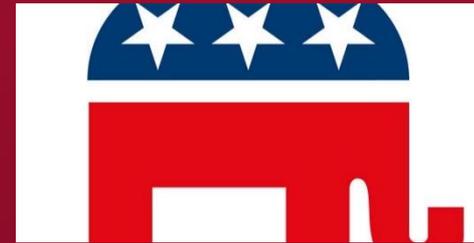


Trump said to lose first TV debate decisively with combative performance, leaving almost no chance to recover in the remaining 5 weeks

U.S. Print and TV News, September 30, 2020

- Charges of racism haunt Trump's image
- Domestic security and crime may offer the incumbent an advantage
- Biden seen as giving a positive performance on COVID-19, minority issues, and values



Summary

October 2, 2020. New York. - Media reaction to the first presidential debate has strongly focused on criticism of Trump, and his statement that seemed to offer support to the Proud Boys, a group described as racist by the Southern Poverty Law Center, has been a particular driver of negativity, according to new research from Media Tenor International.

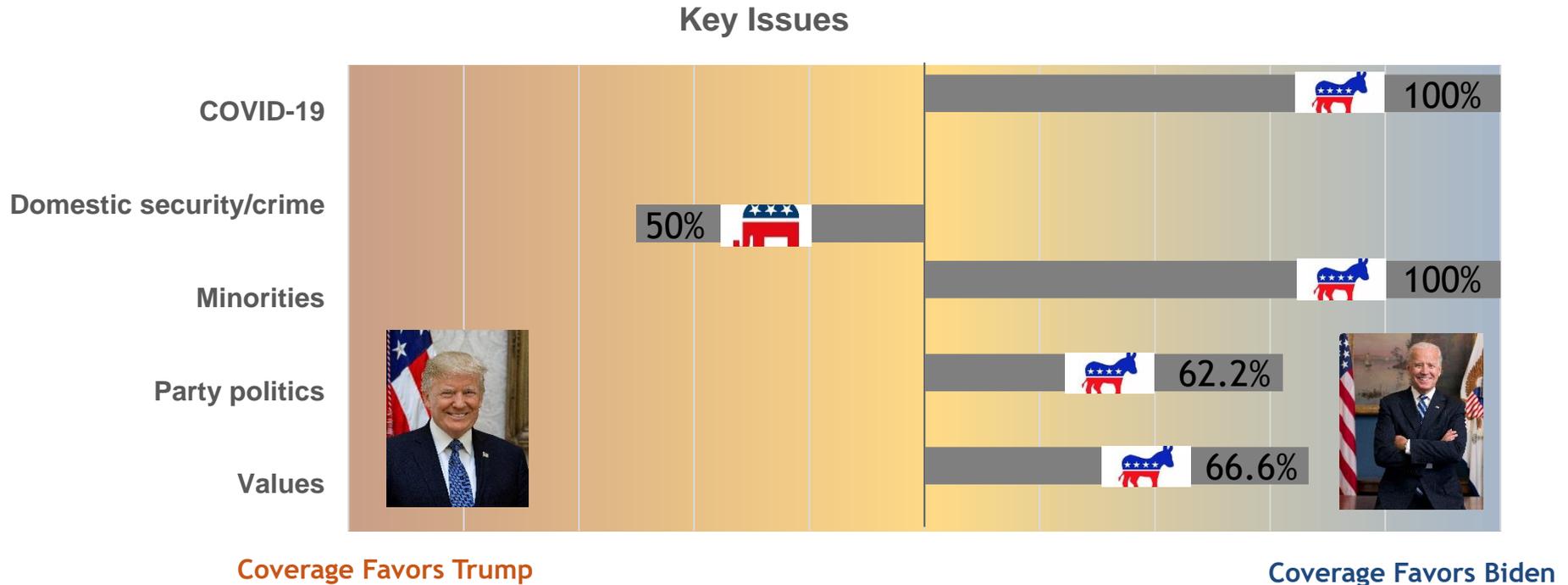
On COVID-19, minorities, party politics, and values, Biden was portrayed as the winner. Trump was only shown having an advantage on domestic security and crime - topics which may help him with suburban voters.

