



SVFAB DETAILED ANALYSIS

2026-01-14 *Trumps Machtpolitik – Die Welt im Visier der USA*

Broadcast: SRF Tagesschau broadcast | 2026-01-14 | Analysed on: 2026-05-19 14:24

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 balance 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	<i>Left</i>	<i>Left</i>	<i>Left</i>	<i>Centre</i>	<i>Right</i>	<i>Right</i>	<i>Right</i>

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

TENDENCY (L – R)

3.2 / 10

Favouring the left

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

← Left

Right →

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

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



POLITICAL LANDSCAPE

Switzerland is a consensus democracy. The Federal Council (7 seats) is filled according to the magic formula: SVP 2, SP 2, FDP 2, Centre 1. There is no classic government/opposition divide. All major parties are represented in the executive. Opposition dynamics arise in parliament (National Council/Council of States) and in referendums, not through exclusion from government.

Party	CHES L-R	Seats NC	Government/Opposition	Core position
SVP	8.0	62	Government (2 FC)	Sovereignty, limiting migration, distance from EU
SP	2.5	41	Government (2 FC)	Welfare state, redistribution, rapprochement with EU
FDP	6.5	28	Government (2 FC)	Economic freedom, bilateral path
Centre	5.0	29	Government (1 FC)	Pragmatism, family relief
Greens	2.0	23	Opposition	Climate protection, disarmament, solidarity
GLP	4.0	10	Opposition	Green economy, liberal migration
EVP	5.5	2	Opposition	Christian-social centre

The most important fault lines in Switzerland in 2025 are: (1) The redesign of relations with the EU following the Bilateral III package; (2) migration policy following the rise in asylum applications; (3) the question of Swiss neutrality and security policy in light of the war in Ukraine and the Trump presidency; (4) the financing of the welfare state (AHV, health insurance premiums) under simultaneous pressure on federal finances.

SRF (Swiss Radio and Television) is the public broadcaster of German-speaking Switzerland, financed through Serafe fees and subject to the RTVG. Art. 4 RTVG obliges SRF to provide accurate representation, diversity of opinion on controversial topics and a balanced selection of interlocutors. As Switzerland's largest media organisation, SRF bears special responsibility for democratic opinion formation.



CHAPTER 1 — PARTY-POLITICAL BIAS

Preliminary remark: The broadcast deals exclusively with US foreign policy under Trump. Swiss party positions are not directly addressed. The assessment measures whether the broadcast frames topics in a way that implicitly benefits or harms certain Swiss party positions.

Party	Score (-5..+5)	Broadcast portrayal vs. programme position
SVP	-2	The broadcast consistently frames sovereignty policy, non-interventionism and "America First" negatively (Wild West, law of the stronger, imperial fantasies). SVP positions such as sovereignty, scepticism towards international institutions and prioritisation of self-interest are indirectly discredited through the negative Trump framing — omitted/distorted.
SP	+1	Multilateralism, international law, international institutions are set as implicit norms. SP positions (international solidarity, international law, diplomacy) appear as a self-evident frame of reference — correctly, but presented preferentially.
FDP	0	Not directly addressed. Economic interests of the USA are mentioned (oil, minerals), but without reference to FDP positions.
Centre	0	Not addressed.
Greens	+1	The peace movement is positively connoted (Fortunate Son as "anthem of the peace movement"), disarmament logic implicitly strengthened — correct in terms of the Greens' position.
GLP	0	Not addressed.
EVP	0	Not addressed.

Party bias summary

- Most accurate portrayal: SP (Score +1) — multilateralism set as norm
- Strongest distortion: SVP (Score -2) — sovereignty policy indirectly discredited through negative Trump framing
- Average deviation from 0: 0.6
- Conclusion: The broadcast does not directly address Swiss domestic politics. The indirect bias arises from the consistently negative framing of sovereignty policy, non-interventionism and prioritisation of self-interest — concepts that are structurally closer to SVP/FDP positions. Multilateralism and international law are set as uncontested norms, which implicitly strengthens SP and Greens positions. Evidence: 01:22 "Now the law of the stronger is back", 03:02 "historic break", 14:30 "Trump's imperial fantasies".



CHAPTER 2 — BROADCAST INFORMATION AND TOPIC FRAMING

Broadcast data

- Title: SRF Tagesschau — Trump annual review (special report/feature)
- Date: 14.01.2026
- Presenter / Reporter: Not named in the transcript
- Persons interviewed:

Actors	Function	Party/affiliation	Political spectrum
Remo Reginald	Political expert, US experience	Not stated	Unclear, critical of Trump
Catherine Klüver-Ashbrook	German-American political scientist	Not stated	Critical of Trump, left-liberal
Unknown expert	Not clearly assigned	Not stated	Critical of Trump
Trump (archive material)	US President	Republican	Right
Trump's Commerce Secretary (archive)	US Commerce Secretary	Republican	Right
Protesting woman	Demonstrator	Not stated	Critical of Trump
Kai Trump	Trump's granddaughter	Not stated	Pro-Trump
Republican critic (archive)	Not identified	Republican	Internally critical

Main topic

The broadcast draws a critical balance after one year of Donald Trump's second term, focusing on military interventions, imperial ambitions and the transformation of US foreign policy.



CHAPTER 3 — 15 CRITERIA: DETAILED ANALYSIS

Hard facts

Hard facts — 9 techniques that are countable and scientifically robust

1. EXPERT SELECTION

7/10

1 2 3 4 5 6 7 8 9 10

Expert 1: Remo Reginald (political expert)

Timestamp: 02:36

Statement: "Interest politics, when it comes down to it, America has always acted interventionistically, including militarily. That is part of an American agenda."

Classification: Positioned as a "political expert who has lived in the USA" — no institutional affiliation, no indication of chair, think tank or publications. Relativises Trump's policy as historical continuity.

Missing counter-voice: A conservative US political scientist or a Trump-aligned analyst would have introduced the security arguments for the Venezuela intervention.

Source deep-check Remo Reginald:

(a) FUNDING: Unknown — no institutional affiliation in the transcript. No possibility of checking for conflicts of interest.

