



SABC DETAILED ANALYSIS

20260212_SONA 2026 / DA leader John Steenhuisen reacts to Ramaphosa's address.en

Broadcast: SABC-Sendung | Analyzed: 2026-05-25 10:30

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OVERALL SCORE

4.5/10

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)

5.2 / 10

Steenhuisen is a politician and party leader appearing in his ministerial capacity. He is not a veterinarian, agricultural scientist, or independent policy analyst. His expertise is political and administrative, not technical. He has a direct institutional interest in presenting the rollout as competent and well-managed, as it reflects on DA governance performance within the GNU.

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

> METHODOLOGICAL NOTE — K11+K8 (Trigger Event Documentation):

> Asymmetry in moderator behaviour (K12) and selective outrage (K8) can only be established where a comparable trigger event exists without an analogous reaction toward other guests or positions. Where no second guest or comparable trigger is present in the transcript, asymmetry findings are marked "not demonstrable on available evidence" and scored accordingly.

South Africa is governed since June 2024 by a Government of National Unity (GNU), a broad coalition formed after the ANC lost its 30-year parliamentary majority in the 29 May 2024 general elections. The GNU is led by President Cyril Ramaphosa (ANC) and includes ten parties holding a combined 287 of 400 National Assembly seats. The two largest GNU partners — the ANC (159 seats, 39.8%) and the DA (87 seats, 21.8%) — are historically ideological rivals now governing together. The main opposition outside the GNU consists of MK (58 seats, 14.6%), EFF (39 seats, 9.5%), ActionSA (6 seats), and ACDP (3 seats).

Party	CHES L-R (est.)	Seats	Gov/Opposition	Core Position
EFF	1.5	39	Opposition	Far-left; land expropriation, nationalisation
PAC	2.0	1	Opposition	Left-wing Pan-Africanism
MK	3.0	58	Opposition	Left-populist; Zuma personality cult
ANC	4.0	159	GNU (lead)	Centre-left; developmental state
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 constitutionalism
ActionSA	6.5	6	Opposition	Centre-right; anti-immigration
IFP	6.5	17	GNU	Right-wing; Zulu nationalist, traditional values
PA	7.0	9	GNU	Right-wing populist; anti-immigration
ACDP	7.5	3	Opposition	Right-wing Christian conservative
FF+	8.0	6	GNU	Right-wing; Afrikaner interest

The ANC–DA coalition is historically unprecedented and structurally fragile: the two parties hold diametrically opposed positions on land reform, affirmative action, and state ownership. MK and EFF represent a radical populist challenge from the left, contesting the GNU's legitimacy and demanding accelerated redistribution. The legacy of state capture under Zuma — documented by the Zondo Commission — continues to shape accountability debates, with SABC itself having been a captured institution during the Motsoeneng era (2012–2016). Agricultural policy, including foot-and-mouth disease (FMD) management, sits at the intersection of land reform politics, rural livelihoods, and export economics, making it politically sensitive across the left-right spectrum.



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The SABC is South Africa's public broadcaster, mandated under the Broadcasting Act 4 of 1999 and its own Charter to provide impartial, fair, and accurate news and public affairs programming in the public interest. The BCCSA Code (Clauses 16 and 18) requires truthful, balanced reporting and the presentation of opposing views on controversial matters of public importance. SABC's history of political capture under the Motsoeneng era means its editorial independence remains a live political and legal question, with ongoing scrutiny from civil society, Parliament, and the courts.



CHAPTER 1 — PARTY-POLITICAL BIAS

Party Representation Accuracy

Party	Score (-5..+5)	Broadcast Representation vs. Party Programme Position
ANC	0	Not mentioned. Programme position on agricultural support and land reform: not addressed. Score: 0 (absent)
DA	+2	00:23–01:17 — Steenhuisen presents DA/GNU agriculture ministry's FMD vaccine rollout plan in detail. DA's programme position on public-private partnerships and market-oriented solutions is accurately reflected ("big public private partnership"). No distortion detected. Score: +2 (partially represented, accurate as far as it goes, but limited to one policy area)
MK	0	Not mentioned. Score: 0 (absent)
EFF	0	Not mentioned. Score: 0 (absent)
IFP	0	Not mentioned. Score: 0 (absent)
PA	0	Not mentioned. Score: 0 (absent)
FF+	0	Not mentioned. Score: 0 (absent)
ActionSA	0	Not mentioned. Score: 0 (absent)

Party Bias Summary

- Most Accurate Representation: DA (Score +2) — Steenhuisen's policy position on public-private vaccine rollout is presented without distortion.
- Strongest Distortion: N/A — No party's positions are actively misrepresented; the segment is too brief and single-source to generate active distortion.
- Average Deviation from 0: 0.25 (across 8 parties; only one party present)
- Finding: The segment features exclusively one GNU coalition partner (DA) in a ministerial capacity. No opposition parties, no ANC perspective, no alternative agricultural policy voices are present. This is not active distortion but structural omission — the broadcast presents a single party's ministerial narrative without challenge or contextualisation.



CHAPTER 2 — BROADCAST INFORMATION AND THEMATIC FRAMING

Broadcast Data

- Title: Unidentified SABC news/public affairs segment (post-presidential speech analysis)
- Date: Not specified in transcript (filename not provided)
- Estimated Length: Approximately 1 minute 17 seconds (transcript covers 00:00–01:17)
- Presenter/Reporter: Unidentified SABC anchor/interviewer
- Interviewees:

Actors	Function	Party/Affiliation	Political Spectrum
John Steenhuisen	DA Leader; Minister of Agriculture, Land Reform and Rural Development (GNU)	DA	Centre-right (CHES est. 6.0)

Main Topic

A brief ministerial interview with DA leader John Steenhuisen on the South African government's foot-and-mouth disease (FMD) vaccine procurement and rollout strategy, framed as an unpacking of the President's speech.

