

EVIDENCE FILE · PUBLIC EDITION

The Wenzu Files



How an “independent voice” covered Labour and the PN, government schemes and his own rules, reel by reel.

Compiled by Miirko Sant

Built 12 October 2026 from 1,153 reels, 802 of them transcribed · Read the method note first

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A note on method

This booklet was produced mostly with AI. The Maltese audio of each reel was transcribed by an AI speech-to-text model (ElevenLabs Scribe). The transcripts were then read, classified and coded by an AI model (Claude, by Anthropic).

Transcript accuracy varies. Maltese automatic transcription makes spelling errors, mishears names, and struggles when people talk over each other or music plays. A quote in this booklet is what the transcript says; the reel itself is the final authority.

The work has been audited several times, by the same AI. Every reel was classified, then re-reviewed month by month, then re-reviewed again in full in the eight-category scheme, and the critical and praising reels were coded a third time stance by stance. The build scripts check every quoted line word for word against the transcript. The audits were not done by a human or by a different AI, so they catch inconsistency, not every error of the shared method.

Watch each reel before quoting it in public. Every quote carries its date and reel number; the reel index at the back lists them all.

What was covered

ITEM	COUNT
Reel links collected from his Facebook page	1,591
Reels up to 10 minutes, downloaded with metadata	1,153
Reels transcribed and classified from the audio	802
Reels classified from title and caption only (non-political content)	351
Reels over 10 minutes, not transcribed	438 (of which 416 are from before Aug 2025 and 17 from the political period, about 4.7 hours)

The 10-minute limit was a rule of the original data collection. The 17 long political-period reels (including a 47-minute Joseph Muscat live and a 51-minute Travel Malta interview) are not in any count in this booklet.

The eight categories

CATEGORY	MEANING
 Gov ad	Promotes a government scheme, entity, project or service like an advert: scheme details, call to action, phone number, how to apply, or a guided showcase.
 Pro-gov	Favourable to the Labour government, Labour, a Labour minister or MP, or a government policy.
 Anti-PN	Attacks, mocks or criticises the PN, its people or its supporters.
 Balanced (favourable)	Favourable to both sides in the same reel, with roughly equal weight.
 Balanced (critical)	Criticises both sides in the same reel, with roughly equal weight.
 Anti-gov	Criticises the Labour government, Labour, a Labour minister or MP, or a policy, even mildly.
 Pro-PN	Favourable to the PN, its leader, MPs, candidates or proposals.

CATEGORY	MEANING
☐ Not political	No clear stance toward either party or the government.

Labour-favourable = Gov ad + Pro-gov + Anti-PN. Labour-critical = Anti-gov + Pro-PN. Balanced counts on neither side. Totals across all 1153 reels: Gov ad 29, Pro-gov 102, Anti-PN 185, Balanced (favourable) 5, Balanced (critical) 23, Anti-gov 45, Pro-PN 17, Not political 747.

What is argued, and what is not

Argued

He sells himself as an independent voice, but he makes campaign content with one party, promotes government schemes without disclosure, treats the two parties by different standards, and breaks the civility rules he preaches.

Not argued

That he likes Labour or voted Labour: that is his right. That he was paid: there is no evidence he was, and the booklet never claims it.

A partisan, not an independent

THE ARGUMENT

Every test gives the same answer. He goes quiet on Labour when the vote is near, treats the two parties by different standards, performs at Labour's congress, sells the government's schemes without a label, insults one side, and makes rules only for his opponents. Liking Labour is his right. Calling that independence is not honest.

PART	THE POINT	KEY NUMBER
1. What he says about himself	His whole brand is 'I am on no side'. Every other part of this file tests that promise against what he actually did.	65 times he says he is on no side
2. The drift	When the vote came near, he stopped criticising Labour on its own: 15 such reels in his first two months, zero in the campaign. A neutral voice gets sharper at election time; a partisan goes quiet.	Campaign: 92 reels for Labour, 0 against the government alone
3. Two standards	He does not only criticise the PN more often; he criticises it differently. Names and ridicule for the PN, 'il-gvern' and a 'but' for Labour. That is a partisan's double standard.	Ridicule in 132 of 245 PN criticisms (54%), 15 of 91 Labour (16%)
4. Campaign production	He made campaign content at Labour's congress with Labour ministers, and 30 of the 31 reels with a politician on camera are with Labour. A commentator puts both sides on camera; he performed for one.	30 of 31 reels with a politician on camera are with Labour
5. Government ads	He sold the government's schemes in 42 reels, in the government's own words, attacked the PN figures who questioned them, and labelled none. That is the government's voice, not an independent one.	42 promo reels, 498,194 views, 0 labels
6. "I never insult"	His civility rule runs one way: 60 insults at PN politicians, 5 at Labour ones. The rule he preaches protects Labour, not everybody.	60 insults at PN politicians, 5 at Labour
7. His own rules	He tells others not to tell people how to vote, then steers his own viewers away from the PN two days before the vote. His rules bind his opponents, not himself.	Same day, 28 May 2026

Not argued: that he likes or votes Labour (his right), or that he was paid (no evidence). The case is that he presents himself as independent while acting as a partisan.

What he says about himself

THE ARGUMENT

Wenzu presents himself as an independent, neutral voice who attacks both sides and never insults anyone. The rest of this booklet tests that claim against his own reels.

65 times he says he is neutral, independent or on no side	48 times he says he never insults anyone	9 times he says nobody scripts him or tells him what to say
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In his own words

“Jiena xogħli I call it out, ma nieżgħux naħa.” My job is to call it out; I don't take a side. 29 Oct 2025 · Watch reel	“Tafu li jiena la naħa u lanqas oħra niġbed.” You know I lean to neither side. (Same reel: "Bullshit" at the PN.) 7 Nov 2025 · Watch reel
“inti taf li jiena indipendenti” You know I am independent. 16 Dec 2025 · Watch reel	“Jiena la għandi ġibda lejn Labour, la għandi ġibda lejn Nazzjonalisti.” I lean neither towards Labour nor towards the Nationalists. 19 Jan 2026 · Watch reel
“Jiena mhux qed inkun partiġġjan.” I am not being partisan. (Same reel: Delia's numbers "make absolutely no sense".) 22 May 2026 · Watch reel	“imma nkun fair, nattakkahom it-tnejn, kemm il-Gvern u kemm l-Oppożizzjoni” But I am fair, I attack both, the Government and the Opposition. (Campaign week 4.) 24 May 2026 · Watch reel
“Malta is not about red or blue.” 5 Jul 2026 · Watch reel	“Hadd ma jiktibli scripts” Nobody writes scripts for me. 14 Jul 2026 · Watch reel

THE POINT

His whole brand is 'I am on no side'. Every other part of this file tests that promise against what he actually did.

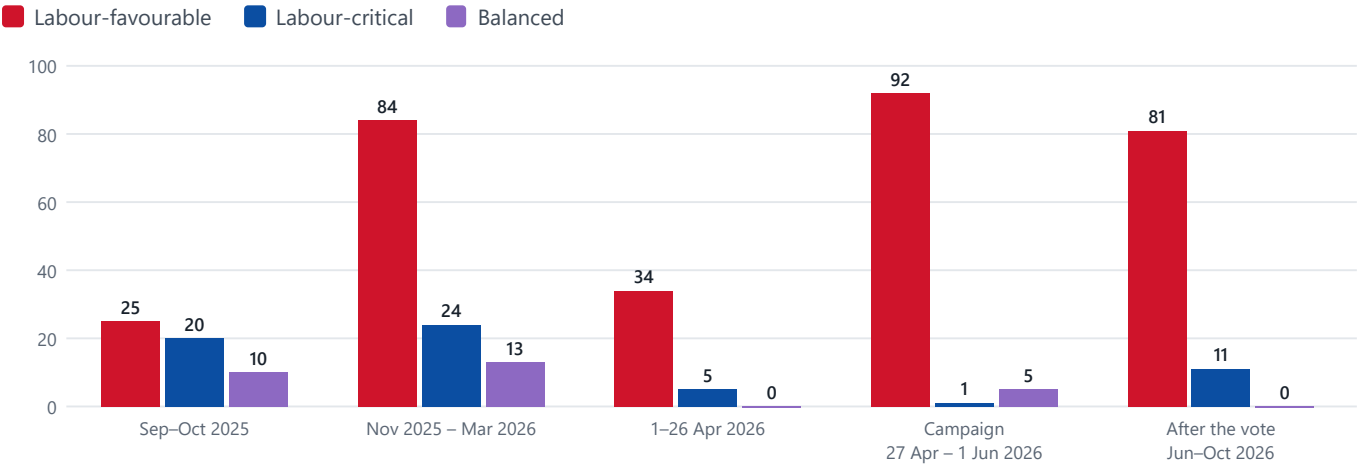
Counts come from the civility and independence audit of every transcribed reel (139 claims logged).

