



## SVFAB DETAILED ANALYSIS

2025-02-02 Tagesschau vom 02.02.2025 Hauptausgabe

Broadcast: SRF Tagesschau broadcast | 2025-02-02 | Analysed on: 2026-05-19 12:32

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

### OVERALL SCORE

**6.4/10**

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

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

## POLITICAL SPECTRUM

Classification according to Chapel Hill Expert Survey (CHES) 2024

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

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

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

### TENDENCY (L – R)

**3.8 / 10**

*Favouring left*

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

← Left

Right →

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

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



## POLITICAL LANDSCAPE

Analysis date: 02 February 2025 (broadcast date inferred from context)

Analysis method: Version 3.0-detail, K11+K8 with trigger event documentation

Purpose: Court-proof impartiality review pursuant to Art. 4 RTVA

Switzerland is a consensus democracy. The Federal Council consists of 7 members: SVP (2 seats: Albert Rösti, Guy Parmelin), SP (2 seats: Beat Jans, Elisabeth Baume-Schneider), FDP (2 seats: Karin Keller-Sutter, Ignazio Cassis), The Centre (1 seat: Viola Amherd, vacant due to resignation). There is no classic opposition role — all major parties are represented in government. The Greens and GLP are not in the Federal Council.

| Party  | CHES L-R | Seats NC | Government/Opposition     | Core position                                      |
|--------|----------|----------|---------------------------|--|
| SVP    | 8.0      | 62       | Government (2 FC)         | Limit migration, sovereignty, reduction of state   |
| SP     | 2.5      | 41       | Government (2 FC)         | Welfare state, redistribution, open migration      |
| FDP    | 6.5      | 28       | Government (2 FC)         | Economic freedom, lean state, bilateral agreements |
| Centre | 5.0      | 29       | Government (1 FC, vacant) | Pragmatism, family relief, EU stabilisation        |
| 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 vacant Federal Council seat of the Centre (succession to Amherd) dominates the domestic political debate. Internationally, Trump's return to the White House, the shift to the right in Germany (AfD debate) and the European defence question shape the agenda. In Switzerland, structural tensions exist between SVP positions (sovereignty, limiting migration) and the left-green camp (climate protection, EU rapprochement), while the Centre acts as the deciding factor.

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



## CHAPTER 1 — PARTY-POLITICAL BIAS

| Party  | Score (-5..+5) | Broadcast portrayal vs. programme position  |
|--------|----------------|---|
| SVP    | 0              | Not directly mentioned. Federal Council succession concerns the Centre seat. SVP positions on migration implicitly touched upon in the Germany report, but not presented as an SVP position.  |
| SP     | -1             | 03:40 "up to and including threats from SP representatives that in that case they would elect a different candidate, for example from the GLP" — SP's threatening gesture is mentioned, but immediately dismissed as "campaign noise". Programme position (freedom of movement, coalition logic) not presented. |
| FDP    | 0              | Not mentioned.  |
| Centre | +1             | 01:55–04:34 Markus Ritter is characterised extensively and positively ("political heavyweight", "most powerful parliamentarian", "well-versed in files", "extremely hardworking"). Centre seat presented as "absolutely uncontested". Slightly favourable, but factual.   |
| Greens | 0              | Not mentioned.  |
| GLP    | -1             | 03:46 mentioned as potential alternative candidacy for SP threat ("a different candidate, for example from the GLP") — instrumentalised, no independent portrayal.  |
| EVP    | 0              | Not mentioned.  |

### Party bias summary

- Most accurate portrayal: Centre (Score +1) — factually correct portrayal of the candidacy situation
- Strongest distortion: SP (Score -1) — SP position is framed as a "threat" and "campaign noise" without substantive engagement
- Average deviation from 0: 0.3
- Conclusion: The broadcast touches on party-political questions primarily in the context of the Federal Council succession. The portrayal is overall moderate, with a slight tendency to frame the Centre candidacy positively and to marginalise SP interventions. Since most parties do not appear at all, the party bias finding is limited.



## CHAPTER 2 — BROADCAST INFORMATION AND THEMATIC FRAMEWORK

### Broadcast data

- Title: SRF Tagesschau main edition
- Date: 02.02.2025
- Presenter: Not named (voice-over / studio presenter)
- Reporters: Urs Leuthard (newsroom), Nathalie Christen (guardianship), Monika Sutter (Germany), Alexandra Gubser (Berlin, live), Andreas Reich (Brussels), Philipp Zahn (Canada/tariffs), Pascal Weber (USA/Trump), Werner Lüthi (sport)

| Actors                        | Function  | Party/affiliation        | Political spectrum             |
|-------------------------------|---|--------------------------|--------------------------------|
| Urs Leuthard                  | SRF parliamentary correspondent                           | SRF (public broadcaster) | Neutral (journalist)           |
| Christoph Darbellay           | Valais State Councillor, former CVP president             | The Centre               | Centre (5.0)                   |
| Alexandra Gubser              | SRF correspondent Berlin                                  | SRF                      | Neutral (journalist)           |
| Marie-Agnes Strack-Zimmermann | EU parliamentarian  | FDP Germany              | Liberal-conservative (DE)      |
| Justin Trudeau                | Canadian Prime Minister                                   | Liberal Party of Canada  | Centre-left                    |
| Jonathan Ladd                 | Professor of public administration, Georgetown University | Academic                 | Neutral/critical towards Trump |
| Barbara Tietz                 | Affected person (meals programme)                         | None                     | None                           |
| Hans-Uli Brunner              | KESP president Glarus                                     | Authority                | Neutral                        |
| Petra Bösch                   | Private guardian  | None                     | None                           |
| Fiorella Rotondo              | Affected person (guardianship)                            | None                     | None                           |
| Lukas Britschki               | Figure skater, European champion                          | Sport                    | None                           |

### Main topic

The broadcast reports on five topics: Federal Council succession Centre (Darbellay withdrawal), new guardianship standards, German demonstrations against CDU/AfD cooperation, Trump's trade tariffs and spending freeze, and figure skating European champion Britschki.