World-Knowledge Context

Foot-and-mouth disease is a highly contagious viral disease affecting cloven-hoofed livestock. South Africa has experienced recurring FMD outbreaks, particularly in Limpopo and KwaZulu-Natal, with severe consequences for beef exports (South Africa's access to EU and other premium markets depends on FMD-free status). The 2024–2025 outbreak prompted a national response. The vaccine rollout involves complex logistics: cold chain management, private veterinarian networks, communal vs. commercial farmer access, and international procurement. The political dimension is significant: agriculture ministry is held by the DA (Steenhuisen) under the GNU, making FMD management a test case for DA governance competence. Communal farmers — predominantly Black, in former homeland areas — are disproportionately affected and have historically had less access to veterinary services. The public-private partnership model favoured by the DA raises equity questions about whether communal farmers will be adequately served.



CHAPTER 3 — 15 CRITERIA: DETAILED ANALYSIS

Hard Facts — 9 techniques that are countable and scientifically verifiable

1. EXPERT SELECTION									7/10
1	2	3	4	5	6	7	8	9	10

Expert 1: John Steenhuisen — DA Leader and Minister of Agriculture, Land Reform and Rural Development

Timestamp: 00:00–01:17

Statement: "We are procuring now millions of vaccines. We've got three different suppliers internationally that are shipping vaccines... The goal is by the end of this year to vaccinate 80% of the targeted herds and to reduce the incidence of foot-and-mouth disease by 70%."

Classification: Steenhuisen is a politician and party leader appearing in his ministerial capacity. He is not a veterinarian, agricultural scientist, or independent policy analyst. His expertise is political and administrative, not technical. He has a direct institutional interest in presenting the rollout as competent and well-managed, as it reflects on DA governance performance within the GNU.

Missing Counter-Voice: An independent veterinary epidemiologist or agricultural scientist would have been the appropriate expert to validate or challenge the stated targets and procurement strategy.

Source Depth Check:

(a) FUNDING: Steenhuisen is funded as a public official (ministerial salary, state resources) and as DA party leader (party funding, including public party funding allocation). His institutional interest is in demonstrating DA ministerial competence.

(b) MANDATE: His mandate as minister is to implement government policy — not to provide neutral expert assessment. His mandate is structurally incompatible with independent evaluation of the same policy he is responsible for.

Dimension	Score	Reasoning
D1 Conflict of Interest	-2	Direct institutional interest: rollout success = DA political credit
D2 Personal Risk	-1	Moderate risk: public targets create accountability, but political framing limits personal exposure
D3 Subject Competence	0	Political/administrative competence; no veterinary or agricultural science qualification
D4 Opinion Consistency	+1	DA has consistently advocated public-private partnerships; position is consistent with party programme
D5 Emotionalisation vs. Data	+1	Largely data-referenced (specific numbers, suppliers, timelines); not primarily emotional



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D6 Source Level	-1	Secondary source: reports on procurement process he oversees; no independent primary data cited
TOTAL	-2	

SOURCE TRAFFIC LIGHT: YELLOW (-4 to +4 range; score -2)

(c) PROFESSIONAL EXPERTISE: The broadcast introduces Steenhuisen as minister without noting his simultaneous role as DA party leader or his institutional interest in presenting the rollout favourably. The framing treats his ministerial statement as authoritative fact rather than as one interested party's account requiring independent verification. This constitutes Technique 2 (Source Selection bias): a structurally partisan source is presented as a neutral expert authority.

Missing Expert Groups:

- Independent veterinary epidemiologist (FMD technical assessment)
- Agricultural economist (cost-benefit, export impact)
- Communal farmer representative (equity and access)

Summary (Matrix Result):

- Steenhuisen: YELLOW (-2/12) — Significant conflict of interest; political rather than technical expertise; presented without disclosure of institutional interest. The broadcast relies exclusively on a single interested party as its sole expert, with no independent validation of the stated targets or procurement claims.



2. SOURCE SELECTION

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Claims without primary source = penalty points (rumour check)

Source 1: John Steenhuisen (ministerial statement)

Timestamp

00:23–01:17 — Statement: *“We've got three different suppliers internationally that are shipping vaccines... excellent vaccines... from Argentina, from Turkey, from Botswana but also our own locally produced vaccines...”*

(a) Funding and Governance: State-funded in ministerial capacity; DA party-funded as party leader. Both funding streams create institutional interest in positive presentation of the rollout.

(b) Structural Conflict of Interest: Steenhuisen is simultaneously the political head of the ministry responsible for the rollout and the leader of the party whose governance competence is being assessed. He benefits politically from a positive narrative. There is no independent source to corroborate or challenge his claims about supplier contracts, delivery timelines, or the scientific heat map.

(c) Missing Counter-Source: No independent source is cited to verify: (i) that the three international suppliers have confirmed delivery schedules; (ii) that the "scientific heat map" exists and is methodologically sound; (iii) that the 80%/70% targets are achievable; (iv) that locally produced vaccines have passed field-readiness testing.

Rumour Check (Penalty Points):

No explicit rumour markers ("allegedly," "reportedly," "sources say") are used. However, forward-looking claims presented as near-certainties without cited evidence function similarly:

Unverified Claim 1:

Timestamp: 00:30–00:32

Claim: "The first one of a million is in going to arrive in the next 5 to 7 days"

Marker: None explicit, but this is an unverified future claim presented as fact.

Primary source: None cited (no supplier contract reference, no official procurement document).