The drift: his criticism disappears when it counts

THE ARGUMENT
His criticism of the government faded as the election approached, then partly returned after the vote.

PERIOD	LABOUR-FAVOURABLE	LABOUR-CRITICAL	BALANCED	RATIO
Sep-Oct 2025	25	20	10	25:20
Nov 2025 – Mar 2026	84	24	13	84:24
1–26 Apr 2026	34	5	0	34:5
Campaign: 27 Apr – 1 Jun 2026	92	1	5	92:1
After the vote: Jun–Oct 2026	81	11	0	81:11

Labour-favourable = Gov ad + Pro-gov + Anti-PN. Labour-critical = Anti-gov + Pro-PN. Balanced = both sides praised, or both criticised, in the same reel. Transcribed reels only (802).

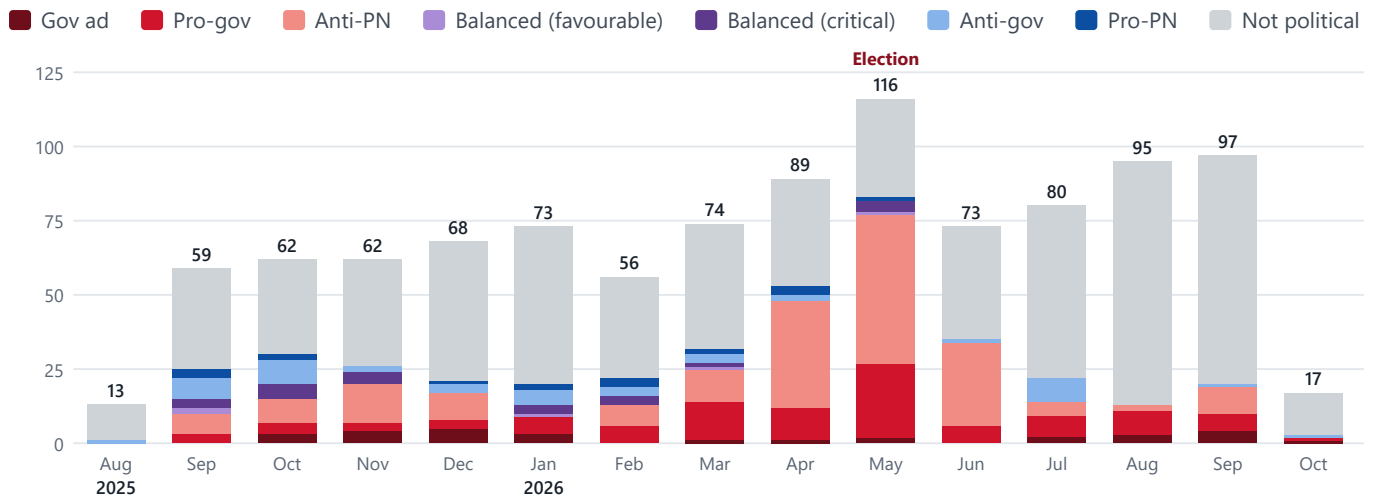


Source: his Facebook reels; AI transcripts and coding

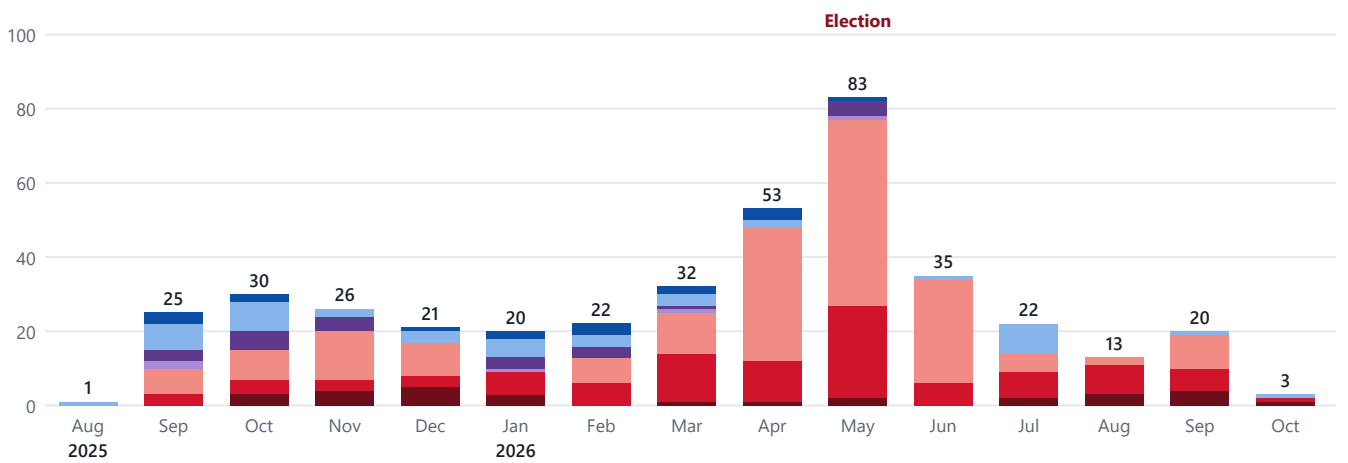
Key fact. In the campaign (27 Apr – 1 Jun 2026) he posted 92 Labour-favourable reels and 1 Labour-critical reel. He made 0 reels criticising the government alone. He criticised both parties together 4 times and praised both once.

Every reel, month by month

All 1153 downloaded reels in the eight categories. The second chart hides “Not political” so the political mix is easier to read.



Source: his Facebook reels; AI transcripts and coding



THE POINT

When the vote came near, he stopped criticising Labour on its own: 15 such reels in his first two months, zero in the campaign. A neutral voice gets sharper at election time; a partisan goes quiet.

Two standards: how he treats each party

THE ARGUMENT

He criticises the PN almost three times as often as Labour, and differently: the PN by name and with ridicule, Labour as 'il-gvern' and often softened in the same breath.

245 : 91

criticisms of the PN : of Labour

136 : 35

praises of Labour : of the PN

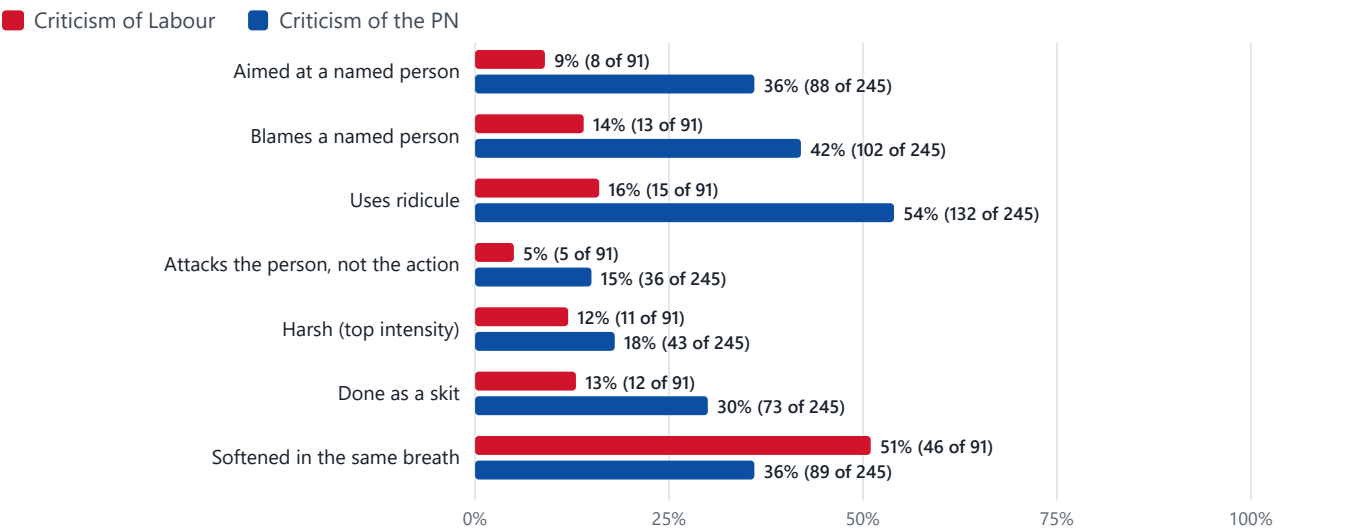
71 : 8

Borg : Abela named in his criticism

How he criticises

Every criticism was coded the same way for both parties: 91 criticisms of Labour and 245 of the PN.