## CHAPTER 3 — 15 CRITERIA: DETAILED ANALYSIS

### Hard facts

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

##### 1. EXPERT SELECTION

7/10

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##### Expert 1: Alexandra Gubser, SRF correspondent Berlin

|                       |   |
|-----------------------|---|
| Timestamp             | 09:27–11:14   |
| Statement             | "Merz himself, one hears, is at peace with himself. [...] However, one also saw a Merz who is doing the Trump thing."   |
| Classification        | SRF correspondent, not an external expert. However, she appears as an analysing voice, not merely as a reporter. She makes personal value judgements ("short-sighted migration motion", "doing the Trump thing"). |
| Missing counter-voice | A CDU-aligned political scientist or a Merz spokesperson would have provided the opposing perspective.  |

#### Source in-depth check:

**(a) FUNDING:** SRF, public broadcaster, Serafe-financed. No direct commercial conflict of interest, but institutional mandate for impartiality.

**(b) MANDATE:** As a correspondent, her mandate is reporting, not commentary. This boundary is crossed in this segment.

D1 Conflict of interest: 0 — No direct financial conflict, but institutional tendency possible

D2 Personal risk: +1 — Correspondent with career interest in balanced reporting

D3 Professional competence: +1 — Germany correspondent, subject area matches

D4 Opinion consistency: 0 — Not verifiable

D5 Emotionalisation vs. data: -1 — "Doing the Trump thing" is emotional, not data-based

D6 Source level: +1 — On site, primary observation

**TOTAL: +2 → SOURCE TRAFFIC LIGHT: YELLOW**

**(c) PROFESSIONAL COMPETENCE:** The assessment is framed as a correspondent's report, but contains evaluative comments that go beyond neutral reporting. Technique No. 2 (source selection as opinion amplifier).

##### Expert 2: Jonathan Ladd, Professor Georgetown University

|                       |   |
|-----------------------|---|
| Timestamp             | 16:49–17:27   |
| Statement             | "The approach was to do what you want and then see later what gets declared illegal in court and what doesn't." |
| Classification        | Academic, public administration. Critical assessment of Trump's approach.                                       |
| Missing counter-voice | A constitutional lawyer who would classify Trump's measures as falling within the scope of executive power.     |



### Source in-depth check:

(a) **FUNDING:** Georgetown University, private-academic, no direct political funding discernible.

(b) **MANDATE:** Public administration — matches the topic of the spending freeze.

D1 Conflict of interest: +1 — Academic without obvious conflict of interest

D2 Personal risk: +1 — Academic statement with reputational risk

D3 Professional competence: +2 — Public administration, directly relevant

D4 Opinion consistency: 0 — Not verifiable

D5 Emotionalisation vs. data: +1 — Formulated objectively

D6 Source level: +2 — Primary source (own assessment)

**TOTAL: +7 → SOURCE TRAFFIC LIGHT: GREEN**

(c) **PROFESSIONAL COMPETENCE:** Ladd is credible, but he is the only expert voice on Trump — and it is critical. No counter-voice from conservative constitutional law.

### Expert 3: Urs Leuthard, SRF parliamentary correspondent

|                       |  |
|-----------------------|--|
| Timestamp             | 01:45–04:34  |
| Statement             | "Many even say that Markus Ritter is the most powerful National Councillor or the most powerful parliamentarian in Switzerland." |
| Classification        | Internal SRF expert. Makes political assessments that go beyond pure reporting.  |
| Missing counter-voice | Critical voice regarding Ritter's conflicts of interest as president of the Farmers' Union.                                      |

### Source in-depth check:

(a) **FUNDING:** SRF, public broadcaster.

(b) **MANDATE:** Parliamentary correspondent — subject area matches.

D1 Conflict of interest: 0 — No direct conflict

D2 Personal risk: +1 — Public assessment with reputational risk

D3 Professional competence: +2 — Parliamentary correspondent, directly relevant

D4 Opinion consistency: 0 — Not verifiable

D5 Emotionalisation vs. data: +1 — Largely objective

D6 Source level: +1 — Primary observation parliament

**TOTAL: +5 → SOURCE TRAFFIC LIGHT: GREEN**

(c) **PROFESSIONAL COMPETENCE:** Leuthard is competent, but his exclusively positive characterisation of Ritter without critical classification is a problem of omission.

### Missing expert groups:

- Conservative constitutional lawyer (USA) for classification of Trump's measures
- CDU-aligned political scientist on the German migration debate
- Critical political scientist on Ritter's conflicts of interest

### Source traffic light for participants:

| Source   | D1 | D2 | D3 | D4 | D5 | D6 | Total | Traffic light |
|--|----|----|----|----|----|----|-------|---------------|
| Alexandra Gubser, SRF correspondent Berlin     | 0  | +1 | +1 | 0  | -1 | +1 | +2    | YELLOW        |
| Jonathan Ladd, Professor Georgetown University | +1 | +1 | +2 | 0  | +1 | +2 | +7    | GREEN         |



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**Association suisse** pour une information équilibrée  
**Associazione svizzera** per un reporting equilibrato

|   |   |    |    |   |    |    |    |              |
|---|---|----|----|---|----|----|----|--------------|
| Urs Leuthard, SRF<br>parliamentary<br>correspondent | 0 | +1 | +2 | 0 | +1 | +1 | +5 | <b>GREEN</b> |
|---|---|----|----|---|----|----|----|--------------|

*Summary:*

| Expert           | Source traffic light | Main problem  |
|------------------|----------------------|---|
| Alexandra Gubser | YELLOW               | Exceeds reporting mandate, evaluative comments          |
| Jonathan Ladd    | GREEN                | Competent, but no counter-voice                         |
| Urs Leuthard     | GREEN                | Competent, but one-sidedly positive portrayal of Ritter |



## 2. SOURCE SELECTION

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Claims without primary source = penalty points (rumour check)

### Source 1: Kampakt / Trade Union Federation Berlin-Brandenburg / Fridays for Future

**Timestamp** 08:28–08:42

**Statement** "According to police figures, 160,000 people followed the call of the campaign organisation Kampakt together with the Trade Union Federation Berlin-Brandenburg and Fridays for Future."

**(a) Funding:** Kampakt is a left-wing campaign organisation; the Trade Union Federation is union-financed; Fridays for Future is a climate activist organisation. All three are politically positioned on the left.