Penalty point: +1

Unverified Claim 2:

Timestamp: 00:57–01:04

Claim: "The goal is by the end of this year to vaccinate 80% of the targeted herds and to reduce the incidence of foot-and-mouth disease by 70%."

Marker: "The goal is" — aspirational framing presented without scientific basis or independent validation.

Primary source: None cited.

Penalty point: +1

Base score: 5/10 + 2 penalty points = 7/10

Summary: The broadcast relies on a single, structurally interested source with no independent corroboration. Two forward-looking claims are presented as near-facts without cited primary sources, inflating the apparent certainty of the ministerial narrative.



3. AIRTIME DISTRIBUTION

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Estimated speaking time:

- John Steenhuisen (DA/Minister): approximately 55 seconds (71%)
- Interviewer/Anchor: approximately 22 seconds (29%)
- Alternative positions: 0 seconds (0%)

Summary: The airtime distribution is structurally one-sided by design — this is a single-guest ministerial interview. Within that format, the distribution between interviewer and guest is broadly normal. The score of 3 reflects not internal asymmetry between guests (there is only one) but the structural absence of any alternative voice, which is a format-level editorial choice. A score of 0 is not warranted because single-guest interviews are a recognised broadcast format; however, the absence of any balancing segment or counter-perspective in the available transcript is noted.



4. SELECTIVE OMISSION								8/10	
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Omission 1:									
Context									
The equity dimension of the FMD vaccine rollout — specifically, whether communal farmers in former homeland areas (Limpopo, KwaZulu-Natal) will have equal access to private veterinary services under the public-private partnership model.									
Relevant at: 00:36–00:43 — "it will obviously be a process that involves the private veterinarians, animal health technicians. We don't have the capacity at state level to roll it out ourselves"									
Effect									
The acknowledgement that state capacity is insufficient, combined with reliance on private veterinarians, raises an unaddressed equity question: communal farmers in high-risk areas have historically had the least access to private veterinary services. The omission of this dimension allows the public-private partnership to appear as a neutral logistical solution rather than a potentially inequitable one.									

Omission 2:									
Context									
The export market stakes of the FMD outbreak — South Africa's access to EU and other premium beef export markets depends on FMD-free status. This is the primary economic driver of the policy urgency.									
Relevant at: 00:00–01:17 (throughout)									
Effect									
Without this context, the audience cannot assess why the 80%/70% targets matter economically, or who bears the cost of export market loss during the outbreak. The omission depoliticises what is in fact a high-stakes economic and trade policy issue.									

Omission 3:									
Context									
The source and scientific basis of the "heat map" used to prioritise vaccine distribution.									
Relevant at: 00:51–00:55 — "based on the scientific heat map that our task team has developed"									
Effect									
The heat map is presented as a legitimising scientific tool without any information about who developed it, what data it uses, or whether it has been independently validated. The omission prevents the audience from assessing whether the prioritisation methodology is sound or politically influenced.									

Summary: Three significant omissions collectively prevent the audience from assessing the equity, economic, and scientific dimensions of the rollout. The broadcast presents a ministerial narrative stripped of the contextual information necessary for independent public evaluation, which is inconsistent with the SABC's public interest mandate.

Missing Voices

- Independent veterinary scientist: Would have assessed whether the 80%/70% targets are scientifically achievable within the stated timeframe.



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- Communal farmer representative (e.g., NAFU — National African Farmers' Union): Would have raised equity and access concerns for smallholder and communal farmers in high-risk areas.
- Agri SA or Red Meat Producers' Organisation spokesperson: Would have provided commercial farmer assessment of the procurement and distribution plan.
- Opposition agriculture spokesperson (EFF or MK): Would have provided political accountability perspective on the DA-led ministry's performance.
- Provincial agriculture MEC (e.g., Limpopo or KwaZulu-Natal): Would have addressed on-the-ground implementation capacity and challenges.
- Export market analyst or Meat Board representative: Would have contextualised the economic stakes of the FMD outbreak for South Africa's livestock export industry.
- Animal health technician or private veterinarian: Would have provided ground-level assessment of whether the public-private partnership model is operationally feasible.
- Treasury or budget analyst: Would have addressed the financial sustainability and cost-sharing arrangements of the vaccine procurement programme.



5. NUMERICAL MANIPULATION

5/10

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

Finding 1:

Timestamp 00:57–01:04

Number: "vaccinate 80% of the targeted herds and to reduce the incidence of foot-and-mouth disease by 70%"

Dimensions assessed:

- (a) Absolute value: "80% of targeted herds" — the absolute number of herds is not given; "targeted herds" is undefined (what is the denominator?)
- (b) Proportion: 80% of an undefined target population; 70% reduction from an unstated baseline incidence rate
- (c) Trend: No historical FMD incidence data provided; no comparison to previous outbreak responses

Missing context

The baseline incidence rate from which a 70% reduction is calculated is not stated. The definition of "targeted herds" (commercial only? communal included?) is not provided. No comparison to international benchmarks or previous South African FMD campaigns is offered.

Effect

The figures create an impression of scientific precision and ambitious but achievable targets without providing the denominators or baselines necessary to evaluate them. A 70% reduction from a very high baseline is very different from a 70% reduction from a moderate one.

Finding 2:

Timestamp 00:23–00:32

Number: "millions of vaccines... The first one of a million is in going to arrive in the next 5 to 7 days"

Dimensions assessed:

- (a) Absolute value: "millions" (unspecified total); "one million" (first delivery)
- (b) Proportion: No information on total herd size requiring vaccination; cannot assess whether "millions" is sufficient
- (c) Trend: No information on procurement timeline for subsequent deliveries

Missing context

Total vaccine requirement is not stated. Whether "millions" covers the full 80% target is not addressed.

