



SABC DETAILED ANALYSIS

20240627_Explain & Verify / Cabinet announcement - 27 June 2024.en

Broadcast: SABC-Sendung | Analyzed: 2026-05-25 10:22

Version 3.0-detail | Universal 3.0-detail | Konverter 3.4 (2026-05-20) | Standard: Broadcasting Act s. 6

OVERALL SCORE

6.0/10

Significant imbalance

0 = balanced, 10 = strongly biased/manipulative

POLITICAL SPECTRUM

Classification based on 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	EFF	MK	ANC	IFP	DA	ActionSA	PA	FF+
CHES	1.50	3.50	4.50	6.00	6.50	6.50	7.00	8.00
Spectrum	<i>Left</i>	<i>Left</i>	<i>Center</i>	<i>Right</i>	<i>Right</i>	<i>Right</i>	<i>Right</i>	<i>Right</i>

The overall tendency is presented on a 0–10 scale (0 = strongly left-favoring, 5 = balanced, 10 = strongly right-favoring). The calculation is based on the difference in average favoritism of left vs. right parties (grouping per CHES 2024).

TENDENCY (L – R)

3.6 / 10

Left-favoring

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 provides political context and does not contribute to the overall score.



POLITICAL LANDSCAPE

Document Reference: SABC-ANALYSIS-2024-GNU-CABINET

Analytical Framework: Broadcasting Act 4 of 1999, s. 6 | BCCSA Code Clauses 16 & 18

Methodology Version: 3.0-detail | Trigger-Event Documentation (K11+K8)

Language: English throughout

South Africa has been governed since the 2024 general elections (29 May 2024) by a Government of National Unity (GNU) — a broad coalition led by the ANC after losing its 30-year parliamentary majority for the first time since 1994. The GNU comprises ten parties, with the ANC (159 seats, 39.8%), DA (87 seats, 21.8%), and IFP (17 seats, 4.3%) as core partners, supplemented by PA, FF+, UDM, Rise Mzansi, Al Jama-ah, PAC, and GOOD. The main opposition outside the GNU consists of MK (58 seats, 14.6%) under Jacob Zuma and the EFF (39 seats, 9.5%) under Julius Malema, with ActionSA and ACDP holding smaller opposition positions.

Party	CHES L-R (est.)	Seats	Gov/Opposition	Core Position
EFF	1.5	39	Opposition	Far-left; land expropriation, nationalisation
PAC	2.0	1	GNU	Left-wing Pan-Africanism
MK	3.0	58	Opposition	Left-populist; Zuma personality cult
ANC	4.0	159	GNU (lead)	Centre-left; broad church
UDM	4.5	3	GNU	Centre-left; rural base
Rise Mzansi	4.5	2	GNU	Centre-left progressive
GOOD	4.5	1	GNU	Centre-left progressive
Al Jama-ah	4.0	2	GNU	Left economics, socially conservative
DA	6.0	87	GNU	Centre-right; free market, liberal
ActionSA	6.5	6	Opposition	Centre-right; anti-immigration
IFP	6.5	17	GNU	Right-wing; Zulu nationalist
PA	7.0	9	GNU	Right-wing populist
ACDP	7.5	3	Opposition	Right-wing Christian conservative
FF+	8.0	6	GNU	Right-wing; Afrikaner interest

The historic ANC–DA coalition creates constant internal tension, as two ideologically opposed parties must govern together while maintaining distinct electoral identities. The MK and EFF opposition represents a radical populist challenge from the left, threatening ANC's traditional base. The legacy of state capture under Zuma (Zondo Commission findings) remains a live political fault line, particularly as Zuma now leads the MK opposition. Cabinet formation negotiations — the subject of this broadcast — sit at the intersection of all these tensions, as each party's ministerial allocation determines its practical power within the GNU.

The SABC is South Africa's public broadcaster, mandated under the Broadcasting Act 4 of 1999 and its own Charter to provide programming that meets the highest standards of journalism, including fairness, accuracy, and impartiality.



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Associazione svizzera per un reporting equilibrato

The BCCSA Code requires news to be reported truthfully, accurately, and in a balanced manner, with opposing views presented on controversial issues of public importance. The SABC's own history of political capture during the Motsoeneng era (2012–2016) makes its editorial independence a live political issue, with ongoing scrutiny of whether ANC-aligned editorial tendencies persist in more subtle forms.



CHAPTER 1 — PARTY-POLITICAL BIAS

Assessment methodology: Each party is evaluated on whether its official programme positions were accurately represented in the broadcast. Score measures representational accuracy, not positive/negative treatment.

Party	Score (-5..+5)	Broadcast Representation vs. Programme Position
ANC	+1	05:55 "the ANC president to the Democratic Alliance has rattled the DA" — ANC's coalition-building position presented largely on its own terms; Ramaphosa's characterisation of DA proposals as "unconstitutional" reported without independent constitutional verification. Programme position (centre-left, coalition governance) broadly reflected but with favourable framing. Slight positive skew.
DA	-3	06:00 "is there a difference between the DA and the MK party which has been branded as a party that is against the South African Constitution" — DA's constitutional-liberal programme position actively undermined by direct equation with MK. DA's demands characterised as "moving goalposts" (05:52) and "unconstitutional" without independent legal analysis. Significant distortion.
MK	-1	06:30 "the MK party which has been branded as a party that is against the South African Constitution" — MK referenced only as a negative comparator. No representation of MK's programme positions. Absent from substantive discussion. Score reflects absence rather than active distortion.
EFF	0	15:32 "the economic freedom fighters with their two proposed MECs within the province" — EFF mentioned only in passing regarding Gauteng provincial MECs. No representation of programme positions. Not present in substantive discussion.
IFP	0	02:00 "the ANC, the DA as well as the IFP as the core partners" — IFP mentioned only as a coalition partner label. No programme positions represented or distorted.
PA	0	Not mentioned in broadcast. Score: 0 (absent).
FF+	0	Not mentioned in broadcast. Score: 0 (absent).
ActionSA	0	Not mentioned in broadcast. Score: 0 (absent).

Party Bias Summary

- Most Accurate Representation: ANC (Score +1) — presented largely on its own terms with minor favourable framing
- Strongest Distortion: DA (Score -3) — programme position as constitutional-liberal party actively undermined by equation with MK
- Average Deviation from 0: 0.6 (across all 8 parties; 0.9 across parties actually mentioned)
- Finding: The broadcast's most significant party-political bias finding is the explicit equation of the DA with the MK party on constitutional grounds (06:00–06:52), presented by the reporter as his own editorial commentary rather than as a quoted political position. This directly contradicts the DA's core programme identity as a constitutionalist party and is not balanced by any independent legal analysis. The ANC's characterisation of DA proposals as "unconstitutional" is reported as established fact rather than as a contested political claim.



CHAPTER 2 — BROADCAST INFORMATION AND THEMATIC FRAMEWORK

Broadcast Data

- Title: "Explain and Verify" — GNU Cabinet Formation Special
- Date (from context): June 2024 (approximately 8 days post-inauguration of Ramaphosa's second term, 7th Democratic Administration)
- Estimated Length: Approximately 20 minutes (transcript runs to [20:27])
- Presenter/Reporter: Bonggi (anchor, first name only audible) and Sam Maso (reporter/analyst, "Explain and Verify" segment)
- Persons Interviewed/Featured: No external guests interviewed. Segment features one analyst clip (unidentified speaker, approximately 01:34–02:48)

Actors	Function	Party/Affiliation	Political Spectrum
Sam Maso	SABC Reporter/Analyst	SABC (public broadcaster)	Institutional
Bonggi	SABC Anchor	SABC (public broadcaster)	Institutional
Unidentified analyst	Political analyst (audio clip)	Unspecified	Centrist framing

Main Topic

The broadcast examines the delayed cabinet announcement following President Ramaphosa's inauguration for his second term, contextualising the ANC–DA coalition negotiations, leaked correspondence, constitutional provisions, and the financial remuneration of political office-bearers.

World-Knowledge Context

South Africa's 2024 election produced a hung parliament for the first time in the democratic era, forcing the ANC into coalition negotiations. The GNU formation process was unprecedented in post-apartheid South Africa, with the ANC–DA partnership being historically anomalous given their ideological differences. Cabinet formation in coalition governments globally is a complex, often protracted process. The leaked letters between the ANC and DA — if authentic — represent a significant breach of negotiating confidentiality and raise questions about which party leaked them and why. The constitutional provisions governing cabinet formation are genuinely sparse, as the reporter correctly notes. The financial remuneration of South African politicians is a legitimate public interest topic, particularly against the backdrop of high unemployment and inequality.



CHAPTER 3 — 15 CRITERIA: DETAILED ANALYSIS

Hard Facts — 9 techniques that are countable and scientifically verifiable

1. EXPERT SELECTION

7/10

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Expert 1: Unidentified Political Analyst (audio clip)

Timestamp	01:34–02:48
Statement	"There are about four scenarios that can play itself out within the next let's say 24 to about 72 hours... I believe however that the chances are more than 50% that we may end up in some sort of an agreement between the ANC, the DA and IFP"
Classification	Political analyst, affiliation and institutional base unknown. No name provided, no institutional affiliation stated, no credentials offered.