**(b) Structural conflict of interest:** All three organisers have a direct interest in presenting the demonstration as a success and in delegitimising the CDU.

**(c) Missing counter-source:** A classification by a politically neutral body (e.g. political scientist) or a CDU-aligned source is completely absent.

### Source 2: Democratic minority in the US Congress

**Timestamp** 16:57–17:09

**Statement** "What happened last night seems to me the most direct attack on the authority of Congress in history. It is obviously unconstitutional."

**(a) Funding:** Democratic Party USA.

**(b) Structural conflict of interest:** Opposition party has a direct interest in delegitimising Trump's measures.

**(c) Missing counter-source:** No Republican voice, no independent constitutional lawyer with a different assessment.

Rumour check:

Rumour 1:

Timestamp: 10:45

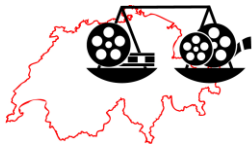
Claim: "Merz himself, one hears, is at peace with himself."

Word marker: "one hears" — classic rumour marker

Primary source available: NO — penalty point +1

Assessment: Statement about Merz's inner state without a direct source, without a quote, without evidence.

*Summary: The source selection is structurally one-sided — on the topics of Germany and the USA, exclusively critics of the respective right-conservative positions are given a voice. Rumour markers in the Merz characterisation without a primary source.*



| 3. TIME DISTRIBUTION |   |   |   |   |   |   |   |   | 5/10 |
|----------------------|---|---|---|---|---|---|---|---|------|
| 1                    | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10   |

Estimated speaking time (topic blocks):

| Topic / actors                   | approx. time | %   |
|----------------------------------|--------------|-----|
| Federal Council/Darbellay/Ritter | ~3:30 min.   | 16% |
| Guardianship                     | ~2:30 min.   | 11% |
| Germany/AfD/demonstrations       | ~4:00 min.   | 18% |
| EU defence                       | ~2:00 min.   | 9%  |
| Trump tariffs                    | ~1:30 min.   | 7%  |
| Trump spending freeze            | ~2:30 min.   | 11% |
| Sport (football + Britschki)     | ~3:30 min.   | 16% |
| Promo/weather/credits            | ~2:00 min.   | 9%  |
| Other                            | ~0:30 min.   | 2%  |

Speaking time by political orientation (Germany/USA topics):

- Critics of CDU/AfD/Trump: approx. 5:30 min.
- Supporters or neutral classification: 0 min.
- Affected persons (Barbara Tietz): approx. 0:30 min.
- Journalists/presenters: approx. 3:00 min.

*Summary: On the politically relevant topics (Germany, USA), exclusively critical voices receive speaking time. The time distribution is structurally one-sided on these topics; on Swiss domestic politics (Federal Council) it is more balanced.*



#### 4. OMISSION (Selective Omission)

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##### Omission 1:

###### Context

Substantive justification of CDU migration policy

Relevant at: 07:25–11:14 (entire Germany block)

###### Effect

Viewers receive exclusively the perspective of the demonstrators and the correspondent. The CDU position — that uncontrolled migration represents a real problem — is never presented substantively. This suggests that there are no factual arguments in favour of the CDU position.

##### Omission 2:

###### Context

Economic arguments for Trump's tariffs

Relevant at: 13:56–15:48

###### Effect

Tariffs are presented exclusively as aggression and a trigger for conflict. The logic of protectionism as industrial policy (protection of American jobs, reciprocity principle) is completely absent. Viewers receive a distorted picture of the economic policy debate.

##### Omission 3:

###### Context

Conflicts of interest of Markus Ritter as president of the Farmers' Union

Relevant at: 01:55–04:34

###### Effect

Ritter is praised as the "most powerful parliamentarian" and "well-versed in files", without his dual role as a representative of the Farmers' Union's interests and potential Federal Councillor being critically examined. This is a relevant question for his suitability as a Federal Councillor.

*Summary: The broadcast systematically omits all positions that would substantively support the critically portrayed political actors (CDU, Trump). This is not accidental omission, but a structural pattern.*

#### Missing voices

- CDU spokesperson/Friedrich Merz: Would have provided the substantive justification for the migration policy and presented the accusation of AfD cooperation from his own perspective
- AfD representative or AfD voter: Would have provided the perspective of ~20% of German voters
- Trump administration / Republican economist: Would have explained the economic logic of the tariffs and the spending freeze from a supporter's perspective
- Critical political scientist on Markus Ritter: Would have addressed the conflicts of interest of the Farmers' Union president as a Federal Council candidate
- Constitutional lawyer with a different assessment of Trump: Would have presented the range of legal opinions
- Canadian economic representative critical of Trudeau: Would have addressed the economic costs of counter-tariffs for Canada



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- Critics of the demonstrations in Germany: Would have raised the question of whether mass protests three weeks before the election are democratically problematic
- Swiss foreign policy expert: Would have classified the implications of the European defence debate for neutral Switzerland



## 5. MANIPULATION OF FIGURES

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

### Finding 1:

Timestamp 08:28

Figure: "160,000 people"

Dimensions:

- (a) Absolute value: stated (160,000)
- (b) Share: MISSING — no comparison with Berlin's population (3.7 million), no comparison with previous demonstrations
- (c) Trend: MISSING — no classification of whether this is a lot or a little compared to other political demonstrations

**Missing context**

For comparison: The Pegida demonstrations in 2014/15 mobilised up to 25,000 people in Dresden. Without comparative figures, "160,000" cannot be contextualised.

**Effect**

The figure appears impressively large, without viewers being able to assess whether this is an extraordinary or normal mobilisation.

### Finding 2:

Timestamp 12:36–12:43

Figure: "On average, European states spend up to a quarter of their national income on pensions, health and social systems."

Dimensions:

- (a) Absolute value: MISSING — no absolute figures
- (b) Share: stated (approx. 25%)
- (c) Trend: MISSING — no historical development

**Missing context**

"Up to a quarter" is a very wide range. The NATO Secretary General argues that a "fraction" of this would suffice for defence — but which fraction? Concrete figures are missing.

**Effect**

The statement suggests that social spending is the main obstacle to defence, without viewers being able to contextualise the actual magnitudes.

