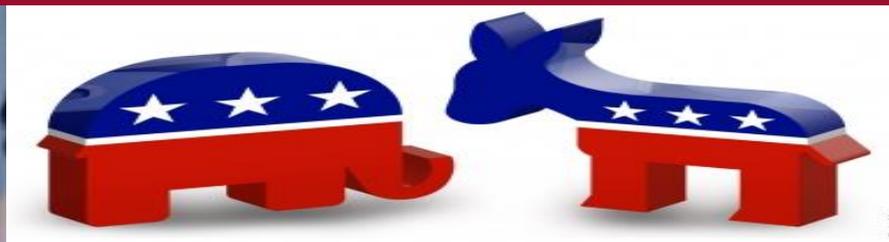


Clinton maintains media advantage as Trump weakens

U.S. TV & print news, September 22 - October 2, 2016

- Trump's tone on the decline since the first debate
- Fox News is the main contributor of advertising dollar value to the Trump campaign through neutral and positive reporting
- Clinton faces the greatest risk from Trump on national security issues



Clinton maintains media advantage as Trump weakens

New York, October 6, 2016. The media aftermath of the first presidential debate continues to place Clinton as in the lead on the economy, national security, and in the overall evaluation of the race. Additionally, the tone of coverage for Trump has fallen precipitously since the debate, with fewer than half of journalists offering positive or neutral coverage, according to new research from Media Tenor International.