Missing Counter-Voice: An analyst with a different scenario assessment — particularly one who might have weighted the "turn to the left" scenario more heavily, or who might have represented MK/EFF perspectives on GNU formation.

Source Depth Check:

(a) **FUNDING:** Unknown — no institutional affiliation provided. Cannot assess funding source or potential conflicts of interest. This is itself a journalistic failure.

(b) **MANDATE:** Unknown — without knowing the analyst's institutional base, it is impossible to assess whether their mandate is compatible with neutral assessment.

D1 Conflict of Interest: 0 — Unknown affiliation; cannot assess. Neutral by default but this itself is problematic.

D2 Personal Risk: +1 — Analyst making a probabilistic prediction (>50% ANC-DA-IFP deal) that could be publicly falsified. Some reputational risk.

D3 Subject Competence: +1 — Demonstrates familiarity with constitutional provisions and coalition dynamics. Competence plausible but unverified.

D4 Opinion Consistency: 0 — No prior statements available for comparison.

D5 Emotionalisation vs. Data: +1 — Largely analytical framing, scenario-based, probabilistic language used.

D6 Source Level: -1 — Secondary source at best; no primary data cited.

TOTAL: +2 → SOURCE TRAFFIC LIGHT: YELLOW (-4 to +4)

(c) **PROFESSIONAL EXPERTISE:** The analyst is presented as a neutral expert voice, but without institutional identification, the viewer cannot assess potential partisan alignment. This is a structural journalistic failure — the SABC presents an unidentified voice as authoritative analysis.

Expert 2: Sam Maso (SABC Reporter functioning as analyst)

Timestamp	Throughout (03:17–19:47)
Statement	Multiple analytical claims including constitutional interpretation, historical comparisons, salary data, and editorial commentary on political morality.



Classification

SABC reporter. Not an independent expert. Functions throughout as both reporter and analyst, including making editorial judgements (e.g., 06:00–06:52 DA/MK comparison; 17:08–19:47 moral decay commentary).

Missing Counter-Voice: Any independent analyst, constitutional lawyer, or political scientist to verify or challenge the reporter's claims.

Source Depth Check:

(a) FUNDING: SABC — state-funded public broadcaster with documented history of political influence. Structural conflict of interest on ANC-related coverage.

(b) MANDATE: SABC reporters are mandated to report, not to editorially opine. The reporter's extended editorial commentary (particularly 17:08–19:47) exceeds the journalistic mandate.

D1 Conflict of Interest: -1 — SABC's structural proximity to ANC governance creates potential conflict on GNU coverage.

D2 Personal Risk: 0 — Reporter faces no personal risk from the positions taken; ANC-favourable framing is institutionally safer.

D3 Subject Competence: +1 — Demonstrates detailed knowledge of constitutional provisions, salary schedules, and political history.

D4 Opinion Consistency: 0 — Insufficient data for comparison.

D5 Emotionalisation vs. Data: -1 — Extended moral commentary (17:08–19:47) is emotionally charged and moves well beyond data-based reporting.

D6 Source Level: -1 — Reporter as analyst is a tertiary source; no primary documents cited beyond leaked letters.

TOTAL: -2 → SOURCE TRAFFIC LIGHT: YELLOW (borderline RED)

(c) PROFESSIONAL EXPERTISE: The reporter is framed implicitly as a neutral explainer ("Explain and Verify" segment title), but functions as an editorial commentator with identifiable political leanings. The "Explain and Verify" branding creates a false impression of fact-checking neutrality.

Missing Expert Groups:

- Independent constitutional law academic (University of Cape Town, Wits, or similar)
- Independent political scientist with no party affiliation
- Independent fiscal economist on cabinet cost analysis

Source Credibility Overview:

Source	D1	D2	D3	D4	D5	D6	Total	Signal
Unidentified Political Analyst (audio clip)	0	+1	+1	0	+1	-1	+2	YELLOW
Sam Maso (SABC Reporter functioning as analyst)	-1	0	+1	0	-1	-1	-2	YELLOW

Summary (Matrix Results):

- Unidentified Analyst: YELLOW (+2) — Plausible competence but unverifiable due to absent identification; structural journalistic failure
- Sam Maso (SABC): YELLOW/borderline RED (-2) — Structural conflict of interest, exceeds reporter mandate, emotionally charged editorial commentary presented as neutral analysis



2. SOURCE SELECTION

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Claims without primary source = penalty points (rumour check)

Source 1: Leaked ANC–DA Letters

Timestamp

01:04–06:52

Statement

"there are leaked letters purported to be from both parties neither party has agreed nor denied these letters"

(a) Funding and Ownership: Unknown origin — leaked documents of unverified provenance. Neither party has confirmed authenticity.

(b) Structural Conflict of Interest: The letters are used as the primary factual basis for the entire ANC–DA negotiation narrative. If the letters were selectively leaked by one party to damage the other, using them as primary source without authentication serves that party's interests.

(c) Missing Counter-Source: An authentication analysis, or at minimum a statement from both parties on the letters' authenticity, is absent.

Rumour Check (Penalty Points): The letters are described as "purported to be from both parties" — this is an unverified claim used as the factual basis for extended editorial commentary.

Rumour 1:

Timestamp: 01:04

Claim: "there are leaked letters purported to be from both parties"

Word Marker: "purported to be" — explicit uncertainty marker

Primary Source Present: NO — neither party has confirmed. +1 penalty point

Rumour 2:

Timestamp: 05:52

Claim: "the DA is moving goalposts when it comes to negotiations" — presented as established fact, sourced from unverified leaked letter attributed to Ramaphosa

Word Marker: Implicit — sourced from unverified document

Primary Source Present: NO — letter authenticity unconfirmed. +1 penalty point

Source 2: UNISA Bureau of Market Research (2022 employment data)

Timestamp

17:58–18:21

Statement

"according to UNISA's business intelligence unit Bureau of Market Research in 2022, 75% of the employed adult population currently earn below 5,800 per month"

(a) Funding: UNISA — state university, publicly funded. No direct conflict of interest on employment statistics.

(b) Mandate: Bureau of Market Research is a legitimate economic research unit. Mandate compatible with neutral statistical reporting.

(c) Conflict of Interest: None identified for this specific data point.

Missing Counter-Source: The 2022 data is presented as current ("currently earn") in a 2024 broadcast — a temporal accuracy issue. More recent StatsSA data would be more appropriate.



Source 3: ANC Diagnostic Report

Timestamp

19:13–19:21

Statement

"the diagnostic report of the governing party speaks about an intellectual bankruptcy and ideological bankruptcy of politicians"

(a) Funding: ANC internal document — party-produced, not independent.

(b) Mandate: Internal party self-assessment. Not an independent analytical source.

(c) Conflict of Interest: Using an ANC internal document to make a general claim about South African political culture — including implicitly about other parties — without noting its partisan origin is misleading.

Missing Counter-Source: Independent academic analysis of political competence and qualification requirements in South African politics.

Summary: The broadcast relies primarily on unverified leaked documents, the reporter's own knowledge, and a 2022 economic dataset — a thin and structurally compromised source base for a broadcast making significant constitutional and political claims. The absence of any independently verified primary sources for the central constitutional claims is a serious journalistic deficiency.



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

Estimated speaking time:

- Sam Maso (SABC reporter/analyst): approximately 16 minutes (80%)
- Bongzi (anchor): approximately 2 minutes (10%)
- Unidentified analyst (clip): approximately 1.5 minutes (7.5%)
- Music/transitions: approximately 0.5 minutes (2.5%)

Assessment by political position:

- ANC position/perspective: represented throughout via reporter's framing and leaked letter content — approximately 8 minutes of effective airtime
- DA position/perspective: represented only through ANC characterisation (Ramaphosa's letter) — approximately 2 minutes, entirely filtered through ANC framing
- Opposition parties (MK, EFF): approximately 30 seconds, only as passing references
- Neutral/analytical content: approximately 5 minutes (historical cabinet data, salary figures)

Summary: The time distribution is structurally imbalanced — not because multiple guests were given unequal time, but because the single reporter functions as both neutral explainer and editorial commentator, with no counterbalancing voice. The DA receives no direct airtime to represent its own position, while the ANC's characterisation of DA conduct occupies significant airtime. This is a structural rather than a deliberate time-allocation bias, but the effect is the same.



4. SELECTIVE OMISSION

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Omission 1:

Context

No independent constitutional law analysis of whether DA's proposals were actually unconstitutional.

Relevant at: 06:00–06:22

Effect

The claim that DA proposals were "unconstitutional" — made by Ramaphosa in an unverified leaked letter and then amplified by the reporter's own editorial commentary — is presented as established fact. Without independent legal analysis, viewers are left with the impression that the DA acted unconstitutionally, which is a serious reputational claim that requires verification.

Omission 2:

Context

No DA response or perspective on the ANC's characterisation of their negotiating position.