(b) MANDATE: Unclear — "political expert" is a generic designation without a verifiable mandate.

D1 Conflict of interest: 0 — No known institutional affiliation, but also no transparency

D2 Personal risk: 0 — No discernible consequences for his statements

D3 Professional competence: +1 — US experience plausible, but no verifiable qualifications stated

D4 Consistency of opinion: 0 — No comparative statements available

D5 Emotionalisation vs. data: +1 — Statement factual-analytical, no data

D6 Source level: 0 — Secondary assessment without primary sources

TOTAL: +2 → SOURCE INDICATOR: YELLOW

(c) PROFESSIONAL COMPETENCE: Framed as a neutral "political expert", although his institutional embedding and funding are completely unclear. This is a social attribution without factual basis.

Expert 2: Catherine Klüver-Ashbrook (political scientist)

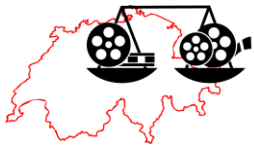
Timestamp: 02:54

Statement: "It is a historic break with the intentions of the USA that they have expressed outwardly over eight decades. [...] Now democracy is placed right at the back."

Classification: "German-American political scientist" — no institutional affiliation. Positions the Venezuela intervention as a historic break, which is a clear normative judgement.

Missing counter-voice: A historian who would also classify US interventions under Obama (Libya), Bush (Iraq) or Clinton (Yugoslavia) as undemocratic is absent.

Source deep-check Catherine Klüver-Ashbrook:



(a) FUNDING: Unknown — no institutional affiliation in the transcript.

(b) MANDATE: Unclear — "political scientist" without indication of chair or think tank.

D1 Conflict of interest: -1 — German-American background could favour transatlantic bias; no transparency

D2 Personal risk: 0 — No discernible consequences

D3 Professional competence: +1 — Political science plausible for foreign policy analysis

D4 Consistency of opinion: 0 — No comparative statements available

D5 Emotionalisation vs. data: 0 — Partly normative ("historic break"), partly analytical

D6 Source level: 0 — Secondary assessment

TOTAL: 0 → SOURCE INDICATOR: YELLOW

(c) PROFESSIONAL COMPETENCE: Framed as a neutral expert authority, although her statement ("historic break") is a normative judgement that is explicitly disputed by Expert 1 (Reginald). The broadcast gives her position more weight through placement and framing.

Expert 3: Unknown expert (third voice)

Timestamp: 07:33 and 12:01

Statement 1: "The Trump 1 administration declared intentions and was then held back by a very traditional Republican apparatus."

Statement 2: "It is a distraction. Also strongly a distraction from domestic political challenges."

Classification: Not identified by name in the transcript. Consistently critical of Trump. No institutional affiliation.

Source deep-check (third voice):

(a) FUNDING: Completely unknown.

(b) MANDATE: Not determinable.

D1 Conflict of interest: -1 — Unknown, therefore deduction for lack of transparency

D2 Personal risk: 0 — Unknown

D3 Professional competence: 0 — Not verifiable

D4 Consistency of opinion: 0 — Not verifiable

D5 Emotionalisation vs. data: -1 — "Distraction" is an attribution of motive without evidence

D6 Source level: -1 — Non-identifiable source

TOTAL: -3 → SOURCE INDICATOR: YELLOW (borderline)

(c) PROFESSIONAL COMPETENCE: Framed as an expert but is not identifiable. The attribution of motive ("distraction") is an unsubstantiated interpretation.

Missing expert groups:

- Conservative US security policy expert (e.g. Heritage Foundation, AEI)
- Latin America specialist focusing on the Maduro regime and the Venezuelan crisis
- Swiss foreign policy expert focusing on neutrality

Source indicator for participants:

Source	D1	D2	D3	D4	D5	D6	Total	Indicator
Remo Reginald (political expert)	0	0	+1	0	+1	0	+2	YELLOW
Catherine Klüver-Ashbrook (political scientist)	-1	0	+1	0	0	0	0	YELLOW
Unknown expert (third voice)	-1	0	0	0	-1	-1	-3	YELLOW



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Summary:

- Reginald: YELLOW (+2) — Factual, but without transparency regarding funding
- Klüver-Ashbrook: YELLOW (0) — Normative judgement framed as expert statement
- Third voice: YELLOW (-3) — Not identifiable, attribution of motive without evidence

All three experts are critical of Trump. Not a single expert with a pro-Trump or even merely neutral-analytical position on the security arguments is invited. This is a structural bias in the expert selection.



2. SOURCE SELECTION

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Claims without primary source = penalty points (rumour check)

Source 1: Trump archive material (various speeches)

Timestamp 00:16, 00:38, 04:00, 05:04, 06:00, 08:32 et al.

Statement Various Trump quotes from speeches and interviews.

(a) Funding: Public speeches, no funding question.

(b) Structural conflict of interest: Trump quotes are selectively chosen — aggressive statements are prominently placed, peace rhetoric is immediately deconstructed by expert commentary as "popular politics" or "distraction".

(c) Missing counter-source: Complete speeches or contextualisation of the quotes are absent. The selection emphasises threats and imperial rhetoric.

Source 2: Trump-aligned social media images

Timestamp 04:10

Statement "Trump-aligned social media pages publish such images. Donald Trump as the sole ruler over the American continent."

(a) Funding: Unknown social media accounts.

(b) Structural conflict of interest: The source is not verified. "Trump-aligned" is an attribution without evidence.

(c) Missing counter-source: Official government communications or verified Trump statements are absent as a contrasting source.

Rumour check:

Rumour 1:

Timestamp: 04:10

Claim: "Trump-aligned social media pages publish such images."

Word marker: "Trump-aligned" (implicitly: "allegedly official")

Primary source available: NO — Which pages? Verified? Official or fan accounts? — +1 penalty point

Rumour 2:

Timestamp: 04:49

Claim: "In summer he blows up Iranian nuclear facilities."

Word marker: No explicit markers, but presented as fact without source citation.