“Trump has faced severe negativity on his tax returns, both on his refusal to release them and speculation based on leaked pages of those documents,” says Roland Schatz, the president and CEO of Media Tenor.

“Clinton’s solid preparation for the media environment in the aftermath of the debate, combined with Trump’s lack of learning from the past in regards to tone and demeanor, helped her secure the media advantage. This was in line with national polling, as well as new state polls in Florida, Nevada, Michigan, and New Hampshire, that showed a positive shift in support for Clinton after the debate was covered by the media. The importance of national security issues in the post-9/11 era cannot be overstated. Despite Clinton faring better, high levels of negativity around Benghazi and the email scandal still put her at risk.”

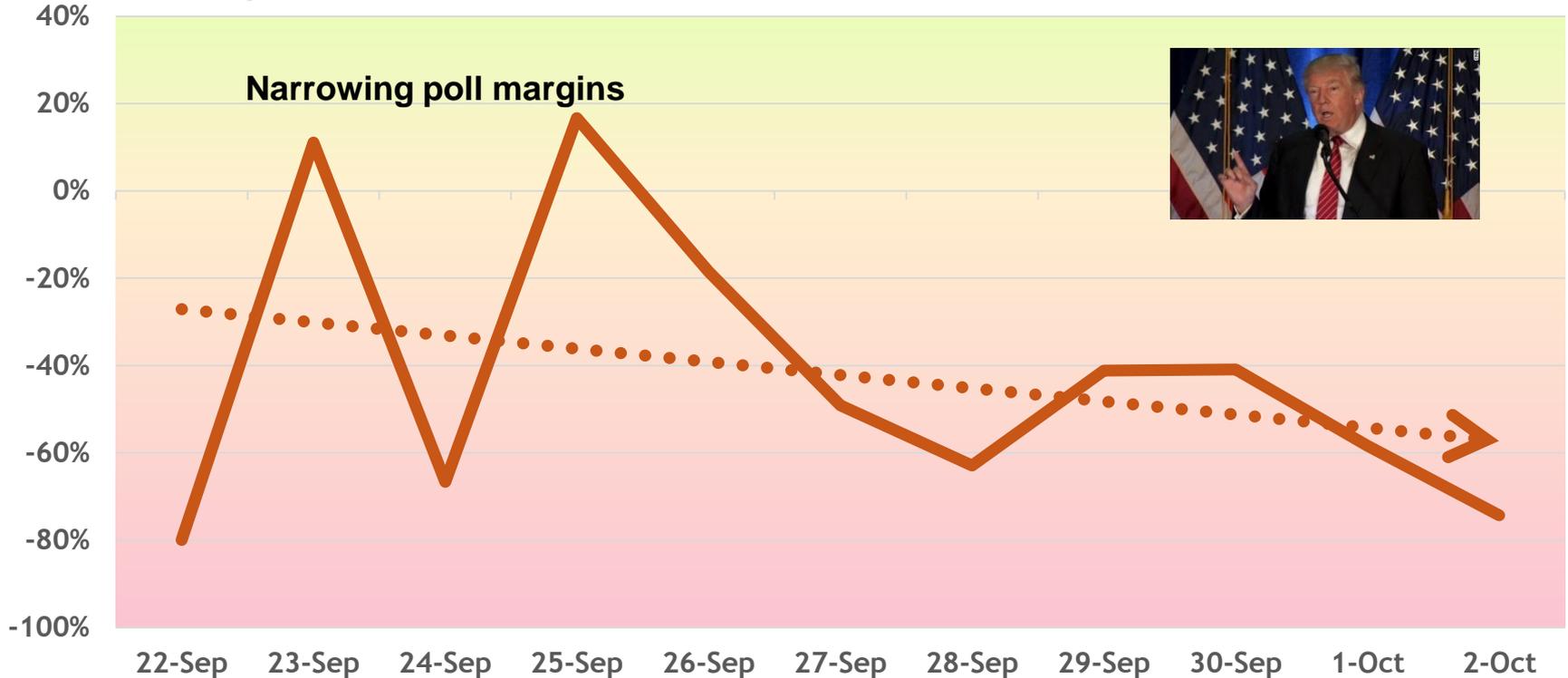
“Clinton’s post-debate bounce is likely to last at least through the debate on October 9, when Trump will have the opportunity to turn the tables,” Schatz added.