How to read this chart. Each bar is a share of that side's own criticisms. Red counts out of his 91 criticisms of Labour; blue counts out of his 245 criticisms of the PN. Example: 15 of his 91 criticisms of Labour use ridicule (16%); 132 of his 245 criticisms of the PN do (54%). The bars compare his style toward each party, whatever the number of reels. One criticism can have several features, so the bars do not add up to 100%.



Source: his Facebook reels; AI transcripts and coding

The one feature where Labour leads is the softener: he cushions 51% of his Labour criticism in the same reel, against 36% for the PN.

Who he names

Criticism of Labour		Criticism of the PN	
Gvern	42	Partit Nazzjonalista	73
Partit Laburista	15	Alex Borg	71
Robert Abela	8	PN	38
Gvern Laburista	4	Adrian Delia	29
Labour	3	Oppozizzjoni	20

ministri	3	PN supporters	11
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How he shields Labour

“U mhux għall-Prim Ministru ta qed ngħid”

And I am not saying it about the Prime Minister. (Ta' Qali criticism)

12 Jan 2026 · [Watch reel](#)

“l-ebda gvern ma jista' jfaqqa' subghajh”

No government can snap its fingers. (his one Labour criticism in that batch, blamed on climate and Europe)

21 Jul 2026 · [Watch reel](#)

“Il-gvern m'għandux x'jaqsam”

The government has nothing to do with it.

11 Mar 2026 · [Watch reel](#)

Same reel, two standards

SAME REEL, TWO LEADERS

“mhux jikkonvincini”

On Alex Borg: he does not convince me.

24 Apr 2026 · [Watch reel](#)

“m'hemmx paragon”

On Robert Abela: there is no comparison.

24 Apr 2026 · [Watch reel](#)

SAME REEL, TWO FINANCE PLANS

“minghajr ebda sens ta' responsabbiltà”

On the PN's VAT cut: without any sense of responsibility.

22 May 2026 · [Watch reel](#)

“wiehed mill-aqwa ministri li qatt rajna f'dawn l-ahhar ghoxrin sena”

On Clyde Caruana: one of the best ministers we have seen in twenty years.

22 May 2026 · [Watch reel](#)

SAME REEL, TWO PARTIES' RECORDS

“Daqshekk tiswa l-mara?”

Mocking the PN stay-home incentive: is that all a woman is worth?

11 May 2026 · [Watch reel](#)

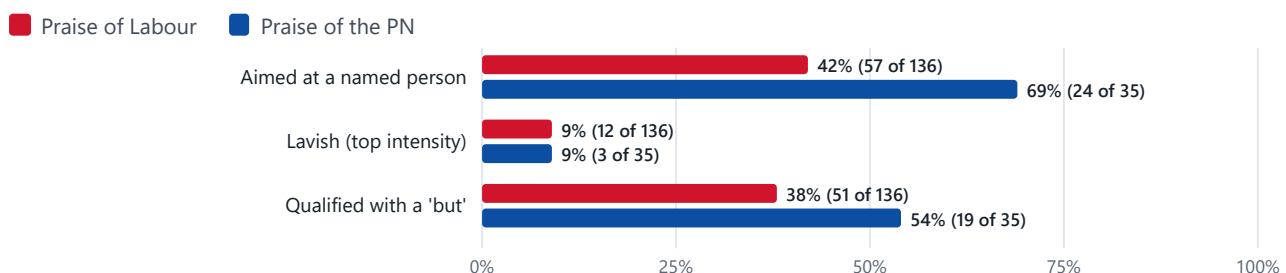
“biex inkunu fair, il-Partit Laburista taw tax cuts kbar”

Softening his Labour point: to be fair, Labour gave big tax cuts.

11 May 2026 · [Watch reel](#)

How he praises

Each bar is a share of that side's own praises: red out of 136 praises of Labour, blue out of 35 praises of the PN.



Source: his Facebook reels; AI transcripts and coding

Praise of Labour

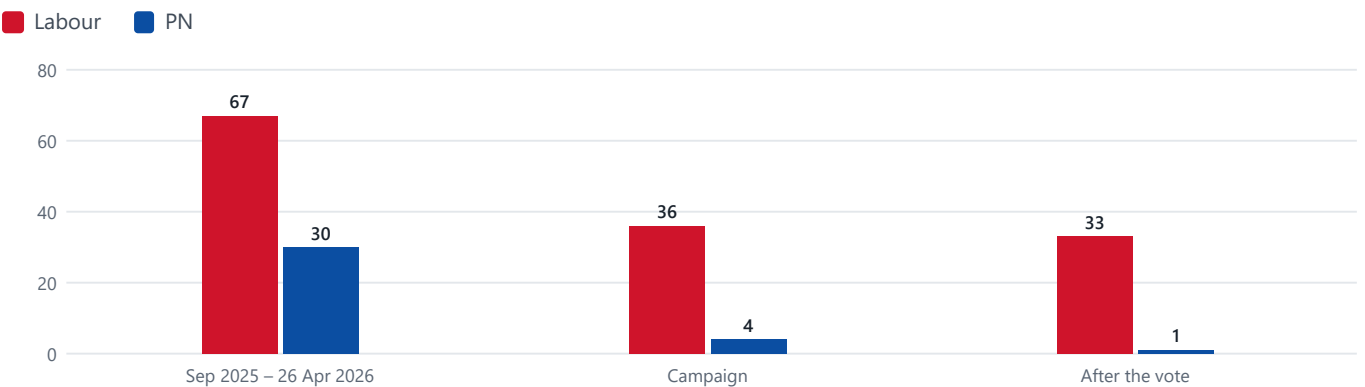
Gvern	33
Robert Abela	26
Partit Laburista	18
Clyde Caruana	17
Glenn Bedingfield	9
Project Green	6

Praise of the PN

Alex Borg	23
Janice Abela Chetcuti	1
Mark Anthony Sammut	1
Eddie Fenech Adami	1
Peter Agius	1
Gvern Nazzjonalista	1

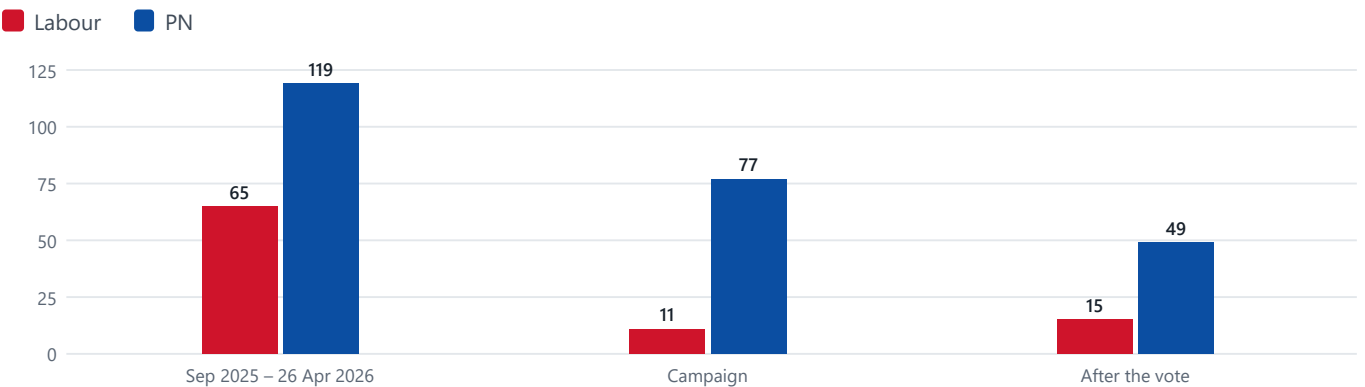
Over time

Praise by period



Source: his Facebook reels; AI transcripts and coding

Criticism by period



Source: his Facebook reels; AI transcripts and coding

The campaign ran five weeks; the period before it ran almost eight months. Compare within a period, not across periods.