Effect

"Millions of vaccines" sounds substantial but cannot be evaluated without knowing the total requirement.

Summary: The broadcast uses specific-sounding numerical targets (80%, 70%, millions) without providing the denominators, baselines, or comparative data necessary for independent assessment. The figures function rhetorically to convey competence and ambition rather than analytically to enable public scrutiny.



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6. GUILT BY ASSOCIATION

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No guilt-by-association technique is employed in this segment. No person or position is discredited through association with negative groups, ideologies, or individuals. No one is labelled a "conspiracy theorist" or similar.

Summary: No guilt-by-association technique detected. Score: 0/10.



7. TIMING

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Finding 1:

Position: 00:00–00:09 (opening)

Content: "the DA leader and agriculture minister John Steenhuisen will now join me to unpack the president's speech starting in his capacity as the minister of agriculture"

Timing Effect: The segment opens by framing Steenhuisen first as "DA leader" and then as "agriculture minister." This dual identification at the outset establishes him as both a political actor and a governmental authority simultaneously. However, the subsequent interview treats him exclusively in his ministerial capacity, without returning to the political dimension. The opening identification of his party role is not followed through analytically — it functions as a disclosure that is then effectively dropped, allowing the political actor to speak as a neutral minister for the remainder of the segment.

Finding 2:

Position: 01:09–01:17 (closing)

Content: "excellent vaccines from Argentina, from Turkey, from Botswana but also our own locally produced vaccines that for the first time are going to be rolled out in the field"

Timing Effect: The segment ends on a strongly positive note — "excellent vaccines" and the historic milestone of locally produced vaccines being deployed for the first time. Closing on this upbeat, nationally resonant note (local production as achievement) leaves the audience with a positive final impression. No critical question or contextualising caveat is placed at the end to balance this closing message.

Summary: The opening dual-identification of Steenhuisen as party leader and minister is not analytically followed through, effectively laundering his political identity into ministerial authority. The closing emphasis on "excellent vaccines" and local production milestone creates a positive final impression without critical counterweight.



8. SELECTIVE OUTRAGE

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

Methodological Principle (K11+K8): Before any assessment, the trigger event must be documented. A reaction can only be assessed as selective if comparable triggers from other positions produced no analogous reaction.

Assessment:

No expressions of outrage, indignation, or emotional reaction are detectable in the available transcript from either the interviewer or the interviewee. The segment is conducted in a neutral, informational register throughout.

Trigger Event Documentation:

No trigger event producing an outrage response is present in the transcript. The K11+K8 methodological requirement for a comparable trigger without analogous reaction cannot be satisfied because no outrage response of any kind is present.

Outrage Intensity: 0/5

Selectivity: 0/5 (not applicable — no outrage present)

*Summary: No selective outrage detected. The segment is conducted in a uniformly neutral tone. Score: 0/10.
Note: The absence of outrage does not preclude other bias forms; the segment's primary bias vectors are structural (single-source, omission, framing) rather than tonal.*



9. SELECTIVE OMISSION — OVERALL PICTURE

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Finding 1:

Timestamp 00:36–00:43

Missing Perspective/Fact: The equity implications of relying on private veterinarians for rollout in communal farming areas.

Relevance: Communal farmers in former homeland areas (Limpopo, KwaZulu-Natal) are among the most FMD-vulnerable and have the least access to private veterinary services. The public-private partnership model may systematically disadvantage them.

Impact

The omission allows the rollout plan to appear universally accessible when it may in practice favour commercial farmers with existing private vet relationships.

Finding 2:

Timestamp 00:51–00:55

Missing Perspective/Fact: The methodology, data sources, and independent validation of the "scientific heat map."

Relevance: The heat map is the stated basis for vaccine distribution prioritisation. Its scientific credibility is central to the plan's legitimacy.

Impact

Presenting the heat map as a legitimising tool without any information about its methodology or validation allows an unverified claim to function as scientific authority.

Finding 3:

Timestamp 00:00–01:17 (throughout)

Missing Perspective/Fact: Export market context — South Africa's FMD-free status and its implications for beef export access to the EU and other premium markets.

Relevance: The economic urgency of the FMD response is primarily driven by export market access. Without this context, the audience cannot understand why the stated targets matter or who bears the economic cost of the outbreak.

Impact

The omission depoliticises and de-economises what is a high-stakes trade and agricultural policy issue, reducing it to a logistics narrative.

Summary: The broadcast omits three categories of information — equity, scientific methodology, and economic context — that are essential for the audience to evaluate the ministerial narrative independently. The result is a structurally incomplete account that serves the interests of the presenting minister rather than the public interest mandate of the SABC.

Share of covered perspectives

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

[A] Government/ministerial perspective on vaccine procurement logistics and targets

[B] Independent veterinary or agricultural science expert assessment of the rollout plan's feasibility

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[C] Communal farmer perspective: access, affordability, and equity of the rollout

[D] Commercial farmer/agribusiness perspective (e.g., Agri SA, TAU SA)

[E] Opposition party critique of the rollout plan (EFF, MK, ANC internal voices)

[F] Export industry perspective: impact of FMD on beef/livestock export markets

[G] Provincial government perspective: implementation capacity at provincial level

[H] Animal health technician/private veterinarian perspective on capacity constraints

[I] Financial/cost perspective: who bears the cost of vaccines and administration?

[J] Historical context: previous FMD outbreaks and lessons learned

Assessment: Was Each Perspective Addressed?

[A] ADDRESSED

Timestamp: 00:23–01:17 — Quote: "We are procuring now millions of vaccines. We've got three different suppliers internationally..." — Assessment: The ministerial/government perspective is the sole perspective presented; it is addressed in detail.