“Trump’s debate performance has been presented as shocking by both journalists and other sources,” says Roland Schatz, founder and CEO of Media Tenor. “Biden has been received mostly positively, but his performance was not without criticisms. The media sought out fewer sources to comment on him, causing the debate story to be more focused on Trump, as he has to convince more voters than in 2016. Four years ago, he received 3 million fewer popular votes than Hillary Clinton and lost further ground in 2018. Now he is dealing with the loss of three times more Americans to COVID-19 than died in the Vietnam War, the loss of 30 million jobs, and a performance in the first TV debate which all commentators (including on FOX) described as the worst ever due to his unpresidential behavior. Looking at the Media Tenor data on presidential election campaigns since 2000 there is little evidence that suggests he can make up the gap that currently has Biden in the lead in the remaining 5 weeks of campaigning. Once journalists are willing to be so sharply negative, they don’t change their minds quickly. If Trump can’t win over journalists or the people, the only remaining question is whether he can beat the system. And, if this weren’t bad enough for Trump and the GOP, there are too many respected individuals going public saying they’ll vote for Biden - which would be a killer for any candidate.”

For over 25 years Media Tenor's mission has been to contribute to objective, diverse, and newsworthy media content. 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.

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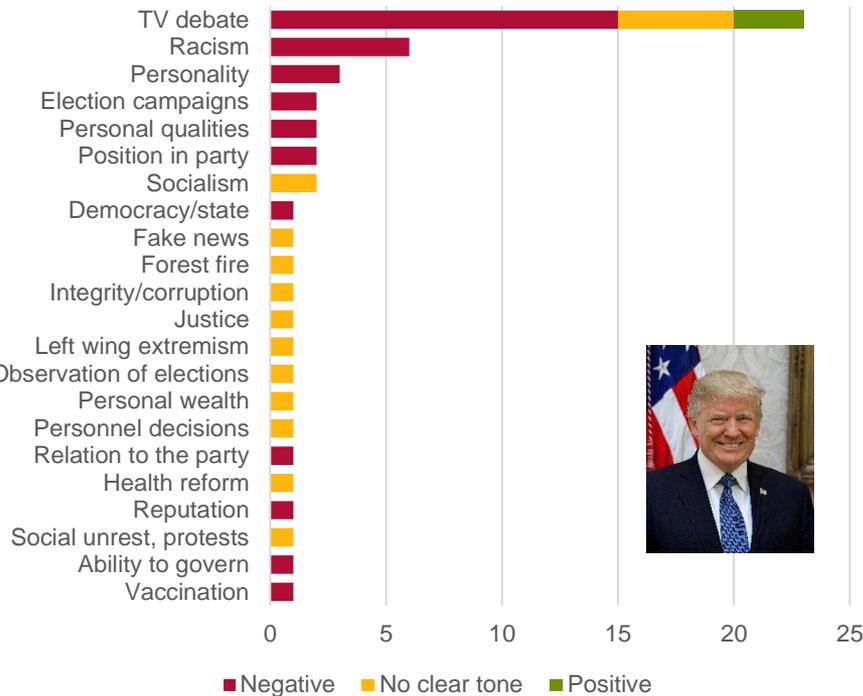
After first debate, media gives Biden edge on key issues