Five examples for each feature

FEATURE	SIDE	HIS WORDS	REEL
Aimed at a named person	Labour	"U inti temmen li dawn se jiġu lura, dawn il-miljuni kollha ta' liri?"	16 Sep 2025 · Watch reel

FEATURE	SIDE	HIS WORDS	REEL
Aimed at a named person	PN	"Ha nkun onest, din għara mill-arroganza li ddejjaq lili."	13 May 2026 · Watch reel
Aimed at a named person	PN	"dan xejn mhu minnu li qed jgħid l-MEP David Casa. Hu ma ġab xejn għal Malta"	23 May 2026 · Watch reel
Aimed at a named person	PN	"Erba' sigħat biex tifther pac stickers man f'xahar għamilna manifest?"	27 May 2026 · Watch reel
Aimed at a named person	PN	"So Peter Agius hawnhekk qed jgħid li bħalissa hawn sbatax-il bajja magħluqa habba drenaġġ. U din hija gidba."	4 Jul 2026 · Watch reel
Blames a named person	Labour	"B'approvazzjoni minn Segretarja Parlamentari Rebecca Buttigieg. With all the deepest respect ta, din mhux conflict of interest. This is conflict of interest one on one. Pastažata."	30 Mar 2026 · Watch reel
Blames a named person	PN	"Delia qal li tant se jkunu baxxi ben il-kontijiet, għas-sussidju m'għandna bżonn king. Viva Delia l-king."	28 Apr 2026 · Watch reel
Blames a named person	PN	"Well, Dr Adrian Delia, I'm very sorry, your numbers make absolutely no sense."	22 May 2026 · Watch reel
Blames a named person	PN	"Ismagħni. Take it like a man. Tliftu."	22 Jun 2026 · Watch reel
Blames a named person	PN	"Mhux vera ma ġab xejn għal Malta. Dan kien kontra Malta."	9 Jun 2026 · Watch reel
Uses ridicule	Labour	"bi żball, għattejna l-part ta' Ta' Qali kollu żrat. Miscommunication. Bi żball."	3 Sep 2025 · Watch reel
Uses ridicule	PN	"Oh my goodness, fantastico! Issa pizza naqsmuha bejn tnejn mhux bejn erbgħa. We can have a pizza party."	21 May 2026 · Watch reel
Uses ridicule	PN	"Google, Google għalfejn tlfna l-elezzjoni? Skont is-sorsi ta' TikTok ivvotaw ħafna Bangladesh, Indjani, Bombay potato, Bombay rice."	8 Jun 2026 · Watch reel
Uses ridicule	PN	"Villa b'ħames bedrooms. Ejja. Ħames bedrooms u bil-pool ukoll."	10 Jun 2026 · Watch reel
Uses ridicule	PN	"Peter, fejn ħrabtielna?"	6 Jul 2026 · Watch reel
Attacks the person, not the action	Labour	"Erol Cutajar b'vuċi naqra aħjar minn Owen Bonnici, ħe, x'taħseb, ħa? Qisu kelb tal-but, bil-mnieħra mblokkat"	8 Dec 2025 · Watch reel
Attacks the person, not the action	PN	"Din ignoranta ċuċi piżella ta' min illi twellad ħasel fl-awrina taż-żwieb"	7 Sep 2025 · Watch reel
Attacks the person, not the action	PN	"qatt m'ħa tara lili nikteb dawn it-tip ta' ċuċati għax they're, they're baseless and they're factless."	12 Jun 2026 · Watch reel
Attacks the person, not the action	PN	"U din l-injoranza, għax din injoranza"	2 Sep 2026 · Watch reel
Attacks the person, not the action	PN	"Dr Adrian Delia, ħa ngħidielek minn qalbi, you should be ashamed of yourself man"	1 Sep 2026 · Watch reel

FEATURE	SIDE	HIS WORDS	REEL
Harsh (top intensity)	Labour	"Jiena kulhadd jaf kif inħossha fuq il-metro, fuq it-tram u l-underground u bla bla bla. Għaliġa dak kollu bull- Bullshit."	5 Jan 2026 · Watch reel
Harsh (top intensity)	PN	"Meta l-Partit Nazzjonalista, kull rispet, toħorġu tgħajtu bil-bandiera bajda u ħamra. Taf x'ngħidilkom? Bullshit."	7 Nov 2025 · Watch reel
Harsh (top intensity)	PN	"Ma nibqgħux sejrin b'dawn il-ħmerijiet u din il-mentalità stupida."	24 Mar 2026 · Watch reel
Harsh (top intensity)	PN	"nies bħal dawn fil-Partit Nazzjonalista. Ignoranti."	28 Sep 2025 · Watch reel
Harsh (top intensity)	PN	"imma bis-serjetà dawn qed jiċċajtau magħna"	19 Apr 2026 · Watch reel
Done as a skit	Labour	"Imma l-importanti li ġibna l-ispeċjalisti u l-esperti kollha."	3 Nov 2025 · Watch reel
Done as a skit	PN	"Kem m'ha tiġġenera flus din? E, tliet mija u ħamsin. Tliet snin xi haġa. E, erba' mija u ħamsin mil."	21 May 2026 · Watch reel
Done as a skit	PN	"Morna tajjeb, morna tajjeb u bravu lill-Kap aħna."	19 Jun 2026 · Watch reel
Done as a skit	PN	"Mistoqsija ġenwina għas-Sur Borg. Kieku inti ssir il-Prim Ministru ta' Malta, biex issiefer? Bir-Ryanair?"	23 Oct 2025 · Watch reel
Done as a skit	PN	"Project Green, smajt bih? Tgħidli għaliex ma smajt bih?"	29 Oct 2025 · Watch reel
Softened in the same breath	Labour	"Imbagħad ngħid, allura l-gvern ma jidholx fiha din?" Softener: "mhux taħt dan il-gvern biss, jiġifieri biex ma taħsbux qed nattakka dan il-gvern"	24 Aug 2025 · Watch reel
Softened in the same breath	Labour	"dawn l-esperti kollha u dawn il-miljuni, għax dawn mhumix eluf ta' liri qed nonfqu, qed nonfqu miljuni" Softener: "ix-xita ħadmu fil-kontroll tagħha, dik hija fil-kontroll t'Alla biss"	18 Oct 2025 · Watch reel
Softened in the same breath	Labour	"Ha nonfqu aktar miljuni biex nistudjaw li diġà studjajna" Softener: "Ara bħala idea, ovvja, idea tajba."	29 Oct 2025 · Watch reel
Softened in the same breath	PN	"Ha nkun honest, this is playing dirty għaliġa." Softener: "konna għaddejjin tajjeb man. Kemm il-Labour kemm in-Nazzjonalisti"	28 May 2026 · Watch reel
Softened in the same breath	PN	"L-impatt tefgħu dirett fuq il-poplu u mhux talli hekk" Softener: "ha nkun fair, jien ma qgħodx immur lura x'għamelt fil-passat"	10 Mar 2026 · Watch reel

THE POINT

He does not only criticise the PN more often; he criticises it differently. Names and ridicule for the PN, 'il-gvern' and a 'but' for Labour. That is a partisan's double standard.