Relevant at: 05:20–06:52

Effect

The entire ANC–DA negotiation narrative is told exclusively from the ANC's perspective (via the leaked Ramaphosa letter). The DA's own account of why they sought the provisions they sought — and whether those provisions were in fact unconstitutional — is entirely absent. This creates a structurally one-sided account of a bilateral negotiation.

Omission 3:

Context

No examination of why the letters were leaked, by whom, and what political purpose the leak served.

Relevant at: 01:04–01:12

Effect

Leaked documents in political negotiations are almost always leaked strategically. The failure to examine the leak's provenance and purpose means the broadcast may be unwittingly serving the interests of whichever party leaked the documents — without the audience being aware of this possibility.

Summary: The three most significant omissions all relate to the central constitutional controversy — the absence of independent legal analysis, the absence of DA response, and the absence of leak-provenance examination. Together, these omissions transform what could have been balanced investigative journalism into a one-sided account of a contested bilateral negotiation.

Missing Voices

- Independent constitutional law expert: Would have verified or refuted whether DA's proposals regarding Director-General dismissals and deputy finance ministry powers were actually unconstitutional, rather than leaving this as an unverified ANC claim
- DA official spokesperson: Would have provided the DA's own characterisation of their negotiating position and responded to Ramaphosa's letter characterisations
- MK party representative: Would have provided perspective on GNU exclusion and the 14.6% of voters whose party is outside government



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- EFF representative: Would have addressed EFF's position on GNU formation and their Gauteng MEC negotiations
- Independent fiscal economist: Would have provided rigorous analysis of the cost implications of different cabinet size options beyond raw salary figures
- IFP/PA/FF+ spokesperson: Would have represented the smaller GNU partners' expectations and concerns about cabinet allocation
- Media ethics analyst: Would have examined the significance and provenance of the leaked ANC–DA letters
- Civil society/public accountability organisation: Would have provided independent assessment of cabinet remuneration against service delivery outcomes



5. NUMERICAL MANIPULATION

5/10

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

Finding 1:

Timestamp 17:58–18:21

Number: "75% of the employed adult population currently earn below 5,800 per month"

Dimensions:

- (a) Absolute value: SHOWN — 5,800 rand per month
- (b) Proportion: SHOWN — 75%
- (c) Trend: MISSING — no indication of whether this figure has improved or worsened over time

Missing Context: The data is from 2022 (UNISA BMR) but presented as current in a 2024 broadcast. No trend data provided. No comparison to previous years. The word "currently" is used for 2-year-old data.

Effect

Creates impression of static, unchanging inequality without acknowledging whether conditions have improved or deteriorated — potentially overstating or understating the current situation.

Finding 2:

Timestamp 10:15–10:32

Number: "Russia has 21 ministers... India and South Africa currently have 30 cabinet ministers... China has 37 ministers... Brazil has 38 cabinet ministers"

Dimensions:

- (a) Absolute value: SHOWN — raw minister counts
- (b) Proportion: MISSING — no per-capita adjustment, no adjustment for population size, GDP, or governmental complexity
- (c) Trend: MISSING — no historical trend for any country

Missing Context: Comparing cabinet sizes across countries with vastly different populations (Russia 144M, India 1.4B, China 1.4B, Brazil 215M, South Africa 60M) without per-capita or structural adjustment is misleading. China's 37 ministers governing 1.4 billion people is structurally incomparable to South Africa's 30 ministers governing 60 million.

Effect

Creates false impression that South Africa's cabinet is comparably sized to major economies, potentially undermining the case for cabinet reduction.

Finding 3:

Timestamp 18:16–18:21

Number: "the official unemployment is at 32.9% and the unemployed receive 370 rands per month"

Dimensions:

- (a) Absolute value: SHOWN — 370 rand
- (b) Proportion: PARTIALLY — 32.9% unemployment rate given
- (c) Trend: MISSING — no indication of whether unemployment is rising or falling

Missing Context: The 32.9% figure refers to the narrow unemployment definition. The expanded unemployment rate (including discouraged work-seekers) was approximately 41-42% at the relevant period. Using only the narrow definition understates the scale of unemployment.



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Effect

Understates the unemployment crisis by using the more conservative measurement without noting the existence of the broader measure.

Summary: Three distinct numerical manipulation findings — temporal misrepresentation of 2022 data as current, structurally invalid cross-country cabinet comparisons, and use of the narrow rather than expanded unemployment definition. None appear deliberately deceptive, but collectively they reduce the analytical rigour of the broadcast's quantitative claims.



6. GUILT BY ASSOCIATION

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Association 1:

Timestamp

06:00–06:52

Quote

"is there a difference between the DA and the MK party which has been branded as a party that is against the South African Constitution... but on this left hand side you've got a DA that has letters written down in black and white on matters that are unconstitutional and that then brings about the question is this the same flip of the same coin between the MK party and the Democratic Alliance"

Technique: Direct explicit equation of the DA (a constitutional-liberal party, core GNU partner) with the MK party (characterised as anti-constitutional opposition). The association is constructed through the reporter's own editorial commentary, not through a quoted source.

Effect

Suggests that the DA — which positions its entire political identity around constitutional governance — is equivalent to a party explicitly opposed to the constitutional order. This is the most serious bias finding in the broadcast.

Source Check for DA (subject of association):

- Does the DA work with verifiable primary sources in its constitutional claims? YES — the DA's legal challenges and constitutional positions are documented in court records and parliamentary submissions.
- Are DA's core claims falsifiable? YES — constitutional arguments are subject to judicial review.
- What has the DA risked through its position? The DA risked the GNU partnership itself by making demands that the ANC characterised as excessive.
- What does the DA gain? Potentially stronger ministerial positions.
- Net: The DA's negotiating position carries significant political risk (potential exclusion from GNU), which increases the credibility of their position as genuine rather than performative.

Risk Matrix for DA:

- Position taken: Demanding specific ministerial powers and portfolio allocations
- Risk: Exclusion from GNU, loss of all ministerial positions, political isolation
- Gain: Stronger governance position if demands met
- Net assessment: Risk > Gain — elevated credibility for genuine position

Result Category for DA: Category A — Party with documented constitutional methodology, verifiable legal positions, and significant political risk from its stance. The reporter's equation with MK is not supported by the analytical framework.

Association Chain: DA demands specific ministerial powers → ANC characterises this as "unconstitutional" in leaked letter → Reporter amplifies ANC characterisation without independent verification → Reporter explicitly equates DA with MK (anti-constitutional party) → DA's constitutional identity is undermined

Summary (Category Assignment with Matrix Reasoning):

- DA: Category A (constitutional methodology, verifiable positions, high political risk) — the guilt-by-association with MK is analytically unsupported and represents the broadcast's most serious bias finding
- The association is constructed entirely through the reporter's own editorial voice, not through quoted sources, making it a direct editorial intervention rather than a reported claim



7. TIMING

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Finding 1:

Position: 06:00–06:52 (middle of broadcast, after constitutional context established)

Content: "is there a difference between the DA and the MK party... is this the same flip of the same coin between the MK party and the Democratic Alliance"

Timing Effect: The DA/MK equation is placed after the reporter has established constitutional authority (citing s. 87 of the Constitution, 02:52) and after presenting Ramaphosa's letter characterisations as credible. By the time the equation is made, the audience has been primed to accept constitutional arguments as authoritative — making the unverified constitutional claim against the DA more persuasive than it would be if presented cold.

Finding 2:

Position: 17:08–19:47 (final substantive segment, immediately before sign-off)

Content: Extended moral commentary on political decay, intellectual bankruptcy, implicit racial commentary ("because of the color of their skin it sometimes is not blown to proportion unlike someone who was in this particular building in the SABC")

Timing Effect: Placement at the end of the broadcast ensures this is the final impression left with viewers — a technique known as the recency effect. The moral commentary, which moves well beyond factual reporting, is positioned where it will have maximum emotional impact and minimum opportunity for rebuttal within the broadcast.

Finding 3:

Position: 00:44–01:02 (opening of segment)

Content: "today marks the 8th day after the ANC president Ramaphosa was sworn in as the president... however the president has yet to announce his cabinet there appears to be a standoff between the ANC and the DA"

Timing Effect: The opening immediately frames the delay as a "standoff" attributable to ANC–DA tension, before any context is provided. This primes the audience to view the DA as an obstacle to government formation — a framing that benefits the ANC's negotiating position.

Summary: Three timing-based findings: opening framing that primes DA-as-obstacle narrative, mid-broadcast constitutional priming before the DA/MK equation, and end-placement of emotionally charged moral commentary for maximum recency effect. The cumulative timing strategy reinforces the broadcast's overall left-favouring tendency.



8. SELECTIVE OUTRAGE

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Outrage = bias. Selective outrage amplifies the finding. Score = outrage level (0–5) + selectivity (0–5)

Methodological Principle (v3.0): The trigger event must be documented before each assessment. A reaction can only be evaluated as selective if comparable triggers from other positions produced no analogous reaction.