Primary source available: NO — No source citation for this serious claim — +1 penalty point

Rumour 3:

Timestamp: 04:52

Claim: "In autumn he allegedly sinks drug boats in the Caribbean."

Word marker: "allegedly"

Primary source available: NO — "Allegedly" signals missing verification — +1 penalty point

Rumour 4:



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Timestamp: 04:57

Claim: "And in recent weeks he bombs alleged IS positions in Syria and Nigeria."

Word marker: "alleged"

Primary source available: NO — "Alleged" without source citation — +1 penalty point

Total penalty points: +4

Adjusted score: 7/10 (base 3/10 + 4 penalty points)

Summary: The source selection is one-sidedly critical of Trump; four claims are presented without a primary source, including a serious claim about the attack on Iranian nuclear facilities. Social media images are classified as "Trump-aligned" without verification.



3. TIME DISTRIBUTION							7/10		
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Estimated speaking time:

- Trump (archive material, original audio): approx. 3:30 min. (23%) — predominantly aggressive/imperial statements
- Critical experts (Reginald, Klüver-Ashbrook, third voice): approx. 4:00 min. (26%) — consistently critical
- Protesting woman: approx. 0:20 min. (2%) — critical of Trump
- Republican critic (internal): approx. 0:15 min. (2%) — internally critical
- Presenter/narrator (off-commentary): approx. 5:30 min. (36%) — consistently critically framing
- Pro-Trump voices (other than Trump himself): approx. 0:10 min. (1%) — Kai Trump video, no substantive statement
- Neutral/contextualising voices: 0 min. (0%)

Summary: The speaking time is fundamentally asymmetric. Critical voices (experts + presenter/narrator) dominate with approx. 64% of airtime. Pro-Trump arguments are presented exclusively by Trump himself and immediately deconstructed by expert commentary. Not a single neutral or pro-Trump analytical voice receives airtime.



4. OMISSION (Selective Omission)

8/10

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Omission 1: Maduro regime and Venezuelan crisis

Context

The Maduro regime is responsible for hundreds of thousands of refugees, systematic repression, hunger and drug trafficking. These facts are completely absent.

Relevant at: 01:25 — "Donald Trump captures Nicolas Maduro at the beginning of the year"

Effect

Maduro appears as a legitimate head of state whose capture is primarily to be assessed as a violation of international law. The humanitarian dimension and the arguments for the intervention are completely blanked out.

Omission 2: Comparison with Obama/Bush interventions

Context

Obama intervened in Libya (2011) without a UN mandate, Bush in Iraq (2003) against international law, Clinton in Yugoslavia (1999) without a UN Security Council mandate. These comparisons are absent.

Relevant at: 01:54 — "But his capture violates international law."

Effect

Trump's violations of international law appear unique and unprecedented, although they stand in a long tradition. The selectivity of the outrage is not addressed.

Omission 3: Economic successes and security arguments

Context

Trump's supporters argue with falling inflation, economic growth, drug control and security gains. These arguments are completely absent.

Relevant at: 09:15 — "Domestically, Donald Trump is under pressure."

Effect

Domestic politics is portrayed exclusively through protests and the Epstein affair. Trump's approval ratings and the arguments of his supporters are not mentioned.

Summary: The omissions follow a consistent pattern: everything that could make Trump's policy appear in a more positive or complex light is absent. Particularly serious is the complete absence of the Venezuelan victim perspective under Maduro and the historical comparisons with previous US presidents.

Missing voices

- Trump supporter / Republican analyst: Would have introduced the domestic political logic and the arguments for Trump's security policy.
- Venezuelan opposition politician or refugee: Would have introduced the perspective of the population suffering under Maduro and illuminated the moral complexity of the intervention.
- International law expert with a differentiated position: Would have presented the grey areas of international law (e.g. drug control, responsibility to protect) rather than merely establishing the violation.
- Swiss security policy politician (e.g. DDPS representative): Would have introduced concrete Swiss options for action and questions of neutrality.



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- Economic expert on US trade relations: Would have analysed the economic consequences for Switzerland (tariffs, investments).
- Iranian opposition figure: Would have deepened the perspective of the Iranian protest movement, which is only briefly mentioned.
- Historian on the Monroe Doctrine: Would have provided a more systematic classification of the historical continuity of American foreign policy.
- Pro-Trump media representative (e.g. conservative US commentator): Would have introduced the counter-narratives to "law of the stronger" and "imperial fantasies".



5. MANIPULATION OF FIGURES

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

Finding 1:

Timestamp 09:01

Figure: "He achieves the release of the hostages in the Gaza Strip."

Dimensions: (a) Absolute value — not stated; (b) share — not stated; (c) trend — not stated

Missing context

How many hostages? Under what conditions? What did Trump concede in return? The statement is treated as a footnote, although it is a significant success.

Effect

The success is mentioned, but without figures and context it remains abstract and is relativised by the immediately following mention of the "FIFA Peace Prize" (as a prize created specifically for him).

Finding 2:

Timestamp 14:16

Figure: "For a long, long, far too long time, two years, you have ignored the plans of the Trump administration [...]."

Dimensions: (a) "Two years" as absolute value; (b) no share; (c) no trend

Missing context

Who ignored? What specific warning signs? The figure "two years" is used without evidence.

Effect

Creates the impression of a clear attribution of blame to Europe without an empirical basis.

Summary: Figures are used sparingly; where they are absent (hostages, approval ratings, intervention comparisons), a distorted picture emerges. The triad (absolute value/share/trend) is not fully applied to a single figure.



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

Association 1: Trump and the "Wild West"

Timestamp 01:09

Quote *"Here the law of the stronger prevailed. The Wild West was the scene of bitter struggles, shaped by a longing for freedom and new territories. Now the law of the stronger is back."*

Technique: Visual and narrative association of Trump's policy with the "Wild West" — a historically negatively connoted image of lawlessness and violence.

Effect Trump is associated with lawlessness, barbarism and pre-civilisational conditions, without this association being argued for.