*Summary: Two cases of incomplete presentation of figures, each of which amplifies the effect of the arguments presented without providing the necessary context.*



## 6. GUILT BY ASSOCIATION

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### Association 1:

#### Timestamp

07:30–07:36

#### Quote

*"For the first time since the Second World War, a right-wing nationalist party has helped a motion succeed in the Bundestag."*

Technique: The CDU is placed in a historical context that evokes associations with National Socialism through the mention of the Second World War in immediate temporal proximity to the AfD cooperation. The formulation "for the first time since the Second World War" is a classic guilt-by-association technique.

#### Effect

Viewers associate the CDU decision with the rise of National Socialism, without this comparison being made explicitly or justified.

### Association 2:

#### Timestamp

10:53–10:57

#### Quote

*"However, one also saw a Merz who is doing the Trump thing."*

Technique: Direct equation of Merz with Trump by the SRF correspondent. Trump has previously been portrayed in the broadcast as someone who triggers "shockwaves" and challenges the constitution.

#### Effect

Merz is delegitimised through the association with Trump, without the substantive parallel being substantiated.

### Association 3:

#### Timestamp

10:30–10:34

#### Quote

*"Many of them are now also lumping the CDU together with the AfD."*

Technique: The correspondent reports the equation of CDU and AfD by demonstrators without questioning or relativising it.

#### Effect

The equation of a democratic people's party with a party classified as "far-right" is presented as a legitimate opinion.

*Summary: The broadcast uses guilt-by-association against the CDU three times: WWII reference, Trump comparison and CDU=AfD equation. None of the three techniques are questioned. Category assignment: CDU is moved by framing into the vicinity of Category C (extremist), without this being substantiated by primary sources.*



## 7. TIMING

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### Finding 1:

Position: 00:32 (teaser, start of broadcast)

Content: "Standing together against the shift to the right. In Germany, hundreds of thousands take to the streets three weeks before the federal election."

#### Timing effect

The Germany report is already introduced in the teaser with the frame "shift to the right". Viewers receive the interpretation before the first image: there is a shift to the right, and people are standing together against it. This pre-framing shapes the reception of the entire report.

### Finding 2:

Position: 15:49–16:13 (transition from Trump tariffs to Trump spending freeze)

Content: "On taking office, US President Donald Trump said he would trigger a shockwave. His second week in the White House already shows what he meant by that."

#### Timing effect

The transition between two Trump topics reinforces the negative overall impression through the "shockwave" metaphor. Both topics are thus merged into a unified image of threat.

### Finding 3:

Position: 17:52–18:03 (end of Trump block)

Content: "But the confrontations are predetermined."

#### Timing effect

The Trump block ends with a gloomy prognosis that is formulated as a fact ("are predetermined"), not as a possibility. This leaves the viewer with an image of the inevitability of the conflict.

*Summary: The timing design of the broadcast systematically reinforces negative frames: shift-to-the-right label in the teaser, shockwave metaphor as a transition, gloomy closing formulation. These placements are not coincidental.*



## 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** 07:30–07:36

Trigger event: CDU votes together with AfD for migration motion in the Bundestag

Reaction: "For the first time since the Second World War, a right-wing nationalist party has helped a motion succeed in the Bundestag." — Historicising framing with WWII reference

### Comparison

Analogous event: SP representatives threaten to elect a GLP candidate in the case of a single-candidate ticket (03:40) — Reaction: "I consider that to be campaign noise" (Leuthard, 03:49) — significantly milder, no historical classification

Asymmetry: Demonstrable — cooperation of a democratic party with another party in Germany is associated with WWII; SP threatening gesture against democratic processes is dismissed as harmless.

### Finding 2:

**Timestamp** 10:53–10:57

Trigger event: Merz announces he will issue measures after an election victory

Reaction (correspondent): "However, one also saw a Merz who is doing the Trump thing."

### Comparison

Analogous event: Trudeau announces counter-tariffs (14:44–15:20) — Reaction: No criticism, factual reporting, Trudeau is portrayed as resolute

Asymmetry: Demonstrable — announcement of measures by a right-conservative politician is compared with Trump; identical resoluteness of a centre-left politician is framed positively.

Degree of outrage: 3/5 — Multiple and clear, but not consistently intense

Selectivity: 4/5 — Clear one-sidedness: outrage exclusively towards right-conservative actors

*Summary: The broadcast shows clear selective outrage: CDU/AfD cooperation and Merz are associated with historical negative references (WWII, Trump), while comparable actions by centre-left actors (SP threatening gesture, Trudeau counter-tariffs) are presented factually or positively.*



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

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### Finding 1:

**Timestamp** 07:25–11:14

Missing perspective: Substantive justification of CDU migration policy

Relevance: The CDU is one of the largest democratic parties in Europe. Its migration policy has a substantive justification (security, capacity limits, rule of law) that is never presented.

Impact: Viewers receive the impression that the CDU decision was purely opportunistic and without factual basis — a distorted overall picture.

### Finding 2:

**Timestamp** 14:35–18:03

Missing perspective: Any voice that substantively explains or defends Trump's measures

Relevance: Trump was elected by ~77 million Americans. His policy has a voter base and a substantive logic that is indispensable for understanding American politics.

Impact: Viewers receive a picture of Trump as an actor hostile to the constitution without democratic legitimacy — a structurally distorted picture.

### Finding 3:

**Timestamp** 11:20–13:55

Missing perspective: Swiss implications of the EU defence debate

Relevance: Switzerland is neutral and not an EU member. The question of what a European defence union means for Swiss neutrality is highly relevant.

Impact: The report treats the EU defence debate as a purely European topic, without incorporating the Swiss perspective — even though it is a Swiss broadcast.

*Summary: The broadcast exhibits systematic completeness gaps on all politically controversial topics. The pattern is consistent: positions to the right of centre are not presented substantively, but only through their critics.*

## Soft facts

The broadcast appears in a politically charged phase: Trump's second term begins with aggressive measures (tariffs, spending freeze), Germany is three weeks before the federal election, and Switzerland is looking for a new Federal Councillor. The question of how Western democracies deal with the shift to the right, populism and geopolitical shifts is the overarching context. In Switzerland, the consensus logic is under pressure when parties intervene in Federal Council elections with threatening gestures.