Finding 1:

Timestamp 05:52–06:52

Trigger Event: DA's leaked letter reportedly demanded specific ministerial powers (firing Director-Generals, deputy finance ministry with full cabinet rights)

Reaction: "the DA is moving goalposts... it says much about a party that seeks to portray itself as the Protectors of the very same Constitution... is there a difference between the DA and the MK party"

Comparison

ANC's own conduct — cabinet bloat from 28 to 34 to 36 ministers under Zuma (reported at 08:08–08:18), Ramaphosa's increase from 28 to 30 ministers (08:48–08:55) — is reported factually without editorial outrage or constitutional commentary.

Asymmetry: The DA's negotiating demands (seeking ministerial powers) trigger explicit constitutional condemnation and equation with MK. The ANC's documented expansion of cabinet size (which has direct fiscal and governance implications) triggers no comparable editorial reaction. The asymmetry is clear and documented.

Outrage Level: 3/5 — Multiple explicit condemnatory statements, constitutional equation with MK

Selectivity: 3/5 — ANC's comparable conduct (cabinet expansion, fiscal implications) reported neutrally

Finding 2:

Timestamp 17:08–19:47

Trigger Event: General discussion of political remuneration and career politicians

Reaction: "politics has become a career to many South African politicians who will kill who will do anything to protect those particular lucrative positions hence there has been a moral decay in South African politics"

Comparison

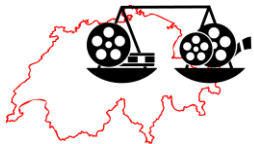
The moral decay commentary is applied generally but with specific reference to Jacob Zuma ("imagine a Jacob Zuma with standard two having not been to higher education") and an implicit racial commentary about qualification-faking. No comparable moral condemnation is applied to ANC politicians who have benefited from the same system.

Asymmetry: The moral outrage is directed primarily at politicians from disadvantaged educational backgrounds (implicitly Zuma/MK constituency) while the implicit racial commentary ("because of the color of their skin it sometimes is not blown to proportion") suggests awareness of differential treatment without applying consistent standards.

Outrage Level: 4/5 — Strong moral condemnation language ("moral decay," "will kill," "intellectual bankruptcy")

Selectivity: 3/5 — Applied more intensely to specific political figures than to the system as a whole

Summary: Two documented selective outrage findings. The DA's negotiating conduct triggers explicit constitutional condemnation while the ANC's comparable conduct (cabinet expansion, fiscal implications) is reported neutrally. The moral decay commentary is applied with greater intensity to politicians associated with disadvantaged educational backgrounds than to the broader political class. Both findings are supported by documented trigger events and documented absence of comparable reactions to analogous conduct.



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9. SELECTIVE OMISSION — OVERALL PICTURE									8/10	
1	2	3	4	5	6	7	8	9	10	

Finding 1:

Timestamp 06:00–06:22

Missing Perspective/Fact: Independent constitutional law analysis of whether DA's proposals were actually unconstitutional

Relevance: The central factual claim of the broadcast's most politically charged segment is that DA proposals were "unconstitutional." This claim is made by Ramaphosa in an unverified leaked letter and amplified by the reporter. No constitutional lawyer is consulted. The claim is presented as established fact.

Impact

Viewers are left with the impression that the DA acted unconstitutionally — a serious reputational claim — without any independent verification. This is a fundamental completeness failure on the broadcast's most politically significant claim.

Finding 2:

Timestamp Throughout (01:04–06:52)

Missing Perspective/Fact: DA's own account of its negotiating position and the reasoning behind its demands

Relevance: A bilateral negotiation is being reported exclusively from one party's perspective (ANC, via leaked letter). The DA's reasoning for seeking specific ministerial powers — which may have been constitutionally defensible — is entirely absent.

Impact

The audience receives a structurally one-sided account of a contested bilateral negotiation, presented as objective reporting.

Finding 3:

Timestamp N/A (throughout)

Missing Perspective/Fact: MK and EFF perspectives on GNU formation, their exclusion from government, and the implications for 24.1% of voters whose parties are outside the GNU

Relevance: The GNU excludes the second and third largest opposition parties, representing nearly a quarter of the electorate. Their perspective on the GNU formation process — including whether the GNU is legitimate, whether it serves South African democracy, and what their alternative vision is — is entirely absent.

Impact

The broadcast implicitly normalises the GNU as the only legitimate governmental framework, without acknowledging the significant democratic constituency that opposes it.

Summary: The broadcast's completeness failures are systematic rather than incidental — they consistently favour the ANC's narrative on GNU formation, exclude the DA's own voice, and ignore the perspectives of parties outside the GNU. The completeness score of 3/10 (Step 2) is confirmed by this detailed analysis.

Share of covered perspectives

Inverted: original value measures coverage (higher = better). Shown as deviation (higher = larger gaps).

[A] Independent constitutional law expert on whether DA's proposals were actually unconstitutional

[B] DA spokesperson or official response to the characterisation of their proposals



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[C] ANC spokesperson beyond the leaked letter: official position on GNU negotiations

[D] Political scientist on comparative coalition formation timelines and norms

[E] Civil society/public interest perspective on cabinet size and cost to taxpayers

[F] Independent economist on fiscal implications of cabinet size options

[G] MK or EFF perspective on GNU formation and their exclusion

[H] Smaller GNU parties (IFP, PA, FF+) on their cabinet allocation expectations

[I] Authentication expert or media analyst on the leaked letters and their provenance

[J] Historical perspective from political scientist on precedents for GNU formation

Assessment: Was Each Perspective Addressed?

[A] OMITTED

Timestamp: 06:00–06:22 — Quote: "is there a difference between the DA and the MK party which has been branded as a party that is against the South African Constitution" — Assessment: The constitutional question is raised by the reporter himself as editorial commentary, with no independent constitutional law expert consulted to verify whether DA proposals were actually unconstitutional. This is the most significant omission in the broadcast.

[B] OMITTED

Timestamp: 05:20–06:52 — Quote: "the DA basically resolved that they will talk further" — Assessment: The DA's own characterisation of their position is absent. Only the ANC's characterisation of DA demands (via Ramaphosa's letter) is presented. No DA spokesperson is given airtime to respond.

[C] PARTIALLY ADDRESSED

Timestamp: 04:25–06:22 — Quote: "the ANC president to the Democratic Alliance has rattled the DA" — Assessment: ANC position is conveyed primarily through the leaked letter and the reporter's own framing, rather than through direct ANC spokesperson comment. Partial credit only.

[D] PARTIALLY ADDRESSED

Timestamp: 09:03–09:47 — Quote: "globally countries take over normally a year to form coalition government" — Assessment: Comparative context is provided by the reporter but without citation of specific sources or expert commentary. Superficial treatment.

[E] PARTIALLY ADDRESSED

Timestamp: 09:53–10:14 — Quote: "the president trim down his cabinet... he cuts his cabinet post from 30 to 24 Ministries" — Assessment: Cabinet size and cost is addressed but primarily through the lens of political salary costs rather than systematic fiscal analysis.

[F] OMITTED

Timestamp: N/A — No independent economist consulted on fiscal implications of cabinet size. The reporter provides salary figures but no independent economic analysis of the broader fiscal impact.

[G] OMITTED

Timestamp: N/A — MK and EFF perspectives on GNU formation and their exclusion from government are entirely absent. Given their combined 97 seats (24.1% of parliament), this is a significant omission.

[H] PARTIALLY ADDRESSED

Timestamp: 02:00 — Quote: "the ANC, the DA as well as the IFP as the core partners" — Assessment: Smaller GNU parties mentioned only as labels. No substantive perspective from IFP, PA, FF+, or other smaller partners.

[I] OMITTED



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Timestamp: 01:04–01:12 — Quote: "there are leaked letters purported to be from both parties neither party has agreed nor denied these letters" — Assessment: The provenance, authenticity, and political motivation behind the leaked letters is not examined. No media analyst or authentication perspective offered.

[J] OMITTED

Timestamp: N/A — No political scientist provides historical perspective on GNU formation precedents beyond the reporter's own historical summary.

Completeness Score: 3/10

Reasoning: The broadcast addresses only three of ten relevant perspectives, and two of those only partially. The most critical omissions are the absence of any independent constitutional law analysis (given the central constitutional claims made), the complete absence of DA response to characterisations of their position, and the absence of any MK/EFF perspective on their exclusion from the GNU. The broadcast functions primarily as a monologue by the reporter rather than as a multi-perspective journalistic examination.



Soft Facts — 6 qualitative techniques

10. FRAMING

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Finding 1:

Timestamp

00:44–01:02

Quote

"today marks the 8th day after the ANC president Ramaphosa was sworn in... however the president has yet to announce his cabinet there appears to be a standoff between the ANC and the DA"

Manipulation

The delay in cabinet announcement is immediately framed as a "standoff" — a confrontational frame that positions the DA as an obstacle. The word "standoff" implies two parties in conflict, but the framing implicitly positions the ANC as the reasonable party waiting for the DA to comply.

Why Problematic: A neutral framing would be "negotiations are ongoing" or "the parties are finalising cabinet allocation." "Standoff" is a loaded term that implies intransigence, and in context it is applied to the ANC–DA dynamic in a way that disadvantages the DA.

