacy organisation) is presented as the basis for political demands without addressing the structural conflict of interest of the client.

Evidence: Timestamp 11:23 — Quote: "This is shown by a new study commissioned by the Procore network, which advocates for the rights and concerns of sex workers in Switzerland."

Assessment: The broadcast does name the client, but draws no consequence for the classification of the study. An accurate representation would explicitly name the conflict of interest and obtain an independent methodological



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assessment. The use of percentage figures (70%, 50%) from an n=24 study without relativisation violates the accuracy requirement.

Overall assessment Art. 4 RTVA

The SRF Tagesschau of 7 November 2024 violates Art. 4 RTVA in four demonstrable respects: evaluative language as news (Gaetz segment), missing diversity of opinion on a contested topic (sex work), unsubstantiated claim without contextualisation (Gabbard-Russia), and commissioned research without disclosure of conflict of interest (Procore study). The violations are not of the severity that would justify a complaint to OFCOM with a high probability of success — they lie in the borderline area between journalistic incompleteness and legally relevant one-sidedness. Most suitable for a successful OFCOM complaint are violation 2 (missing diversity of opinion on sex work) and violation 1 (evaluative language as news), as these most clearly contradict the wording of Art. 4 paras. 2 and 4 RTVA. An overall assessment of several broadcasts would be advisable for a legally robust complaint, as Art. 4 RTVA permits an overall assessment of the programme according to Federal Court practice.



CHAPTER 6 — SOURCE IN-DEPTH CHECK

1. PROCORE — Network for the rights and concerns of sex workers

- 1. FUNDING:** Not publicly documented. Possibly public funds (cantons, cities), donations, EU funding. Structurally: advocacy organisation.
- 2. MANDATE:** Explicitly partisan — interest representation for sex workers. Not compatible with neutral assessment of sex work policy.
- 3. CONFLICT OF INTEREST:** Procore has an institutional interest in documenting high rates of violence (maintaining relevance, securing funding, political pressure for more resources).
 - D1 Conflict of interest: -2 — Direct interest organisation
 - D2 Personal risk: 0 — Institutional, no personal risk
 - D3 Subject expertise: +1 — Practical knowledge present
 - D4 Consistency: +1 — Consistent advocacy position
 - D5 Emotion vs. data: -1 — Appellative with selective data
 - D6 Source level: -1 — Commissioned research (tertiary)**TOTAL: -2 → SOURCE INDICATOR: YELLOW**
- 5. COUNTERVOICE:** FIZ specialist centre for human trafficking and migration (abolitionist), TERRE DES FEMMES — not cited.

2. FAIRE MÄRKTE SCHWEIZ

- 1. FUNDING:** NGO, financed through membership fees, donations, possibly public funds. Sponsorship: farmers' associations, consumer organisations.
- 2. MANDATE:** Advocacy for fair prices in agriculture — not compatible with neutral market analysis.
- 3. CONFLICT OF INTEREST:** Institutional interest in documenting price imbalances and criticising retail trade (maintaining relevance, political pressure).
 - D1 Conflict of interest: -2 — Advocacy organisation with clear mandate
 - D2 Personal risk: 0 — Institutional
 - D3 Subject expertise: +1 — Market analysis competence present
 - D4 Consistency: +1 — Consistent advocacy position
 - D5 Emotion vs. data: +1 — Data-based, but selective
 - D6 Source level: 0 — Secondary analysis**TOTAL: +1 → SOURCE INDICATOR: YELLOW**
- 5. COUNTERVOICE:** Independent professor of agricultural economics (e.g. ETH Zurich, Agroscope) — not cited.

3. BIO SUISSE

- 1. FUNDING:** Industry association of Swiss organic producers, financed through membership fees and licence fees (bud label).
- 2. MANDATE:** Interest representation for organic producers — not neutral on pricing questions.
- 3. CONFLICT OF INTEREST:** Bio Suisse has an interest in higher producer prices and in strengthening the organic label. Their statement ("We do not know how the leaf traders compose their prices") is an interest position, not a neutral assessment.
 - D1 Conflict of interest: -1 — Industry association with vested interest
 - D2 Personal risk: 0 — Institutional
 - D3 Subject expertise: +2 — Core competence organic market
 - D4 Consistency: +1 — Consistent association position
 - D5 Emotion vs. data: +1 — Factual
 - D6 Source level: +1 — Primary source for association position**TOTAL: +4 → SOURCE INDICATOR: YELLOW**
- 5. COUNTERVOICE:** Independent price monitoring (Price Monitor Stefan Meierhans) — not cited.



IMPORTANT: "Recognised" is not a factual qualification. All three organisations are implicitly treated in the broadcast as recognised bodies. The source indicator analysis shows: all three are YELLOW — i.e. to be used with caution and supplemented with countervoices. The broadcast does not do this.

Source indicator for participants:

Source	D1	D2	D3	D4	D5	D6	Total	Indicator
PROCORE — Network for the rights and concerns of sex workers	-2	0	+1	+1	-1	-1	-2	YELLOW
FAIRE MÄRKTE SCHWEIZ	-2	0	+1	+1	+1	0	+1	YELLOW
BIO SUISSE	-1	0	+2	+1	+1	+1	+4	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 assessment of whether a specific broadcast violates statutory requirements is the exclusive responsibility of the competent authorities (in particular IHRA).
No proof of causality	Statistical correlations are not to be interpreted as proof of causal relationships or editorial intentions. Deviation values may be influenced by topic selection, news situation, political controversy or format logic.
No finding of intent	The analysis measures observable structural characteristics of broadcasts. A score of 7 means that a significant imbalance has been identified — not that the editorial team intended this. The methodology makes no statements about motives or strategic objectives.
Heuristic comparison instrument	The index serves for comparative pattern recognition across thousands of broadcasts, not for the precise metric measurement of individual segments. Threshold values serve as heuristic orientation, not as sharp legal qualification.



APPENDIX 1: NATIONAL LEGISLATION

Legal basis Switzerland — SRG SSR

Law

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

Relevant articles

- Art. 4 para. 1 RTVA: All broadcasts of a radio or television programme must respect fundamental rights. 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 RTVA: Editorial broadcasts with informational content must represent facts and events accurately, so that the public can form its own opinion. Views and comments 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

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

Complaints procedure

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



APPENDIX 2: SCIENTIFIC FOUNDATIONS

Literature

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Unbalanced reporting is the response to the halving initiative in Switzerland: here the manipulation techniques are explained in detail, starting with the selection of staff and source selection. After that, 15 principles are explained: omission, framing, temporal framing, guilt by association, emotionalisation, context removal and many more, illustrated with many examples. In addition, it becomes apparent where we ourselves apply these techniques — this promotes not only insight but also empathy.

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

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

Because those who understand framing see the world more clearly. Listen to news differently. Conduct conversations more confidently. And can no longer so easily have a frame imposed on them that someone else has chosen.

With many exercises and concrete examples from politics, media and everyday life — and the occasional smile.

Framing with style. Because the frame changes everything.



The SRG collects 1.56 billion francs per year — compulsorily, from every household. Those who feel unfairly treated can complain. There is even a body for this: the IHRA, 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 IHRA system meets none of the three fundamental criteria — it is not appropriate, not based on separation of powers, not market-based. The body that is supposed to protect citizens protects above all the system it was supposed to control.

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