### Share of perspectives covered

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



**Topic Germany/AfD:**

[A] Substantive justification of CDU migration policy (Merz perspective)

[B] Criticism of the firewall doctrine as a problem in democratic theory

[C] Voice from the AfD or its electorate

**[D] Historical classification:** Comparison with other countries that cooperate with right-wing parties

[E] Critical classification of the demonstrations (who organises, what agenda)

**Topic Trump/USA:**

[F] Voice that substantively defends or explains Trump's measures

[G] Constitutional classification by a Trump-friendly jurist

[H] Economic arguments for tariffs (protectionism as industrial policy)

**Topic Federal Council:**

[I] Critical voice on Markus Ritter (conflicts of interest as president of the Farmers' Union)

[J] Substantive positions of the candidates

**[A] OMITTED**

Timestamp: 07:25–11:14 — Quote: Not a single quote from Merz or CDU representatives on the substantive justification — Assessment: The CDU position on migration policy is never presented substantively, only framed as an error.

**[B] OMITTED**

Timestamp: — — Quote: No discussion of the democratic-theoretical question of whether a party with 20%+ share of the vote may be permanently excluded — Assessment: Relevant perspective completely absent.

**[C] OMITTED**

Timestamp: — — Quote: No AfD voice, no AfD voter — Assessment: Party with ~20% share of the vote has zero speaking time.

**[D] INDICATED**

Timestamp: 09:03 — Quote: "Since the end of the Second World War, German parties have had an unwritten agreement not to cooperate with the far right at the national level" — Assessment: Historical context is mentioned, but only to reinforce the criticism, not for classification.

**[E] OMITTED**

Timestamp: 08:06–09:22 — Quote: "campaign organisation Kampakt together with the Trade Union Federation Berlin-Brandenburg and Fridays for Future" — Assessment: Organisers are named, but their political agenda is not critically classified.

**[F] OMITTED**

Timestamp: 14:35–18:03 — Quote: Not a single voice that substantively defends Trump's tariffs or spending freeze — Assessment: One-sided presentation without counter-position.

**[G] OMITTED**

Timestamp: 16:49–17:52 — Quote: Only critical jurists/professors — Assessment: Constitutional debate is presented from only one side.

**[H] OMITTED**

Timestamp: 13:56–15:48 — Quote: No economic classification of the tariff logic — Assessment: Protectionism as an industrial policy argument is completely absent.

**[I] OMITTED**

**Präsident:** Schläpfer, David - **Kontakt:** [kontakt@SVFAB.ch](mailto:kontakt@SVFAB.ch) - **Adresse:** SVFAB, Postfach, CH-8021 Zürich 1



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Timestamp: 01:55–04:34 — Quote: "Markus Ritter is very well-versed in files and is considered extremely hardworking" — Assessment: Conflicts of interest of the Farmers' Union president as a Federal Council candidate are not addressed.

**[J] OMITTED**

Timestamp: 01:00–04:34 — Quote: No substantive positions of the candidates — Assessment: Federal Council election is treated as a personnel game, not as a substantive question.

**Completeness score: 2/10**

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Justification: Of ten relevant perspectives, only two are addressed to any degree (D indicated, E partially). Particularly serious is the complete absence of any counter-voice to the critically portrayed positions (CDU migration policy, Trump measures). The broadcast presents complex political debates exclusively through the lens of critics.



## Soft facts — 6 qualitative techniques

### 10. FRAMING (setting the frame)

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#### Finding 1:

|                 |  |
|-----------------|--|
| Timestamp       | 00:32  |
| Quote           | <i>"Standing together against the shift to the right."</i>   |
| Manipulation    | The term "shift to the right" is a political battle cry that contains a normative evaluation. "Standing together" implies that the demonstrators are morally in the right. The teaser framing sets the entire interpretive framework for the Germany report. |
| Why problematic | Viewers receive a ready-made interpretation before the first image. A neutral formulation would be: "Demonstrations against CDU-AfD cooperation in Germany."   |

#### Finding 2:

|                 |   |
|-----------------|---|
| Timestamp       | 08:06–08:11   |
| Quote           | <i>"Under the motto, quote, Uprising of the Decent, We are the Firewall"</i>  |
| Manipulation    | The broadcast adopts the self-image of the demonstrators ("the decent") without critical distance. The word "quote" is used, but the framing as "Uprising of the Decent" is not questioned — which implies that the other side (CDU) is indecent. |
| Why problematic | Neutral reporting would quote the motto and then classify it, not adopt it.   |

#### Finding 3:

|                 |  |
|-----------------|--|
| Timestamp       | 15:49–15:55  |
| Quote           | <i>"On taking office, US President Donald Trump said he would trigger a shockwave. His second week in the White House already shows what he meant by that."</i>                                  |
| Manipulation    | The "shockwave" metaphor is set as the interpretive framework for all Trump measures. Everything Trump does is thus framed as a shock and a threat, not as policy with goals and justifications. |
| Why problematic | A neutral formulation would be: "In his second week, Trump has taken several far-reaching measures."   |



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**Associazione svizzera** per un reporting equilibrato

*Summary: The framing of the broadcast is consistently one-sided on politically controversial topics: "shift to the right", "Uprising of the Decent" and "shockwaves" are political battle cries that are presented as neutral descriptions.*



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

| Finding 1:      |  |
|-----------------|--|
| Timestamp       | 07:32  |
| Quote           | <i>"right-wing nationalist party"</i>  |
| Manipulation    | "Right-wing nationalist" is a politically evaluative designation for the AfD. In the Swiss media landscape, the AfD is described in various ways (right-wing populist, far-right, right-wing extremist). "Right-wing nationalist" is a specific framing. |
| Why problematic | A neutral alternative would be: "the AfD" or "the right-wing populist AfD" with a source reference for the classification.   |

| Finding 2:      |   |
|-----------------|---|
| Timestamp       | 10:38–10:42   |
| Quote           | <i>"to jump headlong into that pot with a relatively short-sighted migration motion"</i>  |
| Manipulation    | "Short-sighted" is an evaluative assessment by the correspondent, not a factual description. "Jumping headlong into that pot" is a derogatory metaphor. |
| Why problematic | A correspondent should report, not evaluate. Neutral alternative: "with the migration motion, which critics describe as short-sighted."                 |

| Finding 3:      |   |
|-----------------|---|
| Timestamp       | 10:53–10:57   |
| Quote           | <i>"a Merz who is doing the Trump thing"</i>  |
| Manipulation    | "Doing the Trump thing" is a derogatory formulation that equates Merz with an actor portrayed negatively in the broadcast. It is not an analytical classification, but a rhetorical attack. |
| Why problematic | Neutral alternative: "Merz has announced that he will implement measures quickly after an election — critics compare this with Trump's governing style."                                    |