Finding 2:

Timestamp

09:03–09:47

Quote

"South Africa is finding its feet we are in the teething phases of this Coalition era within the country"

Manipulation

The GNU formation delay is framed as a natural, even positive, developmental process ("finding its feet," "teething phases") — language that normalises the delay and implicitly defends the ANC's pace of cabinet formation.

Why Problematic: The same delay, if it had occurred under a DA-led government, would likely be framed differently. The developmental/organic framing serves to reduce accountability pressure on the ANC for the delay.

Finding 3:

Timestamp

17:08–19:47

Quote

"politics has become a career to many South African politicians who will kill who will do anything to protect those particular lucrative positions hence there has been a moral decay in South African politics"

Manipulation

The moral decay frame is applied to South African politics generally but with specific illustrative reference to Jacob Zuma ("imagine a Jacob Zuma with standard two") and an implicit racial commentary. The frame positions educational qualification as the primary determinant of political legitimacy — a framing that disadvantages parties with working-class or rural constituencies.

Why Problematic: The moral decay frame, applied selectively with reference to specific political figures and implicitly to specific demographic groups, functions as editorial commentary that goes well beyond the broadcast's stated purpose of "explaining and verifying."



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Summary: Three distinct framing findings: the "standoff" frame that positions DA as obstacle, the "teething phases" frame that normalises ANC delay, and the "moral decay" frame that applies differential standards to politicians based on educational background. Together these frames construct a narrative that is broadly sympathetic to the ANC's position and critical of the DA and politicians associated with disadvantaged educational backgrounds.



11. WORD CHOICE AND TERMINOLOGY

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Finding 1:

Timestamp

05:52

Quote

"the DA is moving goalposts when it comes to negotiations on this particular matter"

Manipulation

"Moving goalposts" is a colloquial expression implying bad faith — changing agreed terms after the fact. It is sourced from Ramaphosa's unverified leaked letter but presented by the reporter without quotation marks or attribution, as if it were the reporter's own assessment.

Why Problematic: Neutral alternative would be: "the ANC characterised the DA's revised demands as a change from earlier positions." The unattributed use of "moving goalposts" adopts the ANC's characterisation as the reporter's own language.

Finding 2:

Timestamp

06:00–06:22

Quote

"is there a difference between the DA and the MK party which has been branded as a party that is against the South African Constitution"

Manipulation

"Branded" is used for MK (passive, distancing language — someone else branded them) while the DA's alleged unconstitutionality is presented as the reporter's own direct assessment. The asymmetric use of "branded" vs. direct assertion creates a double standard: MK's anti-constitutional characterisation is attributed to others, while the DA's is presented as the reporter's own finding.

Why Problematic: Neutral alternative: "both the MK party, which some characterise as anti-constitutional, and the DA, whose proposals the ANC has characterised as unconstitutional, face questions about their constitutional positions." The current formulation treats MK's characterisation as contested while treating DA's as established.

Finding 3:

Timestamp

17:10–17:22

Quote

"politicians who will kill who will do anything to protect those particular lucrative positions"

Manipulation

"Will kill" is hyperbolic language that, in the South African political context — where political violence is a documented reality — carries specific and serious connotations beyond mere metaphor. The phrase is applied to politicians generally but in a context that has just referenced Jacob Zuma specifically.

Why Problematic: Neutral alternative: "politicians who will go to great lengths to protect their positions." The use of "kill" in a country with documented political assassinations is irresponsible language that could be read as an implicit accusation rather than a rhetorical device.

Summary: Three word-choice findings: unattributed adoption of ANC's "moving goalposts" characterisation, asymmetric use of "branded" for MK vs. direct assertion for DA, and hyperbolic "will kill" language in a politically violent context. The word choices consistently favour ANC framing and apply harsher language to the DA and politicians associated with disadvantaged backgrounds.



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12. MODERATION BEHAVIOUR

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Methodological Principle (v3.0): The trigger event must be documented before each assessment. An intervention can only be evaluated as asymmetric if comparable triggers from other guests produced no analogous intervention.

Note: This broadcast features no live interview guests — it is a reporter monologue with anchor prompts. Moderation behaviour assessment therefore focuses on the anchor's prompting of the reporter and the reporter's self-moderation.

Finding 1:

Timestamp 03:33–04:50

Trigger Event: Anchor Bonggi raises the question of the leaked DA letter and its characterisation of DA as "compromising much more than the ANC"

Reporter Reaction: Sam Maso immediately amplifies the ANC's counter-characterisation (Ramaphosa's letter calling Zille's tone "condescending and unconstitutional") without prompting the anchor to also ask about the DA's perspective or whether the DA's characterisation of its own position was accurate.

Comparison

No comparable moment where the anchor prompts the reporter to consider the ANC's conduct from the DA's perspective.

Asymmetry: The anchor's prompting consistently invites the reporter to elaborate on ANC characterisations of DA conduct, without a single prompt to consider DA characterisations of ANC conduct. This is a structural moderation asymmetry.

Finding 2:

Timestamp 09:03–09:11

Trigger Event: Anchor Bonggi asks "what does the picture look like then globally"

Reporter Reaction: Reporter provides BRICS comparison that implicitly normalises South Africa's cabinet size and delay.

Comparison

No follow-up question from anchor challenging the validity of the BRICS comparison or asking about the fiscal implications of cabinet size.

Asymmetry: The anchor's global context question is answered with a framing that benefits the ANC's position (delay is normal, cabinet size is comparable) without any anchor challenge.

Finding 3:

Timestamp 19:47–20:02

Trigger Event: Reporter concludes extended moral commentary including implicit racial commentary

Anchor Reaction: "Sam thank you so much for of course just explaining to us and verifying some of the information that is there in the public domain"

Comparison

No challenge, no follow-up, no request for clarification on the racial commentary or the "will kill" language.



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Asymmetry: The anchor's sign-off validates the reporter's entire commentary — including its most editorially problematic elements — as "explaining and verifying information in the public domain," which is an inaccurate characterisation of what the reporter was doing in the final segment.

Summary: Three moderation findings, all structural rather than interpersonal (given the monologue format). The anchor consistently prompts elaboration of ANC-favourable framings without challenging ANC characterisations, validates the BRICS comparison without scrutiny, and endorses the reporter's moral commentary as neutral fact-checking. The moderation behaviour reinforces rather than corrects the broadcast's editorial imbalances.



13. QUESTION ASYMMETRY

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Note: Given the monologue format, question asymmetry is assessed through the anchor's prompting questions to the reporter, which shape the direction of the analysis.

Asymmetry 1:

To Sam Maso regarding DA conduct, 03:33: "what does it mean in light of these letters that you are talking about as well especially when you think about the Democratic Alliance in that letter where they talk about that they are now seemingly compromising much more than the ANC" — Soft/leading — the question accepts the DA's self-characterisation as "compromising more" and invites the reporter to elaborate on the ANC's response, rather than asking whether the DA's characterisation was accurate.

To Sam Maso regarding ANC conduct: No comparable question asking whether the ANC's characterisation of DA proposals as "unconstitutional" was accurate, or whether the ANC's own negotiating position was reasonable.

Comparison

The anchor asks a question that accepts the DA's framing of its own position as generous, then allows the reporter to rebut it with ANC framing — without ever asking whether the ANC's position was itself reasonable or constitutionally sound.

Asymmetry 2:

To Sam Maso regarding cabinet delay, 03:33: "is this the longest time that we've seen when you look at his predecessors" — Neutral — factual historical question.

To Sam Maso regarding cabinet costs, 10:40: "let's look at what then does this cost us" — Neutral — factual financial question.

Comparison

The factual questions are appropriately neutral. The asymmetry lies in the absence of any question challenging the reporter's editorial commentary (DA/MK equation, moral decay framing) — the anchor never asks "is that a fair comparison?" or "are you not editorialising here?"

Summary: The question asymmetry is moderate — the anchor's factual questions are appropriately neutral, but the absence of any challenge to the reporter's editorial commentary (particularly the DA/MK equation and moral decay framing) means the anchor's questioning function fails to provide the corrective balance that professional journalism requires. Score reflects this structural rather than deliberate asymmetry.



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

Finding 1:

Timestamp

01:34–02:48

Construct: The unidentified analyst presents "four scenarios" as if they are equally weighted possibilities, including "a turn to the left basically where the ANC say okay we use minority parties but we may incorporate a party to the left of the center probably the EFF."

Analysis

The four scenarios are presented with apparent balance, but the analyst immediately undermines this by stating "I believe however that the chances are more than 50% that we may end up in some sort of an agreement between the ANC, the DA and IFP." The false balance lies in presenting four scenarios as a framework while immediately privileging one — without explaining the analytical basis for the probability assessment.

Summary: False balance is a relatively minor finding in this broadcast — the more significant bias operates through omission and framing rather than through artificial both-sidesism. The four-scenario framework creates a superficial appearance of analytical balance while the analyst's own probability assessment and the reporter's subsequent framing both privilege the ANC–DA–IFP outcome. Score of 3 reflects the limited but present false balance element.