This research examined all 94,743 reports on politicians on five U.S. TV news programs and in opinion-leading print publications and 14,506 lines of data on presidential candidates in previous elections, 2000 - 2012.

For over 20 years Media Tenor’s mission has been to contribute to objective, diverse and newsworthy media content by bringing together the diverse parties. Media Tenor’s global research projects include analyses of election campaigns, investor relations, public diplomacy, corporate communications and other topics critical to news makers and news audiences. For more information, please contact Racheline Maltese at r.maltese@mediatenor.com or +1 212-935-0210.

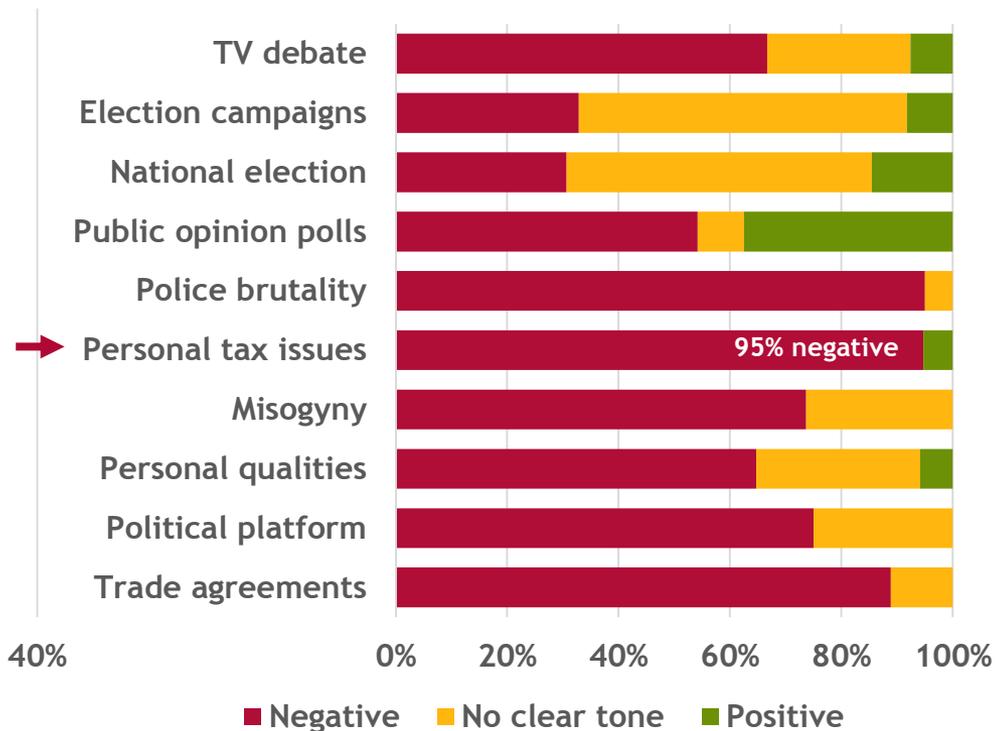
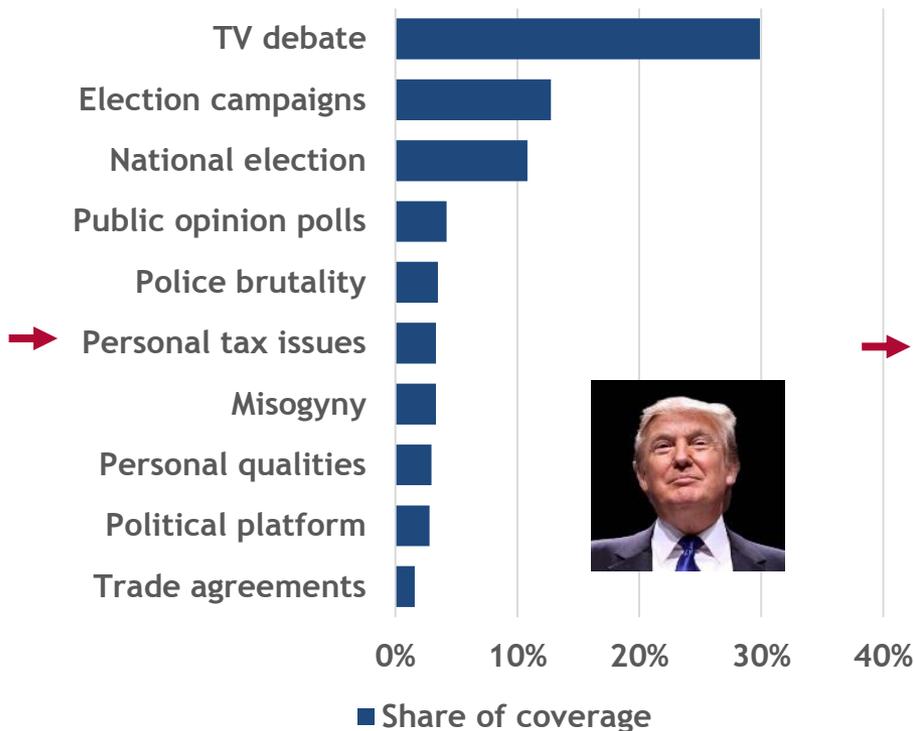
Media tone on Trump declined in debate season