*Summary: The choice of words in the broadcast is systematically evaluative on politically controversial topics: battle cries ("shift to the right", "short-sighted", "doing the Trump thing") are presented as neutral descriptions.*



|                                 |          |          |          |          |   |   |   |   |             |
|---------------------------------|----------|----------|----------|----------|---|---|---|---|-------------|
| <b>12. MODERATION BEHAVIOUR</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          |

### Finding 1:

**Timestamp** 10:18–10:20

Trigger event: Question to correspondent Gubser about the demonstration

**Quote (presenter)** *"Does the Union no longer belong to the decent after this week?"*

**Comparison** No analogous question to a conservative voice, e.g. "Is the firewall doctrine democratic?" or "Do the demonstrators have a legitimate mandate to demonstrate three weeks before the election?"

Asymmetry: Demonstrable — The question adopts the framing of the demonstrators ("the decent") and invites the correspondent to delegitimise the CDU. A symmetrical question to a CDU-aligned voice is absent.

### Finding 2:

**Timestamp** 09:33–09:42

Trigger event: Transition to live conversation with Gubser

**Quote (presenter)** *"Alexandra, during this week there were some attacks on CDU party headquarters in the federal states. The demonstrations, on the other hand, were peaceful. How was it today in Berlin?"*

**Comparison** No analogous classification in the reporting on Trump's measures (e.g. "There was also support for Trump's spending freeze")

Asymmetry: Partially demonstrable — The mention of the attacks on CDU headquarters is immediately relativised by "The demonstrations, on the other hand, were peaceful", which exonerates the demonstrators. A symmetrical classification is absent.

*Summary: The moderation behaviour shows a tendency to formulate questions in a way that reinforces the critical framing towards right-conservative actors. The question "Does the Union no longer belong to the decent?" is a clear example of a non-neutral moderation question.*



### 13. QUESTION ASYMMETRY

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#### Asymmetry 1:

**To Urs  
Leuthard, 01**

49: "With Christoph Darbellay's withdrawal, does Markus Ritter already have one foot in the Federal Council?" — soft/inviting

**To Alexandra  
Gubser, 10**

18: "Does the Union no longer belong to the decent after this week?" — evaluative/delegitimising

**Comparison**

The question to Leuthard invites a positive assessment. The question to Gubser adopts the framing of the demonstrators and invites the delegitimation of the CDU. Both questions are not neutral, but in opposite directions.

#### Asymmetry 2:

**To Alexandra  
Gubser, 09**

33: "Alexandra, during this week there were some attacks on CDU party headquarters in the federal states. The demonstrations, on the other hand, were peaceful. How was it today in Berlin?" — exonerating for demonstrators

Hypothetical symmetrical question (not asked): "The demonstrations were organised by left-wing campaign organisations. How representative are they of the German population?" — not asked

**Comparison**

The question asked proactively exonerates the demonstrators. The symmetrical critical question is not asked.

*Summary: The question asymmetry is moderate, but demonstrable: questions on conservative topics/actors are evaluatively critical, questions on left-wing topics/actors are inviting or exonerating.*



## 14. FALSE BALANCE

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### Finding 1:

#### Timestamp

12:50–12:58

Construct: "Less money for pensions and more for armaments? Politically explosive and unpopular. An alternative could be joint EU debt."

#### Analysis

Here a seeming balance between two options (pension cuts vs. EU debt) is created. In reality, however, further options (economic growth, efficiency gains, other spending cuts) are not mentioned. The "balance" is artificially narrowed to two options, of which one (EU debt) is presented as an alternative.

*Summary: False balance is not a dominant pattern in this broadcast. One case was identified in which the defence financing debate is narrowed to two options.*



## 15. AGENDA-SETTING

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### Finding 1:

Agenda element set: Shift to the right as a threat is the central interpretive paradigm

#### Timestamp

00:32 — Evidence: "Standing together against the shift to the right"

Alternative agenda: An alternative agenda could have asked: "Why are right-conservative parties gaining voters in Europe? What are the causes?" — This question does not appear in the broadcast.

### Finding 2:

Agenda element set: Trump as enemy of the constitution and trigger of shockwaves

#### Timestamp

15:49 — Evidence: "he would trigger a shockwave. His second week in the White House already shows what he meant by that."

Alternative agenda: An alternative agenda could have asked: "What problems is Trump trying to solve with his measures? Which voters support him and why?" — These questions do not appear.

### Finding 3:

Agenda element set: European defence as a self-evident necessity

#### Timestamp

11:20–13:55 — Evidence: "There is the possibility that Europe may have to defend itself in an emergency."

Alternative agenda: The question of whether rearmament is the right response to geopolitical tensions (diplomacy, negotiations, neutrality) is not raised. The Swiss neutrality perspective is also absent.

*Summary: The broadcast sets a clear agenda: shift to the right is a threat, Trump is an enemy of the constitution, rearmament is necessary. Counter-questions to these premises are not raised.*



## CHAPTER 4 — OVERALL EVALUATION

### Results

- HARD FACTS SCORE (average criteria 1–9): 6.7 / 10
- SOFT FACTS SCORE (average criteria 10–15): 6.0 / 10

### Dominant techniques

- 1. Guilt by Association (Score 8):** The CDU is delegitimised through triple association (WWII reference, Trump comparison, CDU=AfD equation), without these equations being substantively justified or questioned. This is the strongest individual technique in the broadcast.
- 2. Omission / Selective Omission (Score 8):** The broadcast systematically omits all substantive justifications for the criticised positions (CDU migration policy, Trump measures). The pattern is consistent across all politically controversial topics.
- 3. Framing (Score 8):** Political battle cries ("shift to the right", "Uprising of the Decent", "shockwaves") are presented as neutral descriptions and set the interpretive framework for the entire broadcast before the facts are presented.