Association 2: Trump and authoritarian systems

Timestamp 10:50

Quote *"Donald Trump's regime already has the problems that other authoritarian systems have."*

Technique: Explicit equation with "authoritarian systems" through use of the term "regime".

Effect Trump is associated with dictatorships. The term "regime" is reserved in political discourse for non-democratic systems.

Association 3: Trump and Chinese logic

Timestamp 04:22

Quote *"What is perhaps new and interesting is a geopolitics that operates according to a Chinese playbook. And Trump, willingly or unwillingly, I believe rather willingly, is now copying Chinese logic."*

Technique: Association with China — negatively connoted in Western discourse as an authoritarian, expansionist system.

Effect Trump is equated with Chinese authoritarianism, which implicitly calls his democratic legitimacy into question.

Chain of associations: Trump → Wild West (lawlessness) → Authoritarian systems/regime → Chinese logic (authoritarianism)

Summary: The broadcast builds a consistent chain of associations linking Trump with lawlessness, authoritarianism and Chinese expansionism. These associations are not argued for, but suggested through word choice, visual language and expert statements.



7. TIMING

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Finding 1: Opening with "law of the stronger"

Position: 01:09 (beginning)

Content: "Here the law of the stronger prevailed. The Wild West was the scene of bitter struggles [...] Now the law of the stronger is back."

Timing effect

The broadcast begins with the strongest negative association (Wild West, lawlessness). This sets the interpretive frame for all subsequent information. Viewers process all subsequent facts through this negative frame (priming effect).

Finding 2: Epstein mention at the end of the domestic politics block

Position: 09:44 (middle-end)

Content: "And then there is also the closeness to the sex offender Jeffrey Epstein. The government remains indebted for answers."

Timing effect

The Epstein association is thrown in without context or evidence, immediately after the protest images. It reinforces the negative impression through an accumulation of accusations, without any one of them being explored in depth.

Finding 3: Closing with "trigger-happy"

Position: 15:20 (end)

Content: "Who is next in Trump's line of fire? His trigger finger is itchy."

Timing effect

The broadcast ends with a threat metaphor that cements the overall negative impression. No balancing element at the end.

Summary: The broadcast is strategically framed: most negative association at the beginning (priming), accumulation of accusations in the middle, threat metaphor at the end. This structure maximises the overall negative impression.



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: Before each assessment, the triggering event is documented. A reaction can only be assessed as selective if comparable triggers in other positions did not produce an analogous reaction.

Finding 1: Violation of international law Venezuela vs. historical US interventions

Timestamp 01:54

Triggering event: Capture of Maduro by US forces under Trump.

Reaction: "But his capture violates international law." — Clear normative condemnation.

Comparison

Analogous event — Obama intervention in Libya 2011 (without UN mandate), Bush invasion of Iraq 2003 (against international law), Clinton bombing of Yugoslavia 1999 (without UN Security Council mandate). Reaction in this broadcast: Not mentioned.

Asymmetry: Demonstrable — violations of international law under Trump are explicitly condemned; comparable violations under Democratic presidents are not mentioned.

Finding 2: Domestic protests vs. support

Timestamp 09:18

Triggering event: Shooting of a woman by ICE officers.

Reaction: Detailed portrayal of the protests with emotional quotes ("I am so angry", "We are not being protected by our government").

Comparison

Analogous event — police violence under Obama/Biden, which also led to protests. Reaction: Not mentioned.

Asymmetry: Demonstrable — protests against Trump are portrayed with emotional quotes; comparable events under other presidents are absent.

Finding 3: Trump's "imperial fantasies" vs. EU expansionism

Timestamp 14:30

Triggering event: Trump's statements on Greenland and Canada.

Reaction: "Trump's imperial fantasies continue."

Comparison

EU enlargement policy, NATO eastward expansion, which Russia assesses as comparably expansionist. Reaction: Not mentioned.

Asymmetry: Demonstrable — Trump's territorial ambitions are described as "imperial fantasies"; comparable expansionist logics of other actors are not addressed.

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

Selectivity: 3/5 — Clear one-sidedness: outrage exclusively at Trump's actions



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Summary: The broadcast shows a clear selective outrage: violations of international law, violence and territorial ambitions are addressed and condemned exclusively in relation to Trump, while comparable actions by other actors (Obama, Bush, EU, NATO) are not mentioned. The asymmetry is methodologically demonstrable.



9. COMPLETENESS (Selective Omission — overall picture)

7/10

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Finding 1: Missing overall picture of the Venezuelan crisis

Timestamp 01:25

Missing perspective/fact: The Maduro regime has driven 7+ million Venezuelans into exile, is responsible for systematic human rights violations and has been indicted by US justice for drug trafficking.

Relevance: These facts are central to the assessment of the intervention — they are completely absent.

Impact: The intervention appears as pure aggression against a sovereign state, not as a complex weighing of international law against humanitarian/security interests.

Finding 2: Missing picture of the Iranian protest movement

Timestamp 14:47

Missing perspective/fact: "Iran, where for days people have been taking to the streets against the regime. There are thousands of dead." — This statement is thrown in without context, source citation or elaboration.

Relevance: The Iranian protest movement and its suppression by the regime are central to the assessment of Trump's Iran policy.

Impact: The mention remains so brief and unsubstantiated that it has no informational value, but has an emotional effect.

Finding 3: Missing picture of Trump's support base

Timestamp 09:15

Missing perspective/fact: Trump's approval ratings, the arguments of his supporters and the economic indicators are completely absent.

Relevance: An annual review without portrayal of the support base and its arguments is structurally incomplete.

Impact: Trump appears as an isolated ruler without democratic legitimization, although he was elected with a clear majority.

Summary: The broadcast systematically omits all perspectives that could make Trump's policy appear in a more complex or positive light. The overall picture is structurally incomplete and thereby violates the completeness requirement of Art. 4 RTVG.

Soft facts

The second Trump presidency (from January 2025) has fundamentally challenged the international order: military intervention in Venezuela, threats against Greenland/Denmark, bombings in Syria and Nigeria, and the abandonment of multilateral norms. The debate is divided between those who see a historic break with the liberal world order and those who emphasise the historical continuity of American interest politics. For Switzerland, the question of neutrality, relations with the USA and the European security architecture is central.