Campaign production

THE ARGUMENT

He presents himself as an independent commentator, but he produced campaign content at Labour's own congress, with its ministers, mocking the other side.

Labour congress, 18 April 2026: skits as 'Wenzu n-Nazzjonalist' with Ministers Omar Farrugia, Chris Bonett, Ian Borg, Jonathan Attard and Alicia Bugeja Said, all mocking PN talking points. Farrugia uses the skit to mock the PN on fuel prices.

18 Apr 2026 · [Watch reel](#)

“Jiena l-Winzu, Winzu n-Nazzjonalist.”

Another congress reel the same day, with Labour candidate Alison Zerafa Civelli.

18 Apr 2026 · [Watch reel](#)

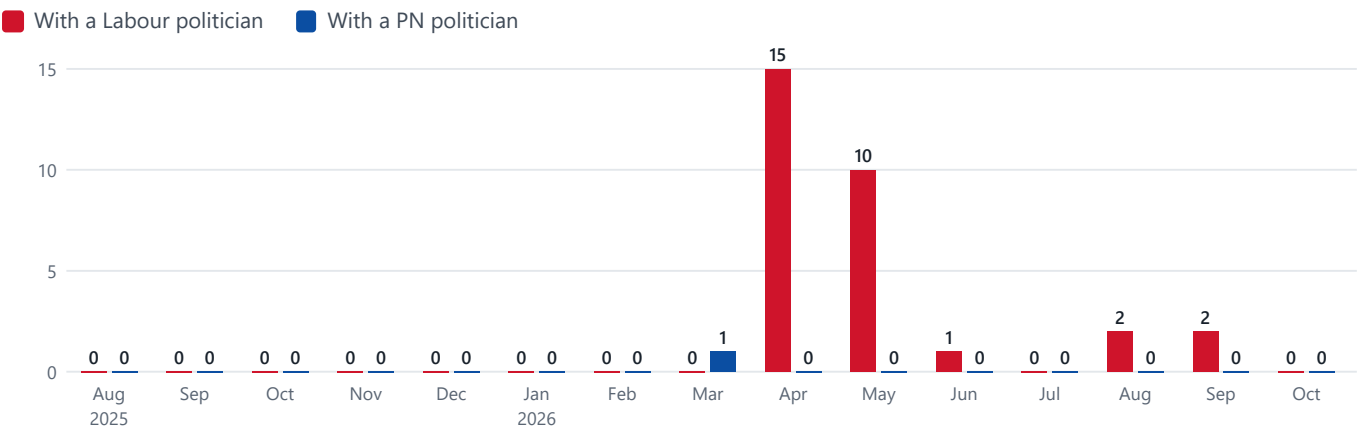
“Issa jiena nqis ruhi bħala floater, fil-verità.”

Now I consider myself a floater, in truth.

7 May 2026 · [Watch reel](#)

Politicians on camera with him

Reels where a politician appears with him and speaks, or he addresses them as present. Talking about a politician does not count. **30** reels with Labour politicians, **1** with a PN politician.



Source: his Facebook reels; AI transcripts and coding

REEL	POLITICIAN	TOPIC
5 Mar 2026 · Watch reel	Alex Borg (PN)	Meeting Alex Borg at Dar Ċentrali
17 Apr 2026 · Watch reel	Ian Borg (PL)	Airbnb rules with Ian Borg
18 Apr 2026 · Watch reel	Alison Zerafa Civelli (PL)	Satire interview at PL congress
18 Apr 2026 · Watch reel	Omar Farrugia (PL)	Satire interview Omar Farrugia
18 Apr 2026 · Watch reel	Alicia Bugeja Said (PL)	Fish campaign with minister
18 Apr 2026 · Watch reel	Chris Bonett (PL)	Satire interview Chris Bonett
18 Apr 2026 · Watch reel	Ian Borg (PL)	Satire interview Ian Borg
18 Apr 2026 · Watch reel	Rosianne Cutajar (PL)	Satire interview Rosianne Cutajar

REEL	POLITICIAN	TOPIC
18 Apr 2026 ·  Watch reel	Francesca Zarb (PL)	Satire interview Francesca Zarb
20 Apr 2026 ·  Watch reel	Jonathan Attard (PL)	Satire interview Jonathan Attard
23 Apr 2026 ·  Watch reel	Silvio Schembri (PL)	Satire with Silvio Schembri
23 Apr 2026 ·  Watch reel	Owen Bonnici (PL)	Satire with Owen Bonnici
23 Apr 2026 ·  Watch reel	Clint Camilleri (PL)	Gozo roads with Clint Camilleri
28 Apr 2026 ·  Watch reel	Clint Camilleri (PL)	Banter with Gozo minister
28 Apr 2026 ·  Watch reel	Malcolm Paul Agius Galea (PL)	Banter with PL politician
28 Apr 2026 ·  Watch reel	Ian Borg (PL)	Banter with Ian Borg
7 May 2026 ·  Watch reel	Clint Camilleri (PL)	Labour-PN copying row skit
8 May 2026 ·  Watch reel	Clint Camilleri (PL)	Clint Camilleri Gozo works skit
17 May 2026 ·  Watch reel	Silvio Schembri (PL)	Appearance with Silvio Schembri
20 May 2026 ·  Watch reel	Clyde Caruana (PL)	Clyde Caruana calculator skit
25 May 2026 ·  Watch reel	Silvio Schembri (PL)	Economy skit with Silvio Schembri
25 May 2026 ·  Watch reel	Malcolm Paul Agius Galea (PL)	St Vincent de Paul hospital
26 May 2026 ·  Watch reel	Alicia Bugeja Said (PL)	Fish skit with Alicia Bugeja Said
26 May 2026 ·  Watch reel	Joseph Muscat (PL)	Appearance with Joseph Muscat
28 May 2026 ·  Watch reel	Thomas Bajada (PL)	Interview with MEP Thomas Bajada
28 May 2026 ·  Watch reel	Rosianne Cutajar (PL)	Interview with Rosianne Cutajar
7 Jun 2026 ·  Watch reel	Owen Bonnici (PL)	Banter with Owen Bonnici
9 Aug 2026 ·  Watch reel	Omar Farrugia (PL)	Mqabba event with Omar Farrugia
28 Aug 2026 ·  Watch reel	Malcolm Paul Agius Galea (PL)	Minister's Puttinu charity dinner
20 Sep 2026 ·  Watch reel	Clint Camilleri (PL)	Gozo Puppet Festival promo
28 Sep 2026 ·  Watch reel	Clint Camilleri (PL)	Interview with Clint Camilleri

THE POINT

He made campaign content at Labour's congress with Labour ministers, and 30 of the 31 reels with a politician on camera are with Labour. A commentator puts both sides on camera; he performed for one.

Government ads and disclosure

THE ARGUMENT

He made Labour media and ran government-scheme promotions without labelling them, while denying he is paid or scripted. He runs government-scheme campaigns in his own comic format, speaks as the agency, uses the ads to attack opposition critics, and labels none of them.