[B] OMITTED

Timestamp: N/A — No independent veterinary or scientific expert is consulted. The minister's targets (80% herd vaccination, 70% incidence reduction) are presented without independent scientific validation.

[C] OMITTED

Timestamp: N/A — Communal farmers, who are disproportionately affected by FMD and face the greatest access barriers to private veterinary services, are entirely absent from the segment.

[D] OMITTED

Timestamp: N/A — No commercial farmer organisation (Agri SA, TAU SA, Red Meat Producers' Organisation) is consulted for an independent assessment of the rollout.

[E] OMITTED

Timestamp: N/A — No opposition party response to the ministerial announcement is included.

[F] OMITTED

Timestamp: N/A — The export market implications of FMD — a primary economic driver of the policy urgency — are not discussed.

[G] OMITTED

Timestamp: N/A — Provincial implementation capacity, a known constraint in FMD management, is not addressed.

[H] PARTIALLY ADDRESSED

Timestamp: 00:36–00:43 — Quote: "it will obviously be a process that involves the private veterinarians, animal health technicians. We don't have the capacity at state level to roll it out ourselves" — Assessment: The role of private veterinarians is acknowledged but their perspective is not sought; the capacity constraint is mentioned but not interrogated.

[I] OMITTED

Timestamp: N/A — Cost allocation between state, private sector, and farmers is not addressed.

[J] OMITTED

Timestamp: N/A — No historical context on previous FMD outbreaks or past rollout failures is provided.



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Completeness Score: 2/10

Reasoning: Only one of ten relevant perspectives (the ministerial/government view) is substantively addressed. A second perspective (private veterinarian capacity) is briefly mentioned but not independently represented. The segment functions as a ministerial press statement rather than a journalistically balanced account. Eight of ten identified perspectives are entirely absent, leaving the audience with no basis for independent assessment of the rollout plan's credibility or equity implications.



Soft Facts — 6 qualitative techniques

10. FRAMING

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Finding 1:

Timestamp	00:00–00:09
Quote	<i>**John Steenhuisen will now join me to unpack the president's speech starting in his capacity as the minister of agriculture**</i>
Manipulation	The framing positions Steenhuisen as the authoritative interpreter of the President's speech on agriculture. This is a significant framing choice: the DA leader — not an ANC minister, not an independent analyst, not the President's own spokesperson — is designated as the person who will "unpack" the President's address. This implicitly positions the DA as the competent governing force on agriculture, even though the ANC leads the GNU.
Why problematic	The framing grants the DA leader interpretive authority over an ANC president's speech, reinforcing a narrative of DA governance competence without acknowledging the coalition context or the ANC's own agricultural policy positions.

Finding 2:

Timestamp	00:43–00:46
Quote	<i>**it's going to be a big public private partnership out there**</i>
Manipulation	The public-private partnership model is framed as the self-evident, pragmatic solution to state capacity constraints. The framing presents this as a logistical necessity rather than an ideological choice.
Why problematic	Public-private partnership in agricultural services is a contested policy choice with equity implications. The DA's ideological preference for private sector delivery is presented as neutral problem-solving rather than as a political position that could be challenged by those who favour strengthened public veterinary services.

Finding 3:

Timestamp	01:06–01:09
Quote	<i>**We're confident now that we have the vaccines**</i>
Manipulation	The use of "confident" frames the rollout as a resolved problem rather than an ongoing challenge. Confidence is an emotional and political register, not an evidential one.
Why problematic	Presenting ministerial confidence as a substitute for independent verification frames the audience's relationship to the information as one of trust in authority rather than critical evaluation of evidence.



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Summary: The segment is framed throughout as a competence narrative — a minister demonstrating that government has the situation under control. This framing serves the DA's political interests and is inconsistent with the SABC's mandate to provide information that enables independent public scrutiny.

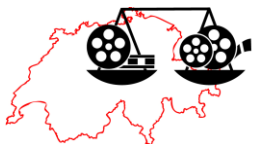


11. WORD CHOICE AND TERMINOLOGY									5/10
1	2	3	4	5	6	7	8	9	10

Finding 1:	
Timestamp	01:09–01:11
Quote	<i>**"excellent vaccines from Argentina, from Turkey, from Botswana"</i>
Manipulation	The adjective "excellent" is an evaluative, promotional term, not a technical descriptor. It is used by the minister without challenge.
Why problematic	The interviewer does not ask on what basis the vaccines are described as "excellent" — what quality standards, what efficacy data, what regulatory approval. The unchallenged use of promotional language allows ministerial marketing to pass as factual description. Neutral alternative: "vaccines sourced from Argentina, Turkey, and Botswana."

Finding 2:	
Timestamp	00:51–00:55
Quote	<i>**"based on the scientific heat map that our task team has developed"</i>
Manipulation	The phrase "scientific heat map" combines a legitimising adjective ("scientific") with a technical-sounding noun ("heat map") to create an impression of rigorous, data-driven decision-making.
Why problematic	The term "scientific" is used as a credential without any information about the methodology, data sources, or peer review of the heat map. The interviewer does not ask what data the heat map uses or who validated it. Neutral alternative: "a distribution map developed by the ministry's task team."

Finding 3:	
Timestamp	00:57–01:04
Quote	<i>**"The goal is by the end of this year to vaccinate 80% of the targeted herds and to reduce the incidence of foot-and-mouth disease by 70%."</i>
Manipulation	"The goal is" presents aspirational targets as near-commitments. The passive construction ("the goal is") distances the minister from personal accountability while still claiming the targets as government policy.
Why problematic	The language does not distinguish between a target, a commitment, a projection, and a guarantee. The interviewer does not ask what happens if the targets are not met, or what the consequences of failure would be for export markets and farmers. Neutral alternative: "We are aiming to vaccinate 80% of targeted herds, though this is subject to logistical and capacity constraints."