Share of perspectives covered



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

- [A] Trump's foreign policy as continuity of American interest politics (Monroe Doctrine, historical interventions)
- [B] Trump's foreign policy as a historic break with the liberal world order
- [C] European/Swiss perspective on the changed security situation
- [D] Perspective of the affected populations (Venezuela, Iran, Greenland)
- [E] Economic interests behind the interventions (oil, minerals)
- [F] Domestic political dynamics in the USA (congressional elections, protests)
- [G] Classification of the actions under international law
- [H] Pro-Trump perspective:** Arguments for the policy (security, drug control, Maduro regime)
- [I] Historical comparisons:** How did previous US presidents (Obama, Bush, Clinton) act in similar situations?
- [J] Swiss neutrality policy and concrete options for action

[A] ADDRESSED

Timestamp: 02:42 — Quote: "Interest politics, when it comes down to it, America has always acted interventionistically" — Assessment: Is mentioned, but positioned as a minority opinion against the "turning point" thesis.

[B] ADDRESSED

Timestamp: 03:02 — Quote: "It is a historic break with the intentions of the USA that they have expressed outwardly over eight decades." — Assessment: Receives more weight and more positive framing than perspective [A].

[C] INDICATED

Timestamp: 14:11 — Quote: "Yes, because I believe we have not read the signs" — Assessment: European perspective is addressed, but without concrete Swiss options for action.

[D] OMITTED

Timestamp: — — Quote: — — Assessment: The perspective of the Venezuelan population under Maduro (repression, hunger, flight) is completely absent; likewise the perspective of the Iranian protesters beyond a brief mention.

[E] ADDRESSED

Timestamp: 02:23 — Quote: "Yes, the oil industry is one thing. They have steel there, minerals, rare minerals." — Assessment: Economic interests are mentioned, but not analysed in depth.

[F] ADDRESSED

Timestamp: 09:15 — Quote: "Domestically, Donald Trump is under pressure." — Assessment: Domestic political dimension is addressed, but one-sidedly (only protests, no Trump supporters).

[G] ADDRESSED

Timestamp: 01:54 — Quote: "But his capture violates international law." — Assessment: Classification under international law is provided, but without a counter-perspective (e.g. arguments for legality under certain interpretations).

[H] OMITTED

Timestamp: — — Quote: — — Assessment: The substantive arguments for Trump's policy (Maduro as a drug dictator, Venezuelan refugee crisis, Iranian nuclear programme) are not seriously presented; Trump supporters are not given a voice.

[I] INDICATED



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Timestamp: 03:43 — Quote: "So in the last century there were repeated US interventions in South America." —
Assessment: Historical comparisons are indicated, but not systematically elaborated (no Obama/Bush comparison).

[J] OMITTED

Timestamp: — — Quote: — — Assessment: Concrete Swiss options for action (neutrality, economic relations with the USA, security policy) are not discussed.

Completeness score: 5/10

Reasoning: The broadcast addresses the most important framing perspectives (historical continuity vs. break, international law, economic interests), but systematically omits pro-Trump arguments, the perspective of affected populations and concrete Swiss options for action. The omissions follow a recognisable pattern: everything that could make Trump's policy appear in a more positive light is absent.



Soft facts — 6 qualitative techniques

10. FRAMING (setting the frame)

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Finding 1: "Wild West" frame

Timestamp	01:09
Quote	<i>"Here the law of the stronger prevailed. The Wild West was the scene of bitter struggles, shaped by a longing for freedom and new territories. Now the law of the stronger is back."</i>
Manipulation	Trump's foreign policy is placed in the frame of lawlessness, barbarism and pre-civilisational conditions. The "Wild West" is negatively connoted in collective memory.
Why problematic	This frame prejudices all subsequent information. Viewers can no longer assess Trump's policy neutrally because the interpretive frame has already been set. Alternative frames (e.g. "return to realpolitik", "end of neoconservatism") are not offered.

Finding 2: "Unleashed" Trump

Timestamp	13:07
Quote	<i>"The unleashed one." (chapter heading/caption)</i>
Manipulation	"Unleashed" suggests uncontrollable danger and the removal of civilisational constraints.
Why problematic	The metaphor is evaluative, not descriptive. A neutral alternative would be: "Trump in his second term" or "Trump without institutional brakes".

Finding 3: "Imperial fantasies"

Timestamp	14:30
Quote	<i>"Trump's imperial fantasies continue."</i>
Manipulation	"Imperial fantasies" combines two negative connotations: "imperial" (colonialism, oppression) and "fantasies" (irrationality, loss of touch with reality).
Why problematic	This is a judgement, not a description. A neutral alternative would be: "Trump's territorial ambitions" or "Trump's demands regarding Greenland".

Summary: The broadcast sets a consistent negative frame (Wild West → unleashing → imperial fantasies) that portrays Trump's policy as lawless, irrational and dangerous. This frame is never explicitly justified or challenged by alternative frames.



11. WORD CHOICE AND TERMINOLOGY								8/10	
1	2	3	4	5	6	7	8	9	10

Finding 1: "Regime"	
Timestamp	10:50
Quote	<i>"Donald Trump's regime already has the problems that other authoritarian systems have."</i>
Manipulation	"Regime" is reserved in political discourse for non-democratic systems (Maduro regime, Assad regime, Kim regime). Its use for a democratically elected US government is a deliberate devaluation.
Why problematic	A neutral alternative would be: "Donald Trump's government" or "the Trump administration". "Regime" implies a lack of democratic legitimation.

Finding 2: "Imperial fantasies"	
Timestamp	14:30
Quote	<i>"Trump's imperial fantasies continue."</i>
Manipulation	Double negative connotation (imperial + fantasies = irrational and dangerous).
Why problematic	A neutral alternative would be: "Trump's demands for territorial expansion" or "Trump's Greenland ambitions".