15. AGENDA-SETTING

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Finding 1:

Agenda Element Set: The GNU is treated as the natural, legitimate, and desirable outcome of the 2024 election. The question is not whether the GNU is the right framework, but how it will be constituted.

Timestamp

00:10–00:44 — Evidence: "as South Africans wait then to hear what will be of the seventh Administration and what kind of cabinet it's likely to have" — the framing assumes the GNU will form and the question is only its composition.

Alternative Agenda: Whether the GNU is democratically legitimate given that 24.1% of voters chose parties (MK, EFF) explicitly excluded from it; whether a minority ANC government with left-leaning support might better represent the electorate; whether the GNU's ideological incoherence (ANC + DA) serves South African governance.

Finding 2:

Agenda Element Set: Political remuneration is framed as a problem of individual greed and moral decay, rather than as a systemic governance design issue.

Timestamp

17:08–19:47 — Evidence: "politics has become a career to many South African politicians who will kill who will do anything to protect those particular lucrative positions hence there has been a moral decay"

Alternative Agenda: Structural reforms to political remuneration; comparative analysis of performance-linked pay; the role of party funding in creating incentives for political careerism; whether the problem is individual moral failure or systemic design failure.

Finding 3:

Agenda Element Set: The DA's constitutional credibility is treated as a legitimate question requiring examination, while the ANC's constitutional record is treated as unproblematic.

Timestamp

06:00–06:52 — Evidence: "is there a difference between the DA and the MK party which has been branded as a party that is against the South African Constitution"

Alternative Agenda: The ANC's own constitutional record — including state capture, Zuma's constitutional violations, the Nkandla judgment, and the ANC's resistance to various constitutional accountability mechanisms — would provide essential context for any comparative constitutional assessment.

Summary: Three agenda-setting findings: the GNU is normalised as the only legitimate framework (excluding 24.1% of voters from the agenda), political remuneration problems are individualised rather than systemised, and the DA's constitutional credibility is questioned while the ANC's is assumed. Together these agenda-setting choices construct a political reality in which the ANC is the natural governing party, the DA is a problematic partner, and the opposition outside the GNU is irrelevant.



CHAPTER 4 — OVERALL EVALUATION

Results

- HARD FACTS SCORE (Average Criteria 1–9): 6.4 / 10
- SOFT FACTS SCORE (Average Criteria 10–15): 5.5 / 10

Dominant Techniques

The three strongest techniques in this broadcast:

- 1. Guilt by Association (Score 8):** The reporter's explicit equation of the DA with the MK party on constitutional grounds (06:00–06:52) is the broadcast's most serious bias finding. It is constructed entirely through the reporter's own editorial voice, not through quoted sources, and is not supported by independent constitutional analysis. It directly undermines the DA's core political identity and serves the ANC's negotiating position without journalistic justification.
- 2. Selective Omission / Completeness (Score 8):** The systematic exclusion of the DA's own voice, independent constitutional analysis, and opposition perspectives (MK, EFF) from a broadcast about GNU formation creates a structurally one-sided account. The completeness score of 3/10 (Step 2) reflects a broadcast that addresses fewer than a third of the relevant perspectives a balanced treatment would require.
- 3. Framing (Score 7):** Three interlocking frames — "standoff" (DA as obstacle), "teething phases" (ANC delay normalised), and "moral decay" (differential standards by educational background) — construct a coherent narrative that is broadly sympathetic to the ANC's position and critical of the DA and politicians associated with disadvantaged educational backgrounds. The frames are mutually reinforcing and cumulative in effect.

Core Messages of the Broadcast

****MESSAGE 1 (SUBSTANTIVE):** ** "The DA is an unreliable constitutional partner whose negotiating demands are comparable to the MK party's anti-constitutional conduct."

Technique: Guilt by association, framing, word choice — Timestamps: 05:52, 06:00–06:52

****MESSAGE 2 (PERSONAL):** ** "Politicians — particularly those without higher education — are morally compromised careerists who will do anything to protect their financial interests."

Technique: Selective outrage, framing, agenda-setting — Timestamps: 17:08–19:47, 18:35–18:53

****MESSAGE 3 (SOCIETAL):** ** "The GNU under Ramaphosa's ANC leadership is the natural and legitimate framework for South African governance, and delays in its formation are a normal part of coalition-building."

Technique: Agenda-setting, framing, timing — Timestamps: 00:10–00:44, 09:03–09:47

Manipulation Level Classification

Reasoning: The broadcast scores 6.0/10 overall, placing it at the upper boundary of "Clear One-Sidedness." The hard facts score of 6.4 is particularly concerning because it reflects measurable, documentable imbalances — not merely interpretive differences. The broadcast's most serious failing is the reporter's explicit equation of the DA with the MK party (Criterion 6, score 8), which constitutes an editorial intervention that goes well beyond the journalistic mandate of "explaining and verifying." Under Broadcasting Act s. 6 and BCCSA Code Clause 16, the broadcast fails the standards of fairness and impartiality on its central political claim. The absence of any DA voice, independent constitutional analysis, or opposition perspective (Criterion 9, score 8) further compounds the imbalance. The broadcast does not reach the threshold of "Systematic Imbalance" because its factual content (historical cabinet data, salary figures, constitutional provisions) is largely accurate, and the imbalance is concentrated in specific editorial interventions rather than being pervasive throughout.

CONCLUSION

This SABC "Explain and Verify" broadcast on GNU cabinet formation (June 2024) demonstrates clear one-sidedness (overall score 6.0/10) that falls short of the standards required by Broadcasting Act 4 of 1999, s. 6 and BCCSA Code Clauses 16 and 18. The broadcast's most serious failing is the reporter's unsubstantiated equation of the DA with the MK party on constitutional grounds — an editorial intervention made without independent legal analysis, without DA



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response, and without acknowledgement that it represents the reporter's own opinion rather than a verified fact. The systematic exclusion of the DA's own voice from a broadcast that makes serious constitutional claims about DA conduct, combined with the complete absence of MK and EFF perspectives on their exclusion from the GNU, means that 24.1% of the South African electorate is effectively invisible in a broadcast about the government that will govern them. The broadcast's "Explain and Verify" branding creates a false impression of fact-checking neutrality that is not supported by its actual content, particularly in the final segment (17:08–19:47) where the reporter engages in extended moral and political commentary that exceeds any reasonable definition of explanatory journalism. While the broadcast's factual content (historical data, salary figures, constitutional provisions) is largely accurate, the editorial framework within which that content is presented systematically favours the ANC's narrative on GNU formation and damages the DA's constitutional credibility without journalistic justification.



OVERALL EVALUATION OF THE 15 CRITERIA

Individual Scores — All 15 Criteria

No.	Criterion	Score	Rating
1	EXPERT SELECTION	7/10	<i>Pronounced imbalance</i>
2	SOURCE SELECTION	7/10	<i>Pronounced imbalance</i>
3	TIME DISTRIBUTION	4/10	<i>Slight imbalance</i>
4	SELECTIVE OMISSION	8/10	<i>Pronounced imbalance</i>
5	NUMERICAL MANIPULATION	5/10	<i>Significant imbalance</i>
6	GUILT BY ASSOCIATION	8/10	<i>Pronounced imbalance</i>
7	TIMING	5/10	<i>Significant imbalance</i>
8	SELECTIVE OUTRAGE	6/10	<i>Significant imbalance</i>
9	SELECTIVE OMISSION — OVERALL PICTURE	8/10	<i>Pronounced imbalance</i>
10	FRAMING	7/10	<i>Pronounced imbalance</i>
11	WORD CHOICE AND TERMINOLOGY	7/10	<i>Pronounced imbalance</i>
12	MODERATION BEHAVIOUR	5/10	<i>Significant imbalance</i>
13	QUESTION ASYMMETRY	4/10	<i>Slight imbalance</i>
14	FALSE BALANCE	3/10	<i>Slight imbalance</i>
15	AGENDA-SETTING	7/10	<i>Pronounced imbalance</i>

HARD FACTS SCORE (1-8)

6.4/10

Serious deviation from the impartiality standard. High degree of deviation

SOFT FACTS SCORE (9-14)

5.5/10

Significant imbalance

OVERALL SCORE

6.0/10

Significant imbalance

Average of Hardfacts and Softfacts



KEY — Score Definitions

Individual Scores per Criterion (0–10)

0	No finding	No relevant anomaly detected.
1–2	Weak finding	Minor anomaly without substantial impact on balance.
3–4	Slight to moderate finding	Recognizable tendency; low to moderate impact relevance.
5	Moderate finding with impact	Relevant imbalance affecting the audience's opinion-forming potential.
6	Significant finding (threshold)	Scores of 6 and above are classified as 'significant findings.'
7	Significant finding	Clear, well-documented imbalance with distinct impact relevance.
8–9	Severe finding	Pronounced imbalance; multiple documented individual findings in this criterion.
10	Maximum severity	Systematic, pervasive imbalance in this criterion.