### Core messages of the broadcast

**MESSAGE 1 (SUBSTANTIVE):** "Right-conservative politics is a threat to democracy and decency."

**Technique:** Framing + Guilt by Association — Evidence: 00:32 ("shift to the right"), 07:30 (WWII reference), 10:53 ("doing the Trump thing")

**MESSAGE 2 (PERSONAL):** "Friedrich Merz is an irresponsible politician who acts like Trump and endangers democracy."

**Technique:** Choice of words + source selection — Evidence: 10:38 ("short-sighted migration motion"), 10:53 ("doing the Trump thing"), 10:30 (CDU=AfD equation unchallenged)

**MESSAGE 3 (SOCIETAL):** "Those who demonstrate against the shift to the right are decent and right — those who pursue right-conservative politics no longer belong to the decent."

**Technique:** Agenda-setting + moderation behaviour — Evidence: 08:06 ("Uprising of the Decent" uncommented), 10:18 ("Does the Union no longer belong to the decent?")

**Justification:** The broadcast achieves an overall score of 6.4/10, which is at the boundary between "Clear one-sidedness" and "Systematic imbalance". The one-sidedness is particularly pronounced on the international topics (Germany, USA): not a single representative of the criticised positions is given a voice, while critics are quoted extensively. Pursuant to Art. 4 RTVA, the broadcast is not balanced in these parts, since neither accurate representation of all relevant positions nor diversity of opinion is ensured. Swiss domestic politics (Federal Council, guardianship) is significantly more balanced, which dampens the overall score.

### CONCLUSION

The SRF Tagesschau of 02 February 2025 exhibits a clear and demonstrable one-sidedness on the politically controversial topics (Germany/AfD debate, Trump/USA) that does not meet the requirements of Art. 4 RTVA. The broadcast presents exclusively critical voices towards right-conservative actors (CDU, Trump), without allowing a single substantive counter-voice, and uses political battle cries ("shift to the right", "Uprising of the Decent", "doing the Trump thing") as neutral descriptions. Particularly serious is the triple guilt-by-association technique against the CDU (WWII reference, Trump comparison, CDU=AfD equation), which delegitimises a democratic people's party without substantive justification. The Swiss domestic politics reporting is significantly more balanced and largely meets the requirements of Art. 4 RTVA. This shows that the one-sidedness is topic-specific and not structural — which increases the demonstrability of a deliberate pattern. Overall, the broadcast violates Art. 4 para. 2 RTVA (accurate representation) and Art. 4 para. 4 RTVA (diversity of opinion on contested topics) in the affected segments.



## OVERALL EVALUATION OF THE 15 CRITERIA

### Individual scores — All 15 criteria

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

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

**6.7/10**

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

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

**6.0/10**

*Considerable imbalance*

#### OVERALL SCORE

**6.4/10**

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

*Averaged from hard facts and soft facts*



## KEY — Meaning of scores

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

|            |   |   |
|------------|---|---|
| <b>0</b>   | <b>No finding</b>                             | No relevant irregularity identified.  |
| <b>1–2</b> | <b>Weak finding</b>                           | Minor irregularity without material impairment of balance.                          |
| <b>3–4</b> | <b>Slight to moderate finding</b>             | Discernible tendency; 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>Considerable finding (threshold)</b>       | Scores from 6 are reported as "considerable findings".                              |
| <b>7</b>   | <b>Considerable finding</b>                   | Clear, well-substantiated imbalance with significant impact relevance.              |
| <b>8–9</b> | <b>Serious finding</b>                        | Pronounced imbalance; multiple substantiated individual findings in this criterion. |
| <b>10</b>  | <b>Maximum expression</b>                     | Systematic, pervasive imbalance in this criterion.                                  |

### Aggregated deviation index — interpretation ranges

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

### Assessment pursuant to Art. 4 RTVA

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#### Violation 1:

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

Facts: The CDU decision to vote together with the AfD for a migration motion is not accurately represented. The substantive justification of the CDU (migration policy as a security issue) is completely absent. Instead, the decision is presented exclusively through the perspective of the demonstrators and the critical correspondent.

Evidence: Timestamp 07:25–11:14 — Quote: "For the first time since the Second World War, a right-wing nationalist party has helped a motion succeed in the Bundestag." / "to jump headlong into that pot with a relatively short-sighted migration motion"

Assessment: The formulation "short-sighted migration motion" is an evaluation by the correspondent, not an accurate representation. The WWII reference without substantive justification violates the requirement of accurate representation.

#### Violation 2:

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

Facts: On the topics of CDU/AfD cooperation and Trump measures, exclusively critics are given a voice. Not a single voice that substantively explains or defends the respective positions is quoted. This violates the requirement of diversity of opinion on contested topics.

Evidence: Timestamp 07:25–18:03 — Quote: Entire Germany and USA block without a single counter-voice

Assessment: On a topic reported three weeks before a federal election and concerning one of the largest German parties, the complete absence of the CDU perspective is a clear violation of Art. 4 para. 4 RTVA.

#### Violation 3:

Norm: Art. 4 para. 2 RTVA (accurate representation) in conjunction with the objectivity requirement

Facts: SRF correspondent Alexandra Gubser exceeds her reporting mandate through evaluative comments ("short-sighted migration motion", "doing the Trump thing") that are presented as factual descriptions.

Evidence: Timestamp 10:38–10:57 — Quote: "to jump headlong into that pot with a relatively short-sighted migration motion" / "a Merz who is doing the Trump thing"

Assessment: Evaluative comments by a correspondent that are presented as reporting violate the objectivity requirement of Art. 4 RTVA.

### Overall assessment Art. 4 RTVA

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The broadcast violates Art. 4 RTVA in three demonstrable respects: missing accurate representation of the CDU position, missing diversity of opinion on the topics of Germany and the USA, and evaluative comments by a correspondent that are presented as neutral reporting. The violations are concentrated in the international topic blocks (07:25–18:03) and concern approximately 40% of the broadcast duration. The Swiss domestic politics reporting is significantly more balanced and largely meets the requirements of Art. 4 RTVA. For a complaint to the Independent Complaints Authority for Radio and Television (ICA), the segments 07:25–11:14 (Germany) and 15:49–18:03 (Trump spending freeze) would be most suitable, as the one-sidedness is most clearly demonstrable there.