Media tone on Trump



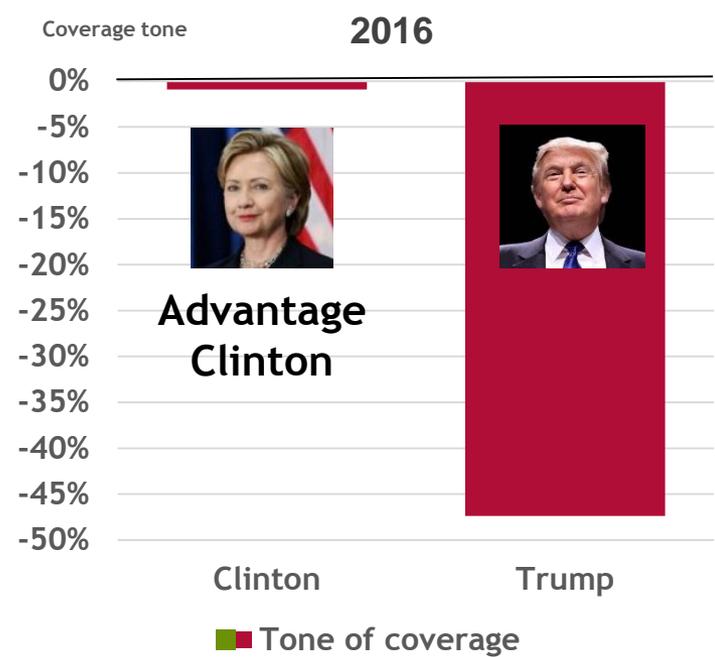
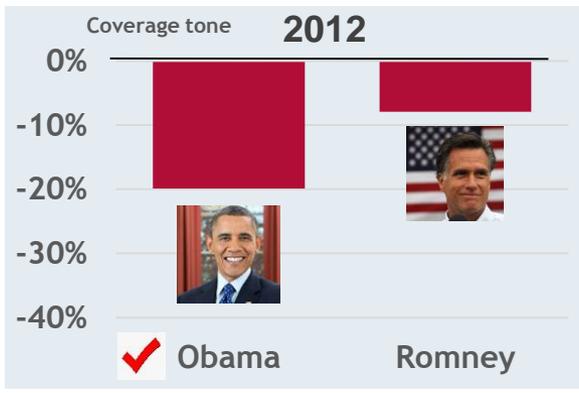
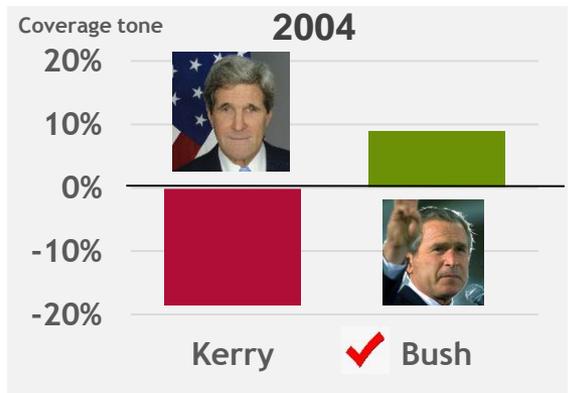
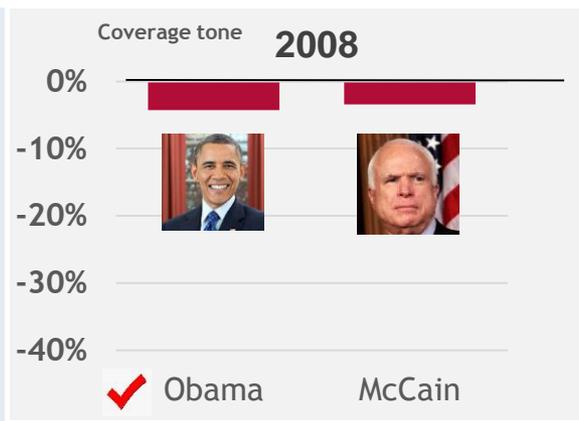
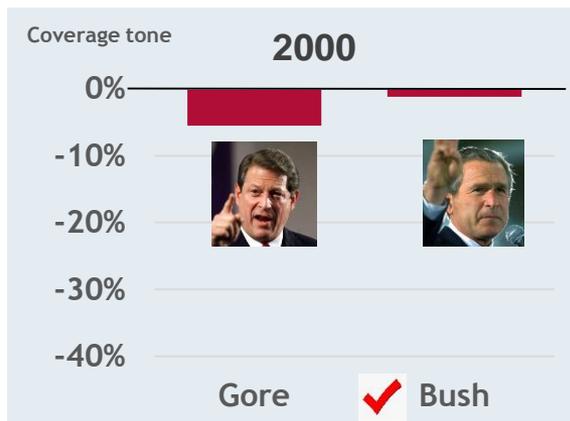
The tone of coverage for Trump has been on the decline since late September, with more marked decline since the first debate. Media criticism of his debate performance and resulting drops in polling have had an overall image impact.

Tax issue hammers Trump



95% of coverage on Trump's personal tax returns was negative as of October 2, 2016, the day *The New York Times* broke the story on the leaked pages of his tax returns. The issue has continued to gain momentum