Finding 3: "Unleashed" / "trigger-happy"	
Timestamp	13:07 / 15:20
Quote	<i>"The unleashed one." / "His trigger finger is itchy."</i>
Manipulation	"Unleashed" suggests uncontrollable danger; "trigger finger is itchy" evokes the Wild West and trigger-happy lawlessness.
Why problematic	A neutral alternative would be: "Trump without institutional brakes" / "Trump's aggressive rhetoric". The cowboy metaphor is a judgement, not a description.

Summary: The word choice of the broadcast is consistently negatively connoted ("regime", "imperial fantasies", "unleashed", "trigger finger is itchy"). These terms are not neutral descriptions, but evaluative framings that contradict the objectivity requirement of Art. 4 RTVG.



12. MODERATION BEHAVIOUR

7/10

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Methodological principle K11+K8: Before each assessment, the triggering event is documented.

Finding 1: Deconstruction of Trump's peace rhetoric

Timestamp 08:37

Triggering event: Trump says at his inauguration: "My proudest legacy will be that of a peacemaker."

Reaction (expert, not contradicted): "That is popular politics, that is popular politics. You have to sell that today, you might even get votes from the Democrats. But realpolitik, that is, realpolitik, has always functioned differently."

Comparison Analogous event — Obama receives Nobel Peace Prize 2009, then conducts drone warfare.
Reaction in the broadcast: Not mentioned, no comment.

Asymmetry: Demonstrable — Trump's peace rhetoric is immediately deconstructed as "popular politics"; a comparable discrepancy between rhetoric and action in other presidents is not addressed.

Finding 2: No follow-up questions on unsubstantiated claims by experts

Timestamp 12:08

Triggering event: Expert claims: "It is a distraction. Also strongly a distraction from domestic political challenges."

Reaction: No follow-up question, no challenge to this attribution of motive.

Comparison Trump's statements are immediately followed by counter-commentary. Expert statements against Trump: no follow-up questions.

Asymmetry: Demonstrable — Trump's statements are commented on and deconstructed; expert statements against Trump are left uncommented.

Finding 3: Framing of Trump's hostage success

Timestamp 09:01

Triggering event: Trump achieves the release of hostages in the Gaza Strip.

Reaction: "He achieves the release of the hostages in the Gaza Strip. A month ago he accepted the FIFA Peace Prize, a prize created specifically for him."

Comparison Trump's success is immediately relativised by the mention of the "specifically created" prize.
Comparable relativisation of other presidents' successes: not present.

Asymmetry: Demonstrable — Trump's successes are immediately relativised; failures are presented without relativisation.

Summary: The moderation behaviour shows a consistent asymmetry: Trump's statements are deconstructed, expert statements against Trump are left uncommented, and Trump's successes are immediately relativised. This asymmetry is methodologically demonstrable.



13. QUESTION ASYMMETRY

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Preliminary remark: The broadcast is a feature/documentary, not a classic interview. Direct questions to guests are rare. The asymmetry manifests in the framing of statements.

Asymmetry 1: Trump's statements vs. expert statements

To Trump
(archive
material), 08

32: "My proudest legacy will be that of a peacemaker." — Immediately followed by expert commentary: "That is popular politics" — hard deconstructed

To expert
(Klüver-
Ashbrook), 03

02: "It is a historic break" — No follow-up question, no challenge — soft/uncritical

Comparison

Trump's statements are challenged by expert commentary; expert statements against Trump are not challenged. Clear asymmetry.

Asymmetry 2: Domestic political criticism vs. successes

To protesters,
09

24: "I am so angry about what is happening in Washington" — Uncommented, emotional — soft/confirmatory

To Kai Trump
(video), 10

07: "What is your favourite event at the White House?" — Immediately followed by: "The president knows how to use the media for his own benefit." — hard deconstructed

Comparison

Critical voices are treated in a confirmatory manner; pro-Trump voices are deconstructed.

Summary: The question asymmetry is structural: critical voices are confirmed and left uncommented; pro-Trump statements are immediately deconstructed by expert commentary. This violates the requirement of balanced treatment.



14. FALSE BALANCE

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Finding 1: Apparent balance through Reginald vs. Klüver-Ashbrook

Timestamp

02:42 vs. 02:54

Construct: Reginald says US interventionism is historical continuity; Klüver-Ashbrook contradicts this and calls it a "historic break". This is presented as a debate.

Analysis

Both positions are critical of Trump — Reginald criticises America generally as interventionist, Klüver-Ashbrook criticises Trump specifically as a break. A genuine counter-position (e.g. "The intervention is justified because of Maduro's crimes") is absent. The apparent debate between two critical positions creates the impression of balance without producing it.

Summary: The broadcast creates an apparent balance by juxtaposing two Trump-critical positions (historical continuity vs. historic break). A genuine pro-Trump perspective is completely absent, which makes the false balance less serious than complete one-sidedness — hence score 3.



15. AGENDA-SETTING

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Finding 1: International law as unquestioned norm

Agenda element set: International law applies as an absolute norm, the violation of which is per se reprehensible.

Timestamp 01:54 — Evidence: "But his capture violates international law."

Alternative agenda: The question of whether existing international law is in need of reform, whether it is applied selectively, or whether there are exceptions in certain cases (responsibility to protect, drug control) does not make it onto the agenda.

Finding 2: Multilateralism as self-evident norm

Agenda element set: Multilateralism and international institutions are the right approach; unilateralism is per se problematic.

Timestamp 03:02 — Evidence: "Now democracy is placed right at the back."

Alternative agenda: The question of whether multilateral institutions (UN, NATO, WTO) function effectively and whether unilateralism can be justified in certain cases does not make it onto the agenda.

Finding 3: Europe as passive victim

Agenda element set: Europe is a victim of Trump's policy and must respond.

Timestamp 14:11 — Evidence: "Yes, because I believe we have not read the signs."

Alternative agenda: The question of whether Europe has contributed to the situation through its own failures (defence spending, energy dependency), or whether Europe should actively pursue its own interests, does not make it onto the agenda.