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Summary: The broadcast's word choices — "excellent," "scientific," "confident," "goal" — consistently favour a promotional register that serves the minister's political interests. The interviewer does not challenge any of these linguistic choices, allowing ministerial marketing language to pass as factual reporting.



12. MODERATION BEHAVIOUR

3/10

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Methodological Principle (K11+K8): Before any assessment, the trigger event must be documented. An intervention can only be assessed as asymmetric if comparable triggers from other guests produced no analogous intervention.

Finding 1:

Timestamp 00:10–00:22

Trigger Event: The interviewer asks about the vaccine rollout process and timeline — a broad, open-ended question.

Interviewer Quote: "The rollout of the millions of vaccine shots for the heads of animals, how does that process going to be unfolding and for how long is it going to take?"

Comparison

There is only one guest in this segment. The K11+K8 requirement for a comparable trigger with a different guest cannot be satisfied.

Asymmetry: Not demonstrable on available evidence — single-guest format prevents cross-guest comparison.

Assessment within single-guest format:

The question is open and soft — it invites the minister to explain his plan without challenge. No follow-up questions are visible in the transcript. The minister's unverified claims (delivery timelines, targets, vaccine quality) are not challenged. However, because there is only one guest, it is not possible to establish that harder questions would have been asked of a different guest on the same topic.

Summary: The moderation is soft and unchallenging within the single-guest format, but asymmetry in the K11+K8 sense cannot be established without a second guest for comparison. The score of 3 reflects the absence of any critical follow-up questioning, which is a moderation quality issue independent of asymmetry.



13. QUESTION ASYMMETRY

3/10

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Assessment:

Only one question is visible in the transcript, directed to one guest. Cross-guest question asymmetry cannot be assessed.

Single-question analysis:

Timestamp: 00:10–00:22

Question to Steenhuisen: "The rollout of the millions of vaccine shots for the heads of animals, how does that process go to be unfolding and for how long is it going to take?"

Classification: Soft/neutral — open-ended, invites explanation, contains no challenge, no reference to potential problems, no accountability dimension.

Missing questions that would have been appropriate:

- "Minister, communal farmers in Limpopo have historically had limited access to private veterinary services — how will the public-private partnership model ensure they are not left behind?"
- "What happens to South Africa's beef export access if the 80% target is not met by year-end?"
- "Can you tell us who validated the scientific heat map and what data it is based on?"
- "What are the consequences if the first million vaccines do not arrive within the stated 5–7 days?"

Summary: The single question asked is open and soft, inviting a promotional ministerial response without accountability challenge. Cross-guest asymmetry cannot be established in a single-guest format, but the question quality is below the standard expected for a public broadcaster interviewing a minister on a matter of significant public interest.



14. FALSE BALANCE

1/10

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Assessment:

This segment does not attempt to create false balance — it makes no pretence of presenting multiple perspectives. It is a single-source ministerial interview. False balance (the artificial equivalencing of unequal positions) is not the operative technique here; the operative technique is the absence of balance altogether.

The score of 1 (rather than 0) reflects one minor instance: the brief mention of "our own locally produced vaccines" alongside international suppliers creates a superficial impression of domestic capability that is not interrogated (are the locally produced vaccines at the same stage of readiness as the international ones?).

Summary: False balance is not the primary bias mechanism in this segment. The segment does not pretend to balance — it simply does not balance. Score: 1/10.



15. AGENDA-SETTING

7/10

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Finding 1:

Agenda Element Set: The public-private partnership model for vaccine rollout is treated as the self-evident, only viable solution.

Timestamp

00:36–00:46 — Quote: *“We don't have the capacity at state level to roll it out ourselves and so it's going to be a big public private partnership out there.”*

Alternative Agenda: The question of whether state veterinary capacity should be rebuilt as a long-term solution — rather than permanently outsourced to private providers — does not reach the agenda. The structural underfunding of state veterinary services, which created the capacity gap in the first place, is not addressed.

Finding 2:

Agenda Element Set: The FMD response is framed as a technical logistics problem (procurement, distribution, targets) rather than a political accountability problem.

Timestamp

00:00–01:17 (throughout)

Alternative Agenda: Questions of ministerial accountability — why was South Africa not better prepared, what was the timeline of the outbreak response, what was the cost to farmers during the delay — do not reach the agenda. The broadcast accepts the minister's framing of the situation as one of active, competent response rather than examining the conditions that led to the crisis.

Summary: The broadcast's agenda-setting function operates in two directions: it normalises private-sector delivery as the default solution to state capacity constraints, and it frames the FMD response as a competence story rather than an accountability story. Both agenda choices serve the interests of the presenting minister and are inconsistent with the SABC's public interest mandate.



CHAPTER 4 — OVERALL EVALUATION

Results

- HARD FACTS SCORE (Average Criteria 1–9): 4.7 / 10
- SOFT FACTS SCORE (Average Criteria 10–15): 4.2 / 10

Dominant Techniques

- 1. Omission / Selective Omission (Score 8):** The broadcast systematically omits three categories of information — equity implications of the public-private partnership model, the scientific methodology of the heat map, and the export market economic context — that are essential for independent public evaluation. This omission pattern consistently serves the interests of the presenting minister and is the broadcast's primary bias mechanism.
- 2. Expert/Source Selection (Score 7):** The broadcast relies exclusively on a single, structurally interested source — the responsible minister and DA party leader — without any independent expert, counter-voice, or corroborating source. The source's institutional conflict of interest is not disclosed, and his promotional claims are not subjected to independent verification.
- 3. Agenda-Setting (Score 7):** The broadcast normalises the public-private partnership model as the self-evident solution to state capacity constraints, and frames the FMD response as a competence story rather than an accountability story. Both agenda choices reflect DA ideological positioning and prevent the audience from engaging with the structural and political dimensions of the issue.