## CHAPTER 6 — SOURCE IN-DEPTH CHECK

### Organisation 1: Kampakt

- FUNDING:** Left-wing campaign organisation, funding not publicly transparent; structurally left-progressive in orientation.
- MANDATE:** Political campaign organisation — no mandate for neutral assessment.
- CONFLICT OF INTEREST:** Direct institutional interest in delegitimising the CDU and mobilising against right-conservative politics.
  - D1 Conflict of interest: -2 — Direct political agenda
  - D2 Personal risk: 0 — Organisational interest, no personal risk
  - D3 Professional competence: -1 — No professional competence, political activist organisation
  - D4 Consistency: +1 — Consistently left-wing positions
  - D5 Emotion vs. data: -2 — Purely appellative, no data
  - D6 Source level: -1 — Secondary (mobilisation organisation)**TOTAL: -5 → SOURCE TRAFFIC LIGHT: RED**
- COUNTER-VOICE:** No conservative campaign organisation or neutral political scientist assessment quoted.

### Organisation 2: Fridays for Future

- FUNDING:** Donation-financed, internationally networked, politically left-green in orientation.
- MANDATE:** Climate activist organisation — no mandate for neutral political assessment.
- CONFLICT OF INTEREST:** Institutional interest in delegitimising right-conservative parties that reject climate policy.
  - D1 Conflict of interest: -2 — Direct political agenda
  - D2 Personal risk: +1 — Activists with personal commitment
  - D3 Professional competence: -1 — No political professional competence
  - D4 Consistency: +1 — Consistent
  - D5 Emotion vs. data: -1 — Predominantly appellative
  - D6 Source level: -1 — Secondary**TOTAL: -3 → SOURCE TRAFFIC LIGHT: YELLOW**
- COUNTER-VOICE:** No conservative or business-aligned voice quoted.

### Organisation 3: Trade Union Federation Berlin-Brandenburg

- FUNDING:** Union-financed, membership fees.
- MANDATE:** Employee representation — structurally left-social democratic in orientation.
- CONFLICT OF INTEREST:** Institutional interest in left-wing parties and against right-conservative economic policy.
  - D1 Conflict of interest: -1 — Structural conflict of interest on political topics
  - D2 Personal risk: +1 — Institutional commitment
  - D3 Professional competence: 0 — Employee representation, not political analysis
  - D4 Consistency: +1 — Consistent
  - D5 Emotion vs. data: 0 — Mixed
  - D6 Source level: 0 — Secondary**TOTAL: +1 → SOURCE TRAFFIC LIGHT: YELLOW**
- COUNTER-VOICE:** No employers' association or business-aligned voice quoted.

*All three demonstration organisers are politically positioned on the left (RED to YELLOW). Their joint naming as organisers of the demonstration without critical classification of their political agenda reinforces the structural bias of the broadcast. "Recognised" is not a factual qualification — the fact that 160,000 people follow an invitation does not make the inviting organisations neutral actors.*

#### Analysis conclusion



Overall score: 6.4/10 — Clear one-sidedness

Main violation: Art. 4 para. 2 and para. 4 RTVA

Strongest segments for ICA complaint: 07:25–11:14 and 15:49–18:03

### Source traffic light for participants:

| Source                                    | D1 | D2 | D3 | D4 | D5 | D6 | Total | Traffic light |
|---|----|----|----|----|----|----|-------|---------------|
| Kampakt                                   | -2 | 0  | -1 | +1 | -2 | -1 | -5    | RED           |
| Fridays for Future                        | -2 | +1 | -1 | +1 | -1 | -1 | -3    | YELLOW        |
| Trade Union Federation Berlin-Brandenburg | -1 | +1 | 0  | +1 | 0  | 0  | +1    | 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 RTVA. The determination of whether a specific broadcast violates statutory requirements is the exclusive responsibility of the competent authorities (in particular the ICA). |
| <b>No proof of causality</b>           | 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.  |
| <b>No finding of intent</b>            | The analysis measures observable structural characteristics of broadcasts. A score of 7 means that a considerable imbalance has been identified — not that the editorial team intended this. The methodology makes no statements about motives or strategic objectives.       |
| <b>Heuristic comparison instrument</b> | The index serves for comparative pattern recognition across thousands of broadcasts, not for precise metric measurement of individual contributions. Threshold values serve as heuristic orientation, not as sharp legal qualification.                                       |



## APPENDIX 1: NATIONAL LEGISLATION

### Legal basis Switzerland — SRG SSR

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#### Law

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

#### Relevant articles

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

#### Core obligations

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

#### Supervisory authority

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- ICA (Independent Complaints Authority for Radio and Television): Reviews complaints against broadcast programmes for violations of Art. 4 RTVA
- OFCOM (Federal Office of Communications): Regulatory and supervisory authority
- 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. ICA (if no agreement is reached)
3. Federal Supreme Court (last 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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SVFAB — Swiss Association for Balanced Reporting | P.O. Box, 8021 Zurich 1 | [www.svfab.ch](http://www.svfab.ch) | [kontakt@svfab.ch](mailto:kontakt@svfab.ch) | *Methods report March 2026* | Converter 3.4 (2026-05-20)



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## You can obtain the following books from SVFAB

Orders via [www.svfab.ch](http://www.svfab.ch) or [kontakt@svfab.ch](mailto:kontakt@svfab.ch)



**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. Then 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.

Optionally the book comes with **playing cards**

Also available as an **audiobook**



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

Those who do not know this provide material. Good quotes that are cut incorrectly. Correct statements that end up in the wrong context. Honest answers that are framed as confessions.

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

For politicians, activists, entrepreneurs, whistleblowers — for everyone who is exposed and wants to understand how the game works. So that they stop playing along — and start shaping it.

In A5. Direct. For preparation, for reference, for follow-up and in case of difficulties



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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 the 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 an authority for this: the ICA, the Independent Complaints Authority for Radio and Television.

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

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

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