Summary: The broadcast sets three unquestioned norms: international law as absolute, multilateralism as correct, Europe as victim. This agenda-setting structurally excludes alternative perspectives and violates the requirement of diversity of opinion.



CHAPTER 4 — OVERALL EVALUATION

Results

- HARD FACTS SCORE (average criteria 1-9): 6.4 / 10
- SOFT FACTS SCORE (average criteria 10-15): 6.3 / 10

Dominant techniques

- 1. Framing / word choice (score 8):** The broadcast sets a consistent negative frame through terms such as "regime", "imperial fantasies", "unleashed" and the Wild West metaphor. This word choice is not a neutral description, but an evaluative framing that contradicts the objectivity requirement of Art. 4 RTVG. The frame is set at the beginning (priming) and cemented at the end (Colt metaphor).
- 2. Omission / completeness (score 8/7):** The systematic omission of the Maduro regime's crimes, the Obama/Bush intervention comparisons and the Trump supporter arguments produces a structurally incomplete picture. Particularly serious is the absence of the Venezuelan victim perspective under Maduro, which would be central to a balanced assessment of the intervention.
- 3. Expert selection / time distribution (score 7):** All three experts are critical of Trump; not a single neutral or pro-Trump analytical voice receives airtime. Critical voices dominate with approx. 64% of airtime. This structural one-sidedness in expert selection is the most fundamental violation of Art. 4 RTVG.

Core messages of the broadcast

MESSAGE 1 (SUBSTANTIVE): "Trump is a dangerous, lawless ruler who is destroying the international order."

Technique: Framing (Wild West, regime, unleashed) + expert selection (exclusively critical voices) — Evidence: 01:09, 10:50, 14:30

MESSAGE 2 (PERSONAL): "Trump is a narcissist who uses military power to distract from domestic political problems."

Technique: Attribution of motive by experts (uncommented) + timing (Epstein mention) — Evidence: 12:08, 09:44, 10:32

MESSAGE 3 (SOCIETAL): "Europe has not read the signs and must now bear the consequences."

Technique: Agenda-setting (Europe as victim) + selective outrage (only Trump's actions addressed) — Evidence: 14:11, 00:49, 01:54

Reasoning: With an overall score of 6.4/10, the broadcast sits at the boundary between "clear one-sidedness" and "systematic imbalance". The one-sidedness is structural: all experts are critical of Trump, the word choice is consistently negatively connoted, and relevant counter-perspectives (Maduro's crimes, historical comparisons, pro-Trump arguments) are systematically absent. Art. 4 RTVG requires accurate representation and diversity of opinion on controversial topics — neither is guaranteed in this broadcast. The broadcast is journalistically competent in its craft, but one-sided in its overall design.

CONCLUSION

The SRF Tagesschau broadcast on the Trump annual review exhibits a clear structural one-sidedness that violates several requirements of Art. 4 RTVG. The expert selection is exclusively critical of Trump (three out of three experts), the word choice is consistently negatively connoted ("regime", "imperial fantasies", "unleashed"), and relevant counter-perspectives — in particular the crimes of the Maduro regime, historical comparisons with Obama/Bush interventions and the arguments of Trump's supporters — are systematically absent. Particularly serious is the use of the term "regime" for a democratically elected US government, as well as four unsubstantiated claims, including the serious statement about an attack on Iranian nuclear facilities without source citation. The broadcast does not fulfil the statutory mandate for accurate representation and a balanced selection of interlocutors pursuant to Art. 4 para. 2 and 4 RTVG.



OVERALL EVALUATION OF THE 15 CRITERIA

Individual scores — all 15 criteria

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

HARD FACTS SCORE (1-8)

6.4/10

Serious deviation from the balance requirement. High degree of deviation

SOFT FACTS SCORE (9-14)

6.3/10

Serious deviation from the balance requirement. High degree of deviation

OVERALL SCORE

6.4/10

Serious deviation from the balance requirement. High degree of deviation

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	Recognisable tendency; impact relevance low to moderate.
5	Moderate finding with impact relevance	Relevant imbalance that influences the opinion-forming potential of the audience.
6	Considerable finding (threshold)	Scores from 6 onwards are reported as "considerable findings".
7	Considerable finding	Clear, well-evidenced imbalance with marked impact relevance.
8–9	Serious finding	Pronounced imbalance; multiple evidenced individual findings in this criterion.
10	Maximum manifestation	Systematic, pervasive imbalance in this criterion.

Aggregated deviation index — interpretation ranges

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

Party-political bias (-5 to +5)

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



CHAPTER 5 — LEGAL CLASSIFICATION (Art. 4 RTVG)

Assessment under Art. 4 RTVG

Violation 1: Lack of diversity of opinion (Art. 4 para. 4 RTVG)

Norm: Art. 4 para. 4 RTVG — "Editorial broadcasts with informational content must present facts and events accurately so that the audience can form its own opinion."

Facts: All three invited experts represent a Trump-critical position. Not a single neutral or pro-Trump analytical voice receives airtime. The broadcast presents a one-sided perspective as a complete picture.

Evidence: Timestamp 02:54 — Quote: "It is a historic break with the intentions of the USA" (Klüver-Ashbrook, uncommented); Timestamp 10:50 — Quote: "Donald Trump's regime already has the problems that other authoritarian systems have" (expert, uncommented).

Assessment: The one-sided expert selection prevents the audience from forming its own opinion. This violates Art. 4 para. 4 RTVG.

Violation 2: Lack of accuracy through word choice (Art. 4 para. 2 RTVG)

Norm: Art. 4 para. 2 RTVG — Accurate representation of facts and events.

Facts: The use of the term "regime" for the democratically elected US government, as well as terms such as "imperial fantasies" and "unleashed", are evaluative framings, not factual descriptions.

Evidence: Timestamp 10:50 — Quote: "Donald Trump's regime already has the problems that other authoritarian systems have."; Timestamp 14:30 — Quote: "Trump's imperial fantasies continue."

Assessment: This word choice leaves the realm of factual reporting and enters the realm of political commentary, without identifying it as such. This violates the accuracy requirement of Art. 4 para. 2 RTVG.