Core Messages of the Broadcast

****MESSAGE 1 (SUBSTANTIVE):** "The South African government has the FMD crisis under control, with a scientifically grounded, well-resourced vaccine rollout plan that will achieve ambitious targets by year-end."

Technique: Framing + Word Choice + Agenda-Setting — Belege: 00:51–00:55, 00:57–01:04, 01:06–01:09

****MESSAGE 2 (PERSONAL):** "John Steenhuisen is a competent, data-driven minister who is delivering on his portfolio."

Technique: Expert Selection + Source Selection + Moderation Behaviour — Belege: 00:00–00:09, 00:23–01:17

****MESSAGE 3 (SOCIETAL):** "Private sector partnership is the pragmatic, modern solution to government service delivery challenges."

Technique: Framing + Agenda-Setting + Omission — Belege: 00:36–00:46, 00:43–00:46

Manipulation Degree Classification

- Mild tendency (3–4) (Overall score: 4.5 — borderline)

Reasoning: The overall score of 4.5 places this broadcast at the upper boundary of "mild tendency," approaching "clear one-sidedness." The segment does not employ active disinformation, emotional manipulation, or guilt-by-association techniques. However, it fails the Broadcasting Act s. 6 standard of impartiality and balance through structural means: exclusive reliance on a single interested-party source, systematic omission of equity and accountability dimensions, and framing that serves the presenting minister's political interests. The absence of any independent expert, counter-voice, or critical follow-up question is not consistent with the "highest standards of journalism" required by the SABC Charter. The mild-to-moderate score reflects the segment's brevity (77 seconds) and the absence of active manipulation techniques, but the structural bias is clear and documentable.

CONCLUSION

This 77-second SABC segment presents an uncontested ministerial statement by DA leader and Agriculture Minister John Steenhuisen on the government's FMD vaccine rollout, without independent expert validation, counter-perspective, or critical follow-up questioning. The broadcast's primary bias mechanisms are structural — omission, single-source reliance, and agenda-setting — rather than active manipulation. The segment fails to meet the Broadcasting Act s. 6 and BCCSA Code Clause 16 standards of fairness, balance, and impartiality: it presents one interested party's account of a contested policy matter as authoritative fact, omits information essential for independent public evaluation (equity implications, scientific methodology, export context), and frames a politically



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charged policy choice (public-private partnership) as neutral pragmatism. While the segment's brevity limits the severity of the finding, the structural pattern — a public broadcaster providing uncontested promotional airtime to a governing party minister — is inconsistent with the SABC's public interest mandate and its obligation under the Broadcasting Act to serve all South Africans, including those whose interests (communal farmers, opposition parties, export-dependent industries) are not represented in this segment.



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	AIRTIME DISTRIBUTION	3/10	<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	0/10	<i>Unremarkable</i>
7	TIMING	4/10	<i>Slight imbalance</i>
8	SELECTIVE OUTRAGE	0/10	<i>Unremarkable</i>
9	SELECTIVE OMISSION — OVERALL PICTURE	8/10	<i>Pronounced imbalance</i>
10	FRAMING	6/10	<i>Significant imbalance</i>
11	WORD CHOICE AND TERMINOLOGY	5/10	<i>Significant imbalance</i>
12	MODERATION BEHAVIOUR	3/10	<i>Slight imbalance</i>
13	QUESTION ASYMMETRY	3/10	<i>Slight imbalance</i>
14	FALSE BALANCE	1/10	<i>Unremarkable</i>
15	AGENDA-SETTING	7/10	<i>Pronounced imbalance</i>

HARD FACTS SCORE (1-8)

4.7/10

Significant imbalance

SOFT FACTS SCORE (9-14)

4.2/10

Significant imbalance

OVERALL SCORE

4.5/10

Significant imbalance

Average of Hardfacts and Softfacts



KEY — Score Definitions

Individual Scores per Criterion (0–10)

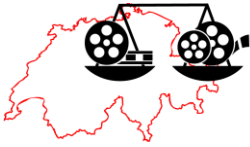
0	No finding	No relevant anomaly detected.
1–2	Weak finding	Minor anomaly without substantial impact on balance.
3–4	Slight to moderate finding	Recognizable tendency; low to moderate impact relevance.
5	Moderate finding with impact	Relevant imbalance affecting the audience's opinion-forming potential.
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: Broadcasting Act s. 6; BCCSA Code Clause 16 (balance and context)

Conduct: The broadcast presents a single ministerial source without independent corroboration, counter-perspective, or contextual information (equity implications, export market stakes, scientific methodology of the heat map) necessary for the audience to evaluate the claims made.

Evidence: Timestamp 00:23–01:17 — Quote: "We are procuring now millions of vaccines... The goal is by the end of this year to vaccinate 80% of the targeted herds and to reduce the incidence of foot-and-mouth disease by 70%... excellent vaccines from Argentina, from Turkey, from Botswana"

Assessment: The broadcast reports ministerial claims as fact without the contextual information required by Clause 16. The audience is given no basis to assess whether the targets are achievable, whether the vaccines are of the quality claimed, or whether the rollout plan addresses the needs of all affected farmers. This falls below the standard of reporting "in the correct context and in a balanced manner."