42

promo reels for government schemes, agencies, projects and minister-fronted events

498,194

views on those reels (Facebook count at download)

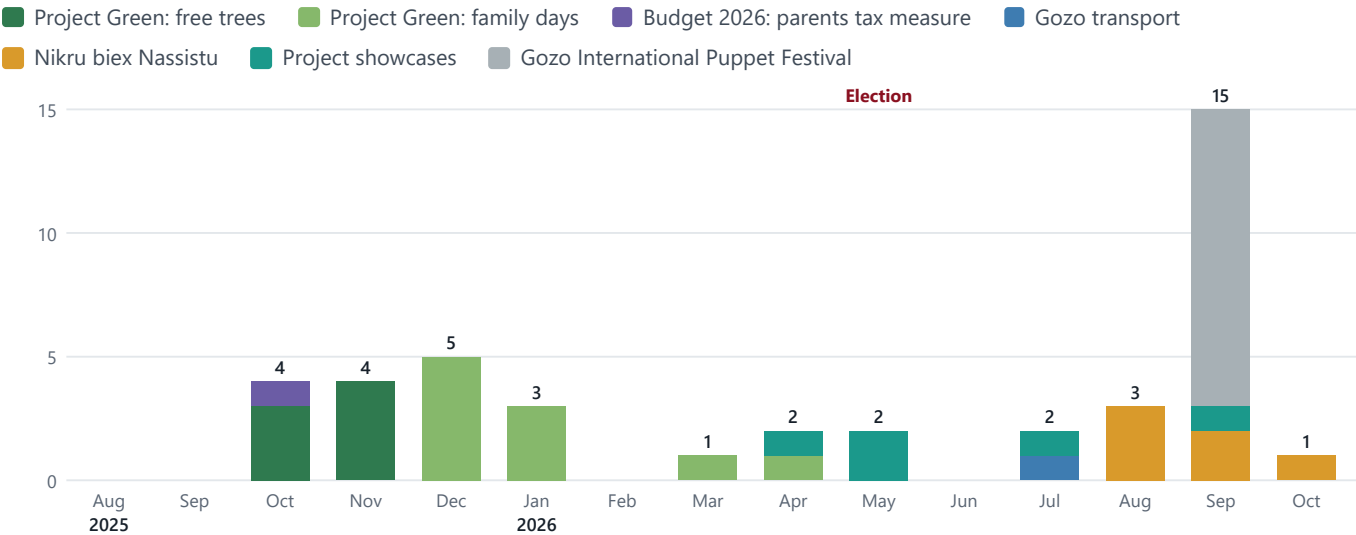
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ad or paid labels in his speech or captions

The campaigns

CAMPAIGN	REELS	VIEWS	DATES	STRENGTH	WHAT MAKES IT AN AD
Project Green: free trees Project Green (government agency)	7	51,106	15 Oct 2025 – 26 Nov 2025	Strong	Phone 153, WhatsApp number, projectgreen.mt link, closing date 28 Nov. Countdown captions.
Project Green: family days Project Green (government agency)	10	67,463	17 Dec 2025 – 9 Apr 2026	Strong	Venue, date, hours, free entry, activity list. He hosts the events on site.
Budget 2026: parents tax measure Finance Ministry (Clyde Caruana)	1	24,420	28 Oct 2025 – 28 Oct 2025	Medium	Measure details plus "morru fuq budget.gov.mt". Caption: "Nice one Clyde Caruana".
Gozo transport Transport Malta	1	1,924	5 Jul 2026 – 5 Jul 2026	Medium	Official-sounding English voice-over with ridership figures. Caption names Transport Malta.
Nikru biex Nassistu Housing Authority	6	91,898	4 Aug 2026 – 5 Oct 2026	Strong	Phone 2299 1000, office hours, housingauthority.gov.mt link, full scheme terms. Last one 5 Oct 2026.
Project showcases Government projects, minister on site or guided tour	5	163,661	13 Apr 2026 – 3 Sep 2026	Medium	Found in the Oct 2026 re-review. Gozo pavilion tour and St Vincent de Paul hospital promo fall in the campaign. Bugibba Square tour is the weakest.
Gozo International Puppet Festival Minister Clint Camilleri on camera	12	97,722	20 Sep 2026 – 27 Sep 2026	Weak	Minister interview, then 11 live clips. He names a separate "main organiser". Cultural event: easy defence.

Promo reels per month



Source: his Facebook reels; AI transcripts and coding

Two promos fall inside the election campaign: the Gozo sports pavilion tour (10 May) and the St Vincent de Paul hospital promo (25 May).

The disclosure record

“Anke jien għamilt midja għall-Partit Laburista” I too made media for the Labour Party. 7 Jun 2026 · Watch reel	“għamilt ix-x'riklami għall-Project Green? Iva” Did I make adverts for Project Green? Yes. 9 Feb 2026 · Watch reel
A jab at PN MP Adrian Delia, with Project Green's phone number (153), a WhatsApp number and a projectgreen.mt link in the caption. 29 Oct 2025 · Watch reel	Housing Authority 'Nikru biex Nassistu' promo #1: phone number, gov.mt link, 'zero tax', and a promise of more information in the coming weeks. No ad or paid label. 4 Aug 2026 · Watch reel
“But it's not” "You're saying this because you're scripted, you're paid for... But it's not." 6 Aug 2026 · Watch reel	Promo #2: a scripted call reading out rates, the 10-year guarantee, the phone number and the gov.mt address. 13 Aug 2026 · Watch reel
Promo #3: caption is ad copy (€1,200 a month, 6 months upfront, 10-year guarantee, phone, gov.mt link). 27 Aug 2026 · Watch reel	Promo #4: ends on the phone number and office hours. 4 Sep 2026 · Watch reel
“qed jagħtuh script” He suggests Alex Borg is being given a script. 7 Sep 2026 · Watch reel	Promo #5: a full explainer of the scheme with rates, payment schedule, application hours, and 'call'. 24 Sep 2026 · Watch reel
Promo #6, on 5 October 2026: caption reads 'Applikaw għal din l-iskema tal-Gvern'. 5 Oct 2026 · Watch reel	

His own words about the promos

“fl-ebda mument qatt ma saqsejt jew hadt pjaċir mill-ebda partit”

at no moment did I ever ask for or take a favour from any party

9 Feb 2026 · [Watch reel](#)

“naħdem mal-privat”

I work in the private sector

9 Feb 2026 · [Watch reel](#)

“ghax jiena taf kif nitkellem newtrali”

because you know I speak neutrally — Said on a podcast, while praising Project Green.

27 Nov 2025 · [Watch reel](#)

“qed nagħmel hafna promotions għal attivitajiet differenti”

I am doing a lot of promotions for different activities — He calls them promotions himself.

22 Sep 2026 · [Watch reel](#)

“niġilek b'xejn, qas bil-flus, b'xejn niġilek man”

I will come to you for free, not even for money, for free, man — Offer to Sean Gauci for "promotion or advertising". It implies his promotions are normally paid. Ask; do not assert.

22 Sep 2026 · [Watch reel](#)

How he frames the ads: twelve moves

Lead with the money you get

Every scheme opens on the benefit to the viewer: free, tax free, paid in advance. The cost to public funds never appears.

“U kemm flus? B'xejn man”

And how much money? Free, man.

15 Oct 2025 · [Watch reel](#)

Give the government the credit by name

He does not say "a scheme exists". He says the government made it, and he thanks it.

“U issa l-gvern ħarigha.”

And now the government has launched it.

15 Oct 2025 · [Watch reel](#)

Speak as the state

In the 13 Aug skit the "official" on the phone speaks in the government's first person. The viewer hears the state's pitch in Wenzu's format.

“aħna bħala gvern inħallsuk sitt xhur bil-quddiem”

we, as government, pay you six months in advance

13 Aug 2026 · [Watch reel](#)

Speak as the organiser ("we")

At Project Green he uses "we" for the agency and its events. He is a participant, not a commentator.

“li jsir f’hdax-il sena għmilnieh f’xahar”

what takes eleven years, we did in a month

27 Nov 2025 ·  Watch reel

Run it like a direct-response ad

Phone number, WhatsApp, link, office hours, deadline. The tree captions count down like an ad flight.

“L-ahhar granet fadal qabel tghalaq l-iskema”

caption 20 Nov: the last days before the scheme closes

20 Nov 2025 ·  Watch reel

Use the agency's numbers as proof

Booking and attendance figures rise reel by reel. He repeats them as fact and makes them bigger with comparisons. He gives no source.

“Erbghin elf sigra diġà booked out.”

Forty thousand trees already booked out. (21 Oct)

21 Oct 2025 ·  Watch reel

Turn the critic into the story

When an opposition figure questions the agency, the promo becomes a reply to that person. The scheme is the punchline.

“Project Green, smajt bih?”

Project Green, have you heard of it? (to Adrian Delia)

29 Oct 2025 ·  Watch reel

Call the event non-political, call the critic political

Government-agency events are "for all families". Questioning them is "making it a political football".

“ejja ma ndaħhlux politika fiha din. Din m'għandhiex x'jaqsam ma' politika.”

let us not bring politics into this. This has nothing to do with politics.