Violation 3: Unsubstantiated factual claims (Art. 4 para. 1 RTVG)

Norm: Art. 4 para. 1 RTVG — Duty of truth and due diligence.

Facts: Four claims are presented without a primary source, including the serious statement about an attack on Iranian nuclear facilities (04:49) and the sinking of "alleged drug boats" (04:52).

Evidence: Timestamp 04:49 — Quote: "In summer he blows up Iranian nuclear facilities." (no source citation); Timestamp 04:52 — Quote: "In autumn he allegedly sinks drug boats in the Caribbean."

Assessment: The presentation of serious military actions without source citation violates journalistic due diligence and the duty of truth under Art. 4 para. 1 RTVG.

Violation 4: Selective omission as a violation of the completeness requirement (Art. 4 para. 4 RTVG)

Norm: Art. 4 para. 4 RTVG — Accurate representation enabling opinion formation.

Facts: The complete omission of the Maduro regime's crimes (7+ million refugees, systematic repression) while simultaneously portraying the intervention as a primary violation of international law produces a structurally false picture.

Evidence: Timestamp 01:25 — Quote: "Donald Trump captures Nicolas Maduro at the beginning of the year, until then head of state of Venezuela." (without context regarding Maduro's crimes); Timestamp 01:54 — Quote: "But his capture violates international law."

Assessment: The selective portrayal without relevant context prevents accurate opinion formation and violates Art. 4 para. 4 RTVG.

Overall assessment Art. 4 RTVG

The broadcast violates Art. 4 RTVG in several dimensions: the accuracy requirement (Art. 4 para. 2) is violated through evaluative word choice ("regime", "imperial fantasies"); the duty of truth (Art. 4 para. 1) is violated through four



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unsubstantiated claims; the diversity of opinion requirement (Art. 4 para. 4) is violated through the exclusively Trump-critical expert selection. The violations cannot be attributed to individual lapses, but follow a consistent pattern that points to a structural editorial decision. A complaint to the Independent Complaints Authority for Radio and Television (ICA) would be justifiable on the basis of these findings.



CHAPTER 6 — SOURCE DEEP-CHECK

Expert 1: Remo Reginald ("political expert")

- FUNDING:** Unknown — no institutional affiliation in the transcript. No possibility of verification.
- MANDATE:** Unclear — "political expert who has lived in the USA" is not a verifiable qualification.
- CONFLICT OF INTEREST:** Not determinable due to lack of transparency. The absence of institutional embedding is itself a problem.
- CREDIBILITY MATRIX:** D1: 0 / D2: 0 / D3: +1 / D4: 0 / D5: +1 / D6: 0 → TOTAL: +2 → YELLOW
- COUNTER-VOICE:** A conservative US political scientist or a Latin America expert with a different focus is absent.

Expert 2: Catherine Klüver-Ashbrook ("German-American political scientist")

- FUNDING:** Unknown — no institutional affiliation in the transcript.
- MANDATE:** Unclear — "political scientist" without indication of chair or think tank.
- CONFLICT OF INTEREST:** German-American background could favour a transatlantic perspective; not made transparent.
- CREDIBILITY MATRIX:** D1: -1 / D2: 0 / D3: +1 / D4: 0 / D5: 0 / D6: 0 → TOTAL: 0 → YELLOW
- COUNTER-VOICE:** A historian who would also classify US interventions under Obama/Bush as undemocratic is absent.

Expert 3: Unidentified third voice

- FUNDING:** Completely unknown.
- MANDATE:** Not determinable.
- CONFLICT OF INTEREST:** Not determinable — lack of transparency is itself a finding.
- CREDIBILITY MATRIX:** D1: -1 / D2: 0 / D3: 0 / D4: 0 / D5: -1 / D6: -1 → TOTAL: -3 → YELLOW (borderline)
- COUNTER-VOICE:** Any identifiable counter-voice is absent.

IMPORTANT: "Recognised" is not a factual qualification. All three experts are framed by SRF as expert authorities, without their institutional embedding, funding or possible conflicts of interest being made transparent. This is a social attribution that must itself be questioned. None of the three experts achieves the source indicator GREEN.

Legal and methodological classification

No finding of fact	The results presented do not constitute findings of fact regarding 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 RTVG. The determination of whether a specific broadcast violates statutory requirements is the exclusive responsibility of the competent authorities (in particular the ICA).
No proof of causality	Statistical correlations are not to be interpreted as proof of causal relationships or editorial intentions. Deviation values may be influenced by topic selection, news situation, political controversy or format logic.
No judgement of intent	The analysis measures observable structural characteristics of broadcasts. A score of 7 means that a considerable imbalance has been identified — not that the editorial team intended this. The methodology makes no statements about motives or strategic objectives.



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**Heuristic
comparison
instrument**

The index serves for comparative pattern recognition across thousands of broadcasts, not for the precise metric measurement of individual contributions. Threshold values serve as heuristic orientation, not as sharp legal qualification.



APPENDIX 1: NATIONAL LEGISLATION

Legal basis Switzerland — SRG SSR

Law

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

Relevant articles

- Art. 4 para. 1 RTVG: 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 RTVG: Editorial broadcasts with informational content must present facts and events accurately so that the audience can form its own opinion. Opinions and commentary must be recognisable as such.
- Art. 4 para. 4 RTVG: In the totality of editorial broadcasts, the diversity of events and opinions must be adequately expressed (diversity requirement).

Core obligations

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

Supervisory authority

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

Complaints procedure

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



APPENDIX 2: SCIENTIFIC FOUNDATIONS

Literature

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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.

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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 with more confidence. And can no longer so easily have a frame imposed on them that someone else has chosen.

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

Framing with style. Because the frame changes everything.



The SRG collects 1.56 billion francs per year — compulsorily, from every household. Those who feel unfairly treated can lodge a complaint. There is even an authority for this: the ICA, the Independent Complaints Authority for Radio and Television.

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

This analysis lays 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 subject to separation of powers, not market-based. The authority that is supposed to protect citizens primarily protects the system it was supposed to control.

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