Violation 2:

Standard: Broadcasting Act s. 6; BCCSA Code Clause 18 (opposing views on controversial issues)

Conduct: The FMD vaccine rollout — including the public-private partnership delivery model, the prioritisation methodology (heat map), and the equity implications for communal farmers — is a matter of public importance on which there are opposing views (from opposition parties, communal farmer organisations, independent scientists, and commercial farmer bodies). None of these opposing views are presented.

Evidence: Timestamp 00:36–00:46 — Quote: "We don't have the capacity at state level to roll it out ourselves and so it's going to be a big public private partnership out there" — The contested policy choice of private-sector delivery is presented without any opposing view.

Assessment: The broadcast fails to present opposing views on a controversial issue of public importance, in violation of Clause 18. The choice of delivery model, the adequacy of the rollout plan, and the equity implications for communal farmers are all matters on which reasonable, informed persons hold opposing views that the SABC was obliged to represent.

Violation 3:

Standard: Broadcasting Act s. 6 (highest standards of journalism; impartiality)

Conduct: The broadcast designates the DA party leader as the authoritative interpreter of the ANC President's speech on agriculture, without acknowledging the political dimension of this framing or seeking the ANC's own account of its agricultural policy.

Evidence: Timestamp 00:00–00:09 — Quote: "the DA leader and agriculture minister John Steenhuisen will now join me to unpack the president's speech starting in his capacity as the minister of agriculture"

Assessment: Granting a coalition partner's party leader exclusive interpretive authority over the head of government's speech, without seeking the governing party's own perspective, does not meet the standard of impartiality required by s. 6. The framing implicitly positions the DA as the competent governing force on agriculture in a manner that is not politically neutral.

Overall Assessment — Broadcasting Act s. 6



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This broadcast segment falls below the standards required by Broadcasting Act s. 6 and BCCSA Code Clauses 16 and 18 in three respects: it fails to provide the contextual information necessary for balanced reporting (Clause 16); it fails to present opposing views on a controversial matter of public importance (Clause 18); and it fails to maintain the impartiality required of a public broadcaster by granting exclusive interpretive authority to a single, politically interested source. The violations are structural rather than deliberate — they arise from a format choice (single-guest ministerial interview without follow-up or counter-perspective) that is common in broadcast journalism but that, applied to a politically charged policy matter without any balancing mechanism, does not meet the SABC's statutory obligations. The segment's brevity (77 seconds) is a mitigating factor in assessing severity, but it does not excuse the structural omissions. A broadcaster seeking to comply with s. 6 would, at minimum, have included an independent expert assessment of the rollout plan, a representative of communal farmer interests, or a brief opposition response — or would have clearly signalled to the audience that the segment represented one party's account of the matter rather than a comprehensive journalistic treatment.



CHAPTER 6 — Source Depth Check

Only one source is cited in this broadcast: John Steenhuisen in his dual capacity as DA leader and Minister of Agriculture.

- 1. FUNDING:** Steenhuisen is funded as a public official (ministerial salary and resources from the national fiscus) and as DA party leader (DA party funding, including public party funding allocation under the Political Party Funding Act). Both funding streams create institutional interest in presenting the FMD rollout as competent and well-managed.
- 2. MANDATE:** As minister, his mandate is to implement and defend government agricultural policy — not to provide neutral expert assessment of that same policy. His mandate is structurally incompatible with independent evaluation.
- 3. CONFLICT OF INTEREST:** Steenhuisen has a direct institutional interest in a positive narrative: (a) as minister, rollout success reflects on his departmental performance; (b) as DA leader, it demonstrates DA governance competence within the GNU; (c) as a politician, it strengthens his party's electoral positioning ahead of future elections. All three interests align in favour of a promotional rather than analytical account.

4. CREDIBILITY MATRIX (Source Traffic Light, 6D -2/+2):

Dimension	Score	Reasoning
D1 Conflict of Interest	-2	Direct triple conflict: ministerial, party, electoral
D2 Personal Risk	-1	Public targets create some accountability risk, but political framing limits personal exposure
D3 Subject Competence	0	Political/administrative competence; no veterinary or agricultural science qualification
D4 Opinion Consistency	+1	DA's public-private partnership preference is consistent with party programme
D5 Emotionalisation vs. Data	+1	Largely data-referenced; not primarily emotional
D6 Source Level	-1	Secondary: reports on process he oversees; no independent primary data cited
TOTAL	-2	

SOURCE TRAFFIC LIGHT: YELLOW (score -2; range -4 to +4)

5. COUNTER-VOICE: Multiple credible counter-voices exist and were not consulted: independent veterinary epidemiologists (e.g., from the University of Pretoria's Faculty of Veterinary Science), communal farmer organisations (NAFU), commercial farmer bodies (Agri SA, Red Meat Producers' Organisation), and opposition agriculture spokespersons. None are cited or referenced.

IMPORTANT NOTE: The broadcast's implicit framing of Steenhuisen as an authoritative expert on FMD management — by virtue of his ministerial title — is a social attribution, not a technical qualification. Ministerial authority is a political and administrative designation; it does not confer veterinary or agricultural science expertise. The SABC's obligation under s. 6 is to seek sources whose expertise matches the technical claims being made, not merely sources whose institutional position grants them political authority to make those claims.



End of Analysis — SABC Broadcast Assessment, Broadcasting Act s. 6

Analysis conducted under methodological framework Version 3.0-detail, K11+K8 trigger event documentation applied throughout.

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.

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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President: Schläpfer, David - **Contact:** kontakt@SVFAB.ch - **Address:** SVFAB, Postfach, CH-8021 Zurich 1



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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

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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.



Schweizerischer Verein für ausgewogene Berichterstattung
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Associazione svizzera per un reporting equilibrato

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.