4 Jan 2026 ·  Watch reel

Name a real problem, then sell the scheme as the fix

He admits a pain point, then the scheme removes it. He does not ask why the problem exists.

“illum hija daqsxejn problema biex issib xi ujin, imma per eżempju parks hawn ħafna”

today it is a bit of a problem to find somewhere, but for example there are lots of parks

22 Dec 2025 ·  Watch reel

Act a personal story he does not have

The landlord skits show him renting out a flat. In the explainer he says he has no property to rent.

“jiena m'ghandix postijiet biex nikri lil haddiehor”

I do not have places to rent out to others

24 Sep 2026 ·  Watch reel

Fence off the controversy

When an event sits near a contested project, he separates the two before anyone asks.

“Mending Grove qiegħed ġewwa Ta' Qali, però mhux il-park li qed taħsbu intom.”

Minden Grove is in Ta' Qali, but not the park you are thinking of.

30 Dec 2025 ·  Watch reel

Announce the series in advance

The first Housing Authority reel already promises more. Five followed in two months.

“fil-ġimghat li ġejjin se nħoroġ hafna, hafna u hafna iktar informazzjoni fuq din l-iskema. So kompli segwuni”

in the coming weeks I will put out much, much more information on this scheme. So keep following me

4 Aug 2026 ·  Watch reel

THE POINT

He made media for Labour and adverts for a government agency, and told his viewers neither. An independent voice tells you who it speaks for.

THE POINT

He sold the government's schemes in 42 reels, in the government's own words, attacked the PN figures who questioned them, and labelled none. That is the government's voice, not an independent one.

"I never insult anyone"

THE ARGUMENT
He said 48 times that he never insults anyone. These are the cases a fair viewer cannot wave away.

48

"I never insult" claims

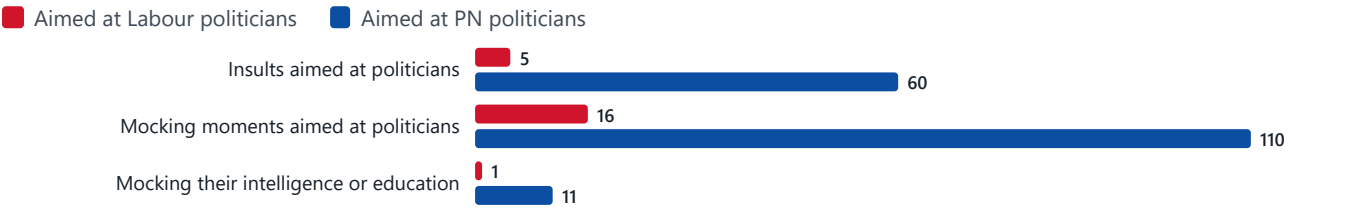
169

insults logged in his reels

60 : 5

insults aimed at PN : Labour politicians

Plain counts, not percentages.



Source: his Facebook reels; AI transcripts and coding

Two cases in full

In both cases the insult is spoken by someone else, in a clip he cut into his own reel. He picks the clip, places it, and posts it under his name.

CASE 1 · 28 SEP 2025 · INSULT BY INSERTION

He reacts to a PN politician who refused to answer an interviewer. Into his own reel he cuts a clip of **Adrian Zammit** saying:

"nies bhal dawn fil-Partit Nazzjonalista. Ignoranti. Nispellilkom I N U."

People like these in the Nationalist Party. Ignorant. Let me spell it for you: I-N-U.

28 Sep 2025 · [Watch reel](#)

He chose the clip, posted it under his own name, and captioned the reel in his own words:

"Bla Bajd u Arroganti"

No balls and arrogant.

28 Sep 2025 · [Watch reel](#)

Using someone else's voice to insult is still insulting. The clip is his editorial choice, and the caption is his.

The transcript does not mark speakers; the attribution of the clip to Adrian Zammit comes from watching the reel.

The day after the PN chose Alex Borg as leader, he shows the posts of a PN party member who criticised the new leader. She is a private person, not a politician, and she had not attacked him. Straight after her posts he cuts in a clip of **Emmy Bezzina** saying:

“Din ignoranta ċuċi pizella ta' min illi twellad hasel fl-awrina taż-żwieb.”

Ignorant, dimwit, pea-brain, a pity she was born, washed in donkey urine.

7 Sep 2025 ·  Watch reel

He used another voice to say it for him, about a private person who had not attacked him. The insult audit rates its severity 3 of 3.

The transcript does not mark speakers; the attribution of the clip to Emmy Bezzina comes from watching the reel.

Claim, then breach

SAME DAY APART

“Għax jiena ma qbaċt nidghaj u noffendi lin-Nazzjonalisti.”

He claims

7 Sep 2025 ·  Watch reel

“Din ignoranta ċuċi pizella ta' min illi twellad hasel fl-awrina taż-żwieb.”

Ignorant, dimwit, pea-brain, pity she was born, washed in donkey urine. A clip of Emmy Bezzina that he cut in, aimed at a private PN member who never attacked him.

7 Sep 2025 ·  Watch reel

12 DAYS APART

“ma nużax aġġettivi”

He claims

10 Sep 2026 ·  Watch reel

“mentalità daqs kaxxa bażal innawrin”

To elected PN vice-mayor Sean Gauci, who had criticised a government-backed festival Wenzu promoted. Same reel: 'Thossok raġel iżjed? Thossok king issa?' and 'mid-dehra ma tantx jagħtu kasek nies'.

22 Sep 2026 ·  Watch reel

27 DAYS APART

“this is not my style”

He claims

2 Jun 2026 ·  Watch reel

“Gerger "Gahan" Gerger”

On 2 June he made a whole reel saying calling people 'gāhan' is low. On 29 June his caption calls complainers 'gāhan'; on 11 July he calls drivers 'ignorant, bud kipzelli, fażulu, gāhan'.

29 Jun 2026 ·  Watch reel

1 DAY APART

“la qatt rajtuni ngħiru”

He claims

27 Sep 2025 ·  Watch reel

“Ignoranti. Nispellilkom I N U.”

About PN politicians, in a clip of Adrian Zammit that he cut into his own reel. His own caption: 'Bla Bajd u Arroganti' (no balls and arrogant). Using someone else's voice to insult is still insulting.

28 Sep 2025 ·  Watch reel

THE POINT

His civility rule runs one way: 60 insults at PN politicians, 5 at Labour ones. The rule he preaches protects Labour, not everybody.

His own rules

THE ARGUMENT

On the same day he told a commentator not to tell people how to vote, he told his own viewers how to vote.

“Inti min inti biex toħroġ hemm barra u tghid lill-pubbliku lil min għandhom jivvotaw?”

Who are you to go out and tell the public who to vote for? (to Austin Sammut) His rule, two days before the vote.

28 May 2026 ·  [Watch reel](#)

“trid xi hadd bħall-Onorevoli Adrian Delia joħroġ u jagħmel dawn it-tip ta' bażal bħala l-ministru tal-finanzi tiegħek?”

Do you really want someone like Adrian Delia doing this kind of rubbish as your finance minister? Same day. In the same reel he says 'Jiena mhux ha ngħidlek lil min tivvota'. Quote that first, then this.

28 May 2026 ·  [Watch reel](#)

THE POINT

He tells others not to tell people how to vote, then steers his own viewers away from the PN two days before the vote. His rules bind his opponents, not himself.

What he does fairly

An evidence file should show the other side. These points count in his favour, and the counts in this site include them.

- **He did criticise Labour.** 91 Labour criticisms, 65 of them before the campaign. Concede this first.
- **He did praise the PN.** 35 PN praises, 23 of them for Alex Borg, mostly in his first months as leader.
- **He insulted a Labour minister too.** "Qisu kelb tal-but" about Owen Bonnici, 8 Dec 2025. Do not claim he never mocks Labour.
- **The PN is the opposition.** A partisan may mock the opposition more. The point is not the count but the method, from a man who calls himself independent.
- **He admitted the Project Green ads.** On 9 Feb 2026, after Franco Debono raised them. The point of Part 5 is that he labelled none of them, not that he hid them.