Aggregated Deviation Index — Interpretation Ranges

0.0 – 2.5	Unremarkable	No significant patterns detected; broadcast meets the impartiality standard.
2.6 – 4.0	Slight imbalance	Isolated anomalies; statistically visible but within tolerance range.
4.1 – 6.0	Significant imbalance	Multiple significant findings; relevant impairment of perspective diversity.
6.1 – 8.0	Serious deviation from the impartiality standard. High degree of deviation	Pronounced, cross-broadcast patterns; high impact relevance.
8.1 – 10	Fundamental systemic one-sidedness. Very high bias degree	Maximum severity across nearly all criteria; systematically one-sided reporting.

Party-Political Bias (-5 to +5)

-5 to -3	Strongly disadvantaged	Party is significantly underrepresented in framing, airtime, or presentation.
-2 to -1	Slightly disadvantaged	Recognizable but minor disadvantage.
0	Neutral	No detectable favoritism or disadvantage.
+1 to +2	Slightly favored	Recognizable but minor favoritism.
+3 to +5	Strongly favored	Party is significantly overrepresented in framing, airtime, or presentation.



CHAPTER 5 — LEGAL CLASSIFICATION (Broadcasting Act s. 6)

Assessment under Broadcasting Act s. 6

Broadcasting Act 4 of 1999, Section 6 (SABC Charter) requires significant news and public affairs programming that meets the highest standards of journalism, including fairness, accuracy, and impartiality. BCCSA Code Clause 16 requires news to be reported truthfully, accurately and fairly, in the correct context and in a balanced manner. Clause 18 requires opposing views to be presented on controversial issues of public importance.

Violation 1:

Standard: BCCSA Code Clause 16 (accuracy and fairness) / Broadcasting Act s. 6 (impartiality)

Conduct: The reporter states, as his own editorial assessment, that the DA's negotiating proposals were "unconstitutional" and equates the DA with the MK party on this basis (06:00–06:52), without independent constitutional law analysis and without DA response.

Evidence: Timestamp 06:00–06:22 — Quote: "is there a difference between the DA and the MK party which has been branded as a party that is against the South African Constitution... but on this left hand side you've got a DA that has letters written down in black and white on matters that are unconstitutional"

Assessment: This constitutes a failure of accuracy (the constitutional claim is unverified), fairness (the DA has no opportunity to respond), and impartiality (the reporter adopts the ANC's characterisation as his own). The equation of a GNU coalition partner with an anti-constitutional opposition party, made without independent legal basis, is a serious departure from the standards required by s. 6 and Clause 16.

Violation 2:

Standard: BCCSA Code Clause 18 (opposing views on controversial issues of public importance)

Conduct: The broadcast presents the ANC–DA negotiation exclusively from the ANC's perspective (via unverified leaked letters and reporter framing), without any DA spokesperson, DA official statement, or independent analysis of the DA's position.

Evidence: Timestamp 01:04–06:52 — the entire ANC–DA negotiation narrative is constructed without a single direct DA voice or independent verification of ANC characterisations.

Assessment: Cabinet formation in a Government of National Unity is unambiguously a "controversial issue of public importance" under Clause 18. The complete absence of the DA's own perspective — the party whose conduct is most extensively discussed and most critically characterised — is a direct violation of the requirement to present opposing views.

Violation 3:

Standard: Broadcasting Act s. 6 (highest standards of journalism) / BCCSA Code Clause 16 (correct context)

Conduct: The broadcast uses 2022 economic data (UNISA BMR) as current ("currently earn") in a 2024 broadcast, and presents structurally invalid cross-country cabinet comparisons (comparing raw minister counts across countries with populations ranging from 60 million to 1.4 billion) without methodological qualification.

Evidence: Timestamp 17:58–18:21 — Quote: "according to UNISA's business intelligence unit Bureau of Market Research in 2022, 75% of the employed adult population currently earn below 5,800 per month"; Timestamp 10:15–10:32 — BRICS cabinet comparison without per-capita adjustment.

Assessment: Presenting 2-year-old data as current, and structurally invalid comparisons as meaningful context, falls below the standard of accuracy and correct context required by Clause 16 and the "highest standards of journalism" required by s. 6.

Overall Assessment under Broadcasting Act s. 6

This broadcast fails to meet the standards required by Broadcasting Act 4 of 1999, s. 6 and BCCSA Code Clauses 16 and 18 in three documented respects: the unverified and unbalanced constitutional claim against the DA (Clause 16



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accuracy and fairness; Clause 18 opposing views), the complete absence of DA perspective on a broadcast that makes serious constitutional claims about DA conduct (Clause 18), and the use of outdated data presented as current and structurally invalid comparisons presented as meaningful context (Clause 16 correct context). The broadcast's "Explain and Verify" branding is itself potentially misleading under s. 6's highest standards requirement, as the final segment (17:08–19:47) constitutes editorial commentary rather than explanation or verification. The violations are concentrated rather than pervasive — the broadcast's factual historical content largely meets journalistic standards — but the concentrated violations occur on the broadcast's most politically significant claims, making them material rather than incidental departures from the statutory standard.



CHAPTER 6 — Source Depth Check

Source 1: UNISA Bureau of Market Research (BMR)

- FUNDING:** University of South Africa (UNISA) — state university, publicly funded through the Department of Higher Education and Training. No direct conflict of interest on employment statistics.
- MANDATE:** The BMR is a legitimate economic and market research unit with a mandate to produce independent economic analysis. Mandate is compatible with neutral statistical reporting on employment and income distribution.
- CONFLICT OF INTEREST:** No institutional interest identified in the specific data points cited (income distribution, unemployment rates). The BMR does not have an identifiable stake in the political narrative of this broadcast.
- CREDIBILITY MATRIX (6D, -2 to +2):**
 - D1 Conflict of Interest: +1 — State-funded but no identified conflict on this data
 - D2 Personal Risk: +1 — Published research subject to academic scrutiny
 - D3 Subject Competence: +2 — BMR is a recognised economic research unit with appropriate expertise
 - D4 Opinion Consistency: +1 — Economic data reporting is methodologically consistent
 - D5 Emotionalisation vs. Data: +2 — Pure statistical data, no emotional framing
 - D6 Source Level: +1 — Secondary source (analysis of primary statistical data); not primary but methodologically sound**TOTAL: +8 → SOURCE TRAFFIC LIGHT: GREEN (≥+5)**
- COUNTER-VOICE:** StatsSA (Statistics South Africa) would be the primary source for employment data and would provide more current figures. The BMR data is from 2022; StatsSA's Quarterly Labour Force Survey provides more recent and more granular data. The absence of more current StatsSA data is a journalistic choice that should be noted.

Critical Note: The BMR data is credible as a source but is presented as current when it is 2 years old. The source itself is GREEN; the journalistic use of the source (temporal misrepresentation) is the problem, not the source's credibility.

Source 2: ANC Diagnostic Report

- FUNDING:** African National Congress — political party, funded through party membership, donations, and public party funding allocations. Directly partisan source.
- MANDATE:** Internal party self-assessment document. Mandate is explicitly partisan — to assess the ANC's own performance and identify internal problems. Not compatible with neutral assessment of South African political culture generally.
- CONFLICT OF INTEREST:** Significant — the ANC diagnostic report is used by the reporter to make a general claim about "intellectual bankruptcy and ideological bankruptcy of politicians" in South Africa, extending the ANC's self-criticism to other parties. This is a misuse of a partisan source: the ANC's self-criticism of its own members is being applied as a general indictment of South African politics, including implicitly of parties the ANC opposes.
- CREDIBILITY MATRIX (6D, -2 to +2):**
 - D1 Conflict of Interest: -2 — Directly partisan source used to make claims about political opponents
 - D2 Personal Risk: 0 — Internal party document; no personal risk to authors
 - D3 Subject Competence: 0 — Party self-assessment; competent on ANC internal matters, not on comparative political analysis
 - D4 Opinion Consistency: -1 — ANC's self-criticism is selective and politically motivated
 - D5 Emotionalisation vs. Data: -1 — Diagnostic language ("bankruptcy") is evaluative rather than data-based
 - D6 Source Level: -2 — Tertiary source (party self-assessment of party performance)**TOTAL: -6 → SOURCE TRAFFIC LIGHT: RED (≤-5)**
- COUNTER-VOICE:** Independent academic analysis of political competence and qualification requirements in South African politics (e.g., from the Electoral Institute for Sustainable Democracy in Africa, or academic political science departments) would provide a non-partisan perspective on the same question.

Critical Note: The ANC Diagnostic Report is a RED source for the purpose for which it is used in this broadcast — as a general indictment of South African political culture. It is a partisan document being used to make claims that extend well beyond its legitimate scope. The reporter does not identify it as a partisan source, presenting it instead as an authoritative diagnosis of South African politics generally.