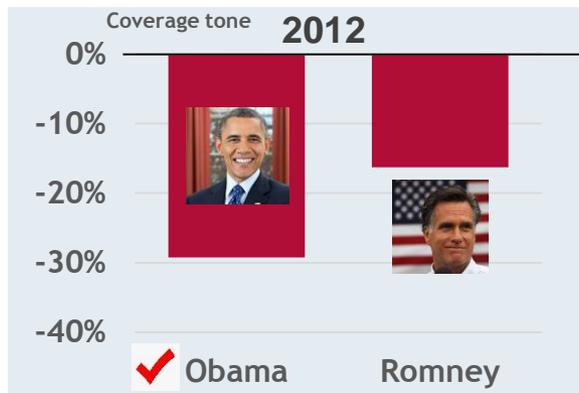
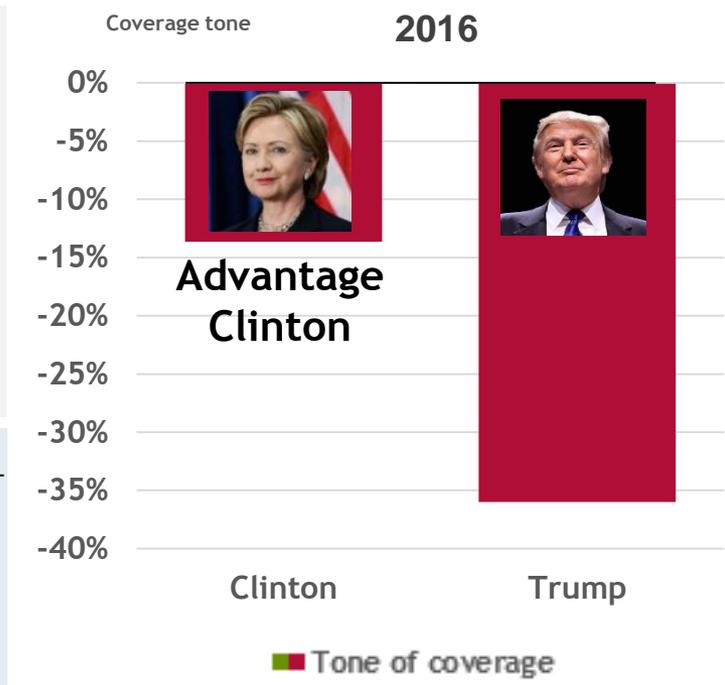
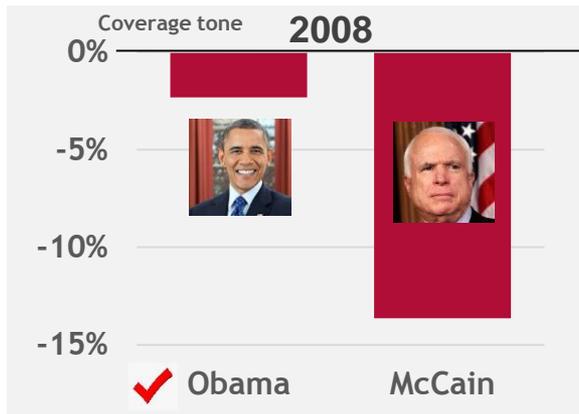
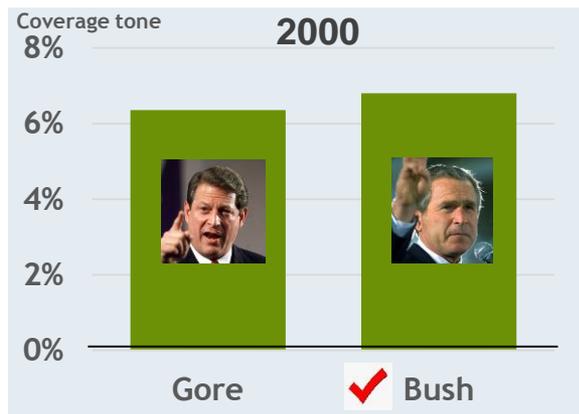
Clinton maintains the overall edge



**Overall tone for the candidates
September 22 – October 2**

With near-neutral coverage, Clinton has a much stronger overall image than her opponent in debate season. This gap in her favor is larger than in any of the past four presidential races, strongly favoring her chances to win.