What this site does not claim

- **That he likes Labour or votes Labour.** That is his right.
- **That he was paid.** There is no evidence that he was, and this site does not claim it.

APPENDIX

Reel index

Every reel cited in this booklet, in date order. Links open the reel on Facebook. The data files are on the website, under “Data”.

REEL	CITED IN	CATEGORY
24 Aug 2025 · reel 682308314869343	two standards	Anti-gov
3 Sep 2025 · reel 24404175089249901	two standards	Anti-gov
7 Sep 2025 · reel 1988782638525993	insults	Anti-PN
7 Sep 2025 · reel 943776867948242	two standards	Anti-PN
16 Sep 2025 · reel 4051505558452145	two standards	Anti-gov
27 Sep 2025 · reel 1317265935976598	insults	Not political
28 Sep 2025 · reel 813058181664520	two standards	Anti-PN
15 Oct 2025 · reel 4239679946247871	ads framing	Gov ad
18 Oct 2025 · reel 1597601444946436	two standards	Anti-gov
21 Oct 2025 · reel 25301459166106251	ads framing	Gov ad
23 Oct 2025 · reel 630963593431060	two standards	Anti-PN
29 Oct 2025 · reel 1727147867982847	two standards	Anti-PN
29 Oct 2025 · reel 2388704778255684	two standards	Anti-gov
29 Oct 2025 · reel 25040078878947387	independence claim	Not political
3 Nov 2025 · reel 2693530481039334	two standards	Anti-gov
7 Nov 2025 · reel 1361240188966779	independence claim	Anti-PN
20 Nov 2025 · reel 2018076695632097	ads framing	Gov ad
27 Nov 2025 · reel 657909600621608	ads framing	Pro-gov
8 Dec 2025 · reel 1430270285182284	two standards	Anti-gov
16 Dec 2025 · reel 867808892330451	independence claim	Pro-PN
22 Dec 2025 · reel 2113941946085465	ads framing	Gov ad
30 Dec 2025 · reel 1392580518919592	ads framing	Gov ad
4 Jan 2026 · reel 1573889590405502	ads framing	Gov ad
5 Jan 2026 · reel 876886118412520	two standards	Anti-gov
12 Jan 2026 · reel 854827087440276	two standards	Pro-gov
19 Jan 2026 · reel 1439390727787202	independence claim	Pro-PN
9 Feb 2026 · reel 595341337007735	disclosure	Not political
5 Mar 2026 · reel 812526421880251	on camera	Pro-PN
10 Mar 2026 · reel 938147348727026	two standards	Pro-gov
11 Mar 2026 · reel 885468281148663	two standards	Pro-PN
24 Mar 2026 · reel 1423843685588626	two standards	Anti-PN
30 Mar 2026 · reel 1560652672730618	two standards	Anti-gov
17 Apr 2026 · reel 35457324500525258	on camera	Pro-gov

REEL	CITED IN	CATEGORY
18 Apr 2026 · reel 1250009443531096	campaign	Anti-PN
18 Apr 2026 · reel 1278215747113849	campaign	Anti-PN
18 Apr 2026 · reel 1284785209692139	on camera	Pro-gov
18 Apr 2026 · reel 1452959322981685	on camera	Anti-PN
18 Apr 2026 · reel 1460657008852480	on camera	Anti-PN
18 Apr 2026 · reel 2061446277769091	on camera	Anti-PN
18 Apr 2026 · reel 27090435760574874	on camera	Anti-PN
19 Apr 2026 · reel 1488401683297095	two standards	Anti-PN
20 Apr 2026 · reel 1283107670106360	on camera	Anti-PN
23 Apr 2026 · reel 1255040990122750	on camera	Anti-PN
23 Apr 2026 · reel 26523104054013346	on camera	Anti-PN
23 Apr 2026 · reel 941309265553567	on camera	Anti-PN
24 Apr 2026 · reel 1629999501593235	two standards	Anti-PN
28 Apr 2026 · reel 1674048497121666	on camera	Pro-gov
28 Apr 2026 · reel 1883932225637611	two standards	Anti-PN
28 Apr 2026 · reel 27138256779099312	on camera	Pro-gov
28 Apr 2026 · reel 4491269524530720	on camera	Pro-gov
7 May 2026 · reel 1493800102209448	on camera	Anti-PN
7 May 2026 · reel 989902220142125	campaign	Balanced (favourable)
8 May 2026 · reel 998790109276901	on camera	Pro-gov
11 May 2026 · reel 1529205055382777	two standards	Anti-PN
13 May 2026 · reel 843016048857122	two standards	Anti-PN
17 May 2026 · reel 1256433036561824	on camera	Pro-gov
20 May 2026 · reel 1295490488812797	on camera	Anti-PN
21 May 2026 · reel 1005193748936401	two standards	Anti-PN
21 May 2026 · reel 1982126802510484	two standards	Anti-PN
22 May 2026 · reel 968930549265457	two standards	Pro-gov
22 May 2026 · reel 993913996659899	independence claim	Anti-PN
23 May 2026 · reel 1719330639487663	two standards	Anti-PN
24 May 2026 · reel 1971694606786322	independence claim	Pro-gov
25 May 2026 · reel 1138337251844235	on camera	Pro-gov
25 May 2026 · reel 2369122006898266	on camera	Gov ad
26 May 2026 · reel 2040995383440250	on camera	Pro-gov
26 May 2026 · reel 745611618598270	on camera	Not political
27 May 2026 · reel 1317532187164790	two standards	Anti-PN
28 May 2026 · reel 1678436760143790	on camera	Pro-gov
28 May 2026 · reel 1940376906610552	rules	Anti-PN
28 May 2026 · reel 834319179353307	two standards	Anti-PN

REEL	CITED IN	CATEGORY
28 May 2026 · reel 992824463337284	on camera	Pro-gov
2 Jun 2026 · reel 1727002865143841	insults	Anti-PN
7 Jun 2026 · reel 2735196883523171	disclosure	Anti-PN
7 Jun 2026 · reel 980740361600949	on camera	Anti-PN
8 Jun 2026 · reel 1897074560956045	two standards	Anti-PN
9 Jun 2026 · reel 2023840518251899	two standards	Anti-PN
10 Jun 2026 · reel 1861882951434291	two standards	Anti-PN
12 Jun 2026 · reel 2210036776464567	two standards	Anti-PN
19 Jun 2026 · reel 1328482742757503	two standards	Anti-PN
22 Jun 2026 · reel 1653212625762715	two standards	Anti-PN
29 Jun 2026 · reel 3829431510526672	insults	Not political
4 Jul 2026 · reel 915235894939432	two standards	Anti-PN
5 Jul 2026 · reel 4465386620369813	independence claim	Not political
6 Jul 2026 · reel 873188932530640	two standards	Anti-PN
14 Jul 2026 · reel 807385885703552	independence claim	Not political
21 Jul 2026 · reel 3182819128574317	two standards	Pro-gov
4 Aug 2026 · reel 2077301303174097	ads framing	Gov ad
6 Aug 2026 · reel 1587923663046555	disclosure	Not political
9 Aug 2026 · reel 2506878969732999	on camera	Pro-gov
13 Aug 2026 · reel 1685664739162363	ads framing	Gov ad
27 Aug 2026 · reel 1526236085924840	disclosure	Gov ad
28 Aug 2026 · reel 1071511788596474	on camera	Pro-gov
1 Sep 2026 · reel 1854979679286324	two standards	Anti-PN
2 Sep 2026 · reel 1373266007745559	two standards	Anti-PN
4 Sep 2026 · reel 1035809182658184	disclosure	Gov ad
7 Sep 2026 · reel 1077054951984519	disclosure	Anti-PN
10 Sep 2026 · reel 28458644070490639	insults	Anti-PN
20 Sep 2026 · reel 1391516709843243	on camera	Gov ad
22 Sep 2026 · reel 2051820205469656	disclosure	Anti-PN
24 Sep 2026 · reel 1686182980179495	ads framing	Gov ad
28 Sep 2026 · reel 1804073110623738	on camera	Pro-gov
5 Oct 2026 · reel 1047452848348305	disclosure	Gov ad