Source 3: Leaked ANC–DA Letters

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- 1. FUNDING:** Unknown origin — leaked documents of unverified provenance. Neither party has confirmed authenticity at time of broadcast.
- 2. MANDATE:** If authentic, these are internal negotiating documents not intended for public release. Their mandate is bilateral negotiation, not public communication. Their use as primary journalistic sources without authentication raises serious questions.
- 3. CONFLICT OF INTEREST:** Extreme — leaked negotiating documents are almost always leaked strategically by one party to damage the other or to shape public perception of the negotiation. Without knowing who leaked the documents, the broadcast cannot assess whose interests are served by their publication.
- 4. CREDIBILITY MATRIX (6D, -2 to +2):**
 - D1 Conflict of Interest: -2 — Unknown provenance; potential strategic leak by one party
 - D2 Personal Risk: -1 — Anonymous leak; no personal accountability
 - D3 Subject Competence: +1 — If authentic, documents are primary sources on negotiating positions
 - D4 Opinion Consistency: 0 — Cannot assess; single documents
 - D5 Emotionalisation vs. Data: -1 — Documents contain politically charged characterisations ("condescending," "unconstitutional") that are evaluative rather than factual
 - D6 Source Level: -1 — Unverified documents; potentially primary but authenticity unconfirmed**TOTAL: -4 → SOURCE TRAFFIC LIGHT: YELLOW (borderline RED)**
- 5. COUNTER-VOICE:** Authentication by both parties, or independent document analysis, would be required before these documents could be used as primary sources for constitutional claims. The reporter acknowledges uncertainty ("purported to be from both parties") but then proceeds to use the documents' content as established fact — a journalistic inconsistency.

Critical Note: The leaked letters are the primary factual basis for the broadcast's most politically significant claims. Their YELLOW/borderline RED rating means they should be used with significant qualification and should not be the sole basis for constitutional claims about either party. The reporter's acknowledgement of uncertainty at 01:04 is not maintained throughout the broadcast, where the letters' content is subsequently treated as established fact.

Analysis completed under Broadcasting Act 4 of 1999, s. 6 | BCCSA Code Clauses 16 & 18 | Methodology Version 3.0-detail

Document Reference: SABC-ANALYSIS-2024-GNU-CABINET

Legal and Methodological Notes

No factual determination

The results presented do not constitute factual determinations about individual persons, editorial teams, or broadcasts. They are the product of a standardized operationalization, not a finding of individual responsibility.

No legal judgment

The aggregated deviation index does not replace a legal assessment under Broadcasting Act s. 6. The determination of whether a specific broadcast violates legal requirements is exclusively the responsibility of the competent authorities (in particular BCCSA).

No proof of causation

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

No judgment of intent

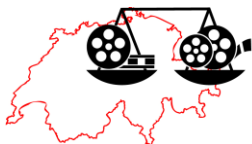
The analysis measures observable structural characteristics of broadcasts. A score of 7 means a significant imbalance was detected — not that the editorial team intended it. The methodology makes no claims about motives or strategic objectives.



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**Heuristic
comparison tool**

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



APPENDIX 1: NATIONAL BROADCASTING LAW

South Africa — Legal Framework for Broadcasting Impartiality

Primary Legislation

Broadcasting Act 4 of 1999 (as amended)

The Broadcasting Act establishes the South African Broadcasting Corporation (SABC) as a public broadcaster and defines its Charter obligations.

Section 6 — Charter of the Corporation:

The SABC Charter mandates that the public broadcaster must:

- Provide programming that reflects South African attitudes, opinions, ideas, values and artistic creativity
- Offer a plurality of views and a variety of news, information and analysis
- Provide significant news and public affairs programming that meets the highest standards of journalism, including fairness, accuracy, and impartiality

Section 10 — Editorial Independence:

The SABC's news and current affairs programming must be independent from government or political party influence. The Board must ensure editorial policies that safeguard journalistic integrity.

ICASA Act 13 of 2000

The Independent Communications Authority of South Africa (ICASA) is the regulatory body responsible for broadcasting licensing and compliance.

Electronic Communications Act 36 of 2005

Provides the overarching regulatory framework for electronic communications, including broadcasting standards.

BCCSA Broadcasting Code of Conduct

The Broadcasting Complaints Commission of South Africa (BCCSA) enforces the Free-to-Air Broadcasting Code of Conduct, which includes:

Clause 16 — News:

- News must be reported truthfully, accurately and fairly
- News must be presented in the correct context and in a balanced manner
- Only verified facts may be presented as facts; opinions must be clearly identified as such

Clause 17 — Comment:

- Comment must be clearly distinguished from fact
- Comment must be an honest expression of opinion and must be presented fairly

Clause 18 — Controversial Issues of Public Importance:

- When a programme deals with a controversial issue of public importance, opposing views must be presented, either within the same programme or in a follow-up programme within a reasonable time
- This requirement applies to all broadcasting services

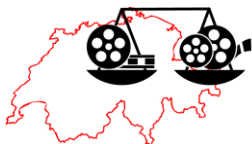
Clause 20 — Elections:

- During election periods, broadcasters must ensure equitable treatment of all political parties
- ICASA issues specific election broadcasting regulations

Regulatory / Complaints Bodies

Body	Role	Binding?
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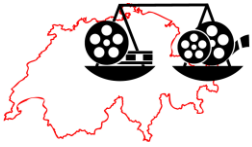
ICASA (Independent Communications Authority of South Africa)	Licensing, spectrum, compliance enforcement	Yes — can fine, revoke licences
BCCSA (Broadcasting Complaints Commission of South Africa)	Content complaints (bias, fairness, accuracy)	Yes — can reprimand, fine, require corrections
SABC Board	Internal editorial oversight	Internal
Parliament Portfolio Committee on Communications	Political oversight of SABC	Indirect

Notable Enforcement

- May 2024: ICASA fined SABC R500,000 for refusing to broadcast the Democratic Alliance's election advertisement showing a burning South African flag, ruling that SABC violated the right to free political communication.
- 2016: Western Cape High Court ordered removal of COO Hlaudi Motsoeneng for systematic censorship and political interference at SABC.
- 2017: Labour Court ruled that dismissal of the "SABC 8" journalists (who protested censorship of protest footage) was unlawful.

Equivalent to Other Countries

Country	Law	South African Equivalent
CH	Art. 4 RTVG	Broadcasting Act s. 6 (SABC Charter)
SE	Radio- och TV-lagen 5 kap.	BCCSA Code Cl. 16-18
DE	MStV §26	ICASA Act + BCCSA Code
NO	NRK-vedtektene §6	Broadcasting Act s. 10 (Editorial Independence)



APPENDIX 2: SCIENTIFIC REFERENCES

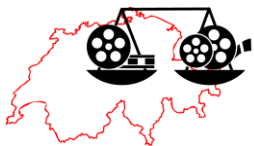
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SVFAB Working Papers

- 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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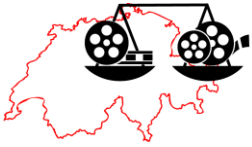
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Unbalanced Reporting is the response to the halving initiative in Switzerland: Manipulation techniques are explained in detail, starting with the selection of staff and sources. Then 15 principles are explained: omission, framing, temporal framing, guilt by association, emotionalisation, context removal and many more, illustrated with numerous examples. Additionally, it becomes apparent where we ourselves apply these techniques – fostering not only awareness but also empathy.

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

Those who don't know this deliver material. Good quotes that get cut wrong. Correct statements that end up in the wrong context. Honest answers framed as confessions.

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

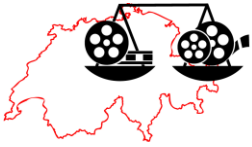
For politicians, activists, entrepreneurs, whistleblowers – for everyone who is in the public eye and wants to understand how the game works. So they stop playing along – and start shaping it.

In A5 format. Direct. For preparation, reference, follow-up and when difficulties arise



You think you see the world. In Wirklichkeit siehst du den Rahmen, den jemand um sie gelegt hat. Framing ist die älteste und eleganteste Manipulationstechnik der world. Sie verändert nicht die Fakten – sie verändert, was wir aus den Fakten machen. Wie wir fühlen. Was wir glauben. Wie wir entscheiden. Und sie funktioniert – weil wir alle mitmachen. Täglich. Unbewusst. Auch du. Dieses Buch ist kein trockenes Lehrbuch. Es ist ein Übungsbuch – spielerisch, direkt, voller Beispiele aus dem echten Leben. Du lernst nicht nur, wie andere dich framen. Du lernst, wie du selbst framest – und wie du es bewusst und fair einsetzen kannst.

Because whoever understands framing sees the world more clearly. Hears news differently. Conducts conversations more confidently. And no longer so easily accepts a frame chosen by someone else.



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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 file a complaint. There is even an authority for this: the UBI, the Independent Complaints Authority for Radio and Television.

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

This analysis exposes the system – factual, precise, without polemics. Procedures, personnel, powers, costs, statistics, legal recourse. And the constitutional review showing: the UBI system meets none of the three fundamental criteria – it is not proportionate, not separated by powers, not market-based.

The authority supposed to protect citizens primarily protects the system it should be overseeing.

Essential reading for anyone considering a complaint – and for anyone who wants to understand why genuine media oversight in Switzerland is still pending.