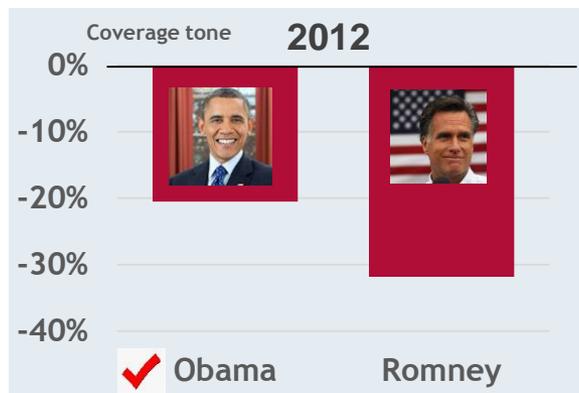
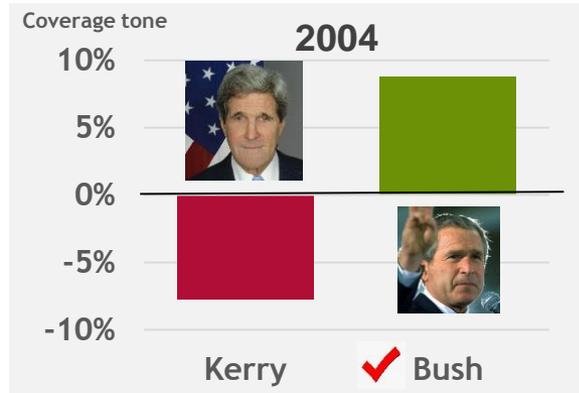
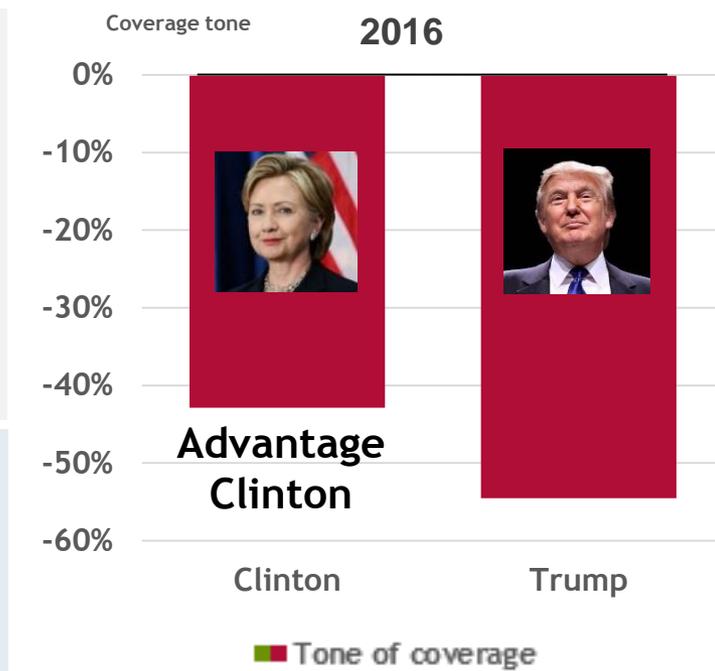
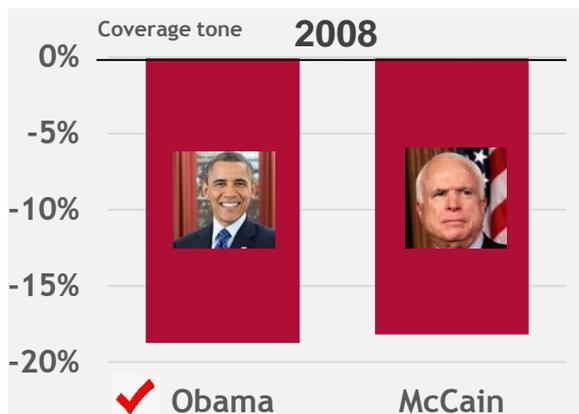
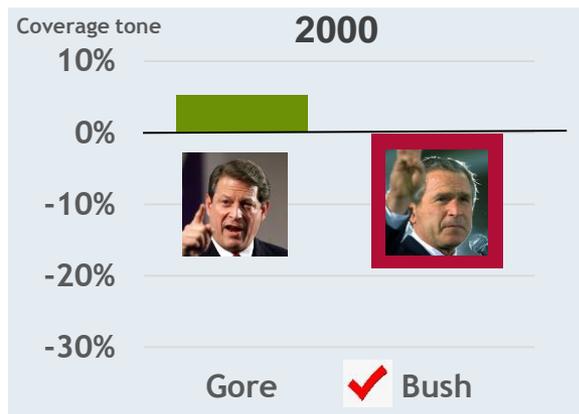
Clinton has large economic edge, but relevance in question



Tone for candidates on economy
September 22 – October 2

▶ Clinton has a strong edge on economic topics compared to Trump in the wake of questions about his business practices that have come up as a result of reporting on his tax losses. However, the candidate with the economic advantage has not always won in the past.

Clinton has slight edge on security, a key post-9/11 driver



Tone for candidates on national September 22 – October 2

Clinton has an edge on Trump related to national security issues due to concerns about his temperament and relationship with Russia. However, the Benghazi and email scandals weigh on her image, indicating some risk on this topic.