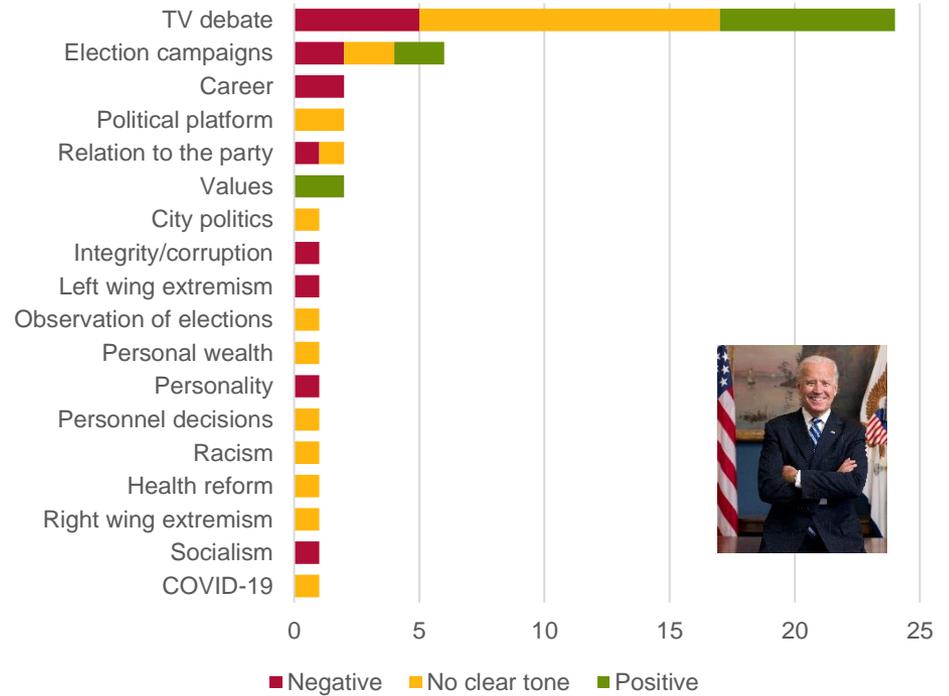
While Donald Trump was able to score points on domestic security and concerns about crime, media coverage after the first debate gave Biden the advantage on the pandemic, racial issues, party politics, and values.

Top topics for Trump are negative

Donald Trump



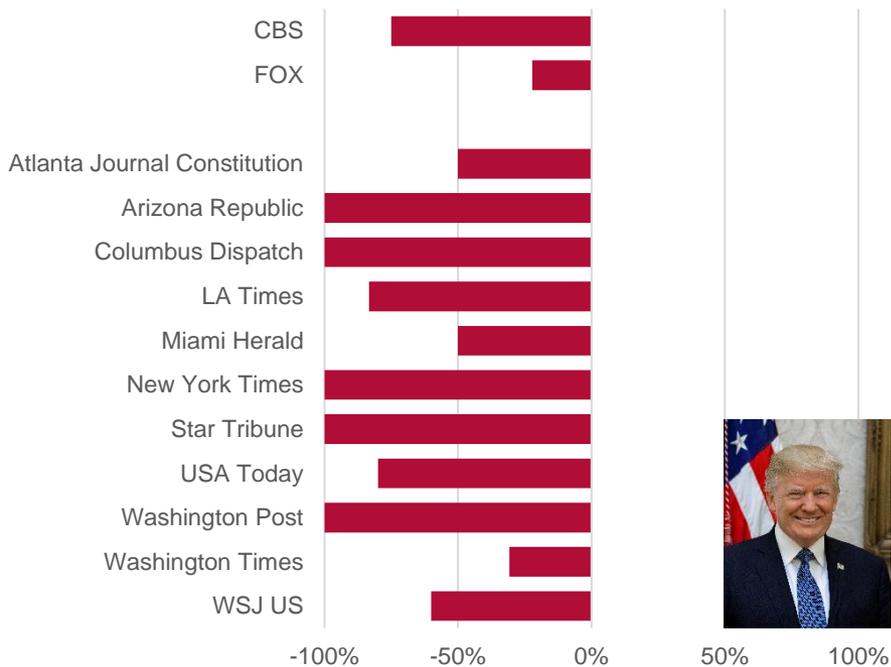
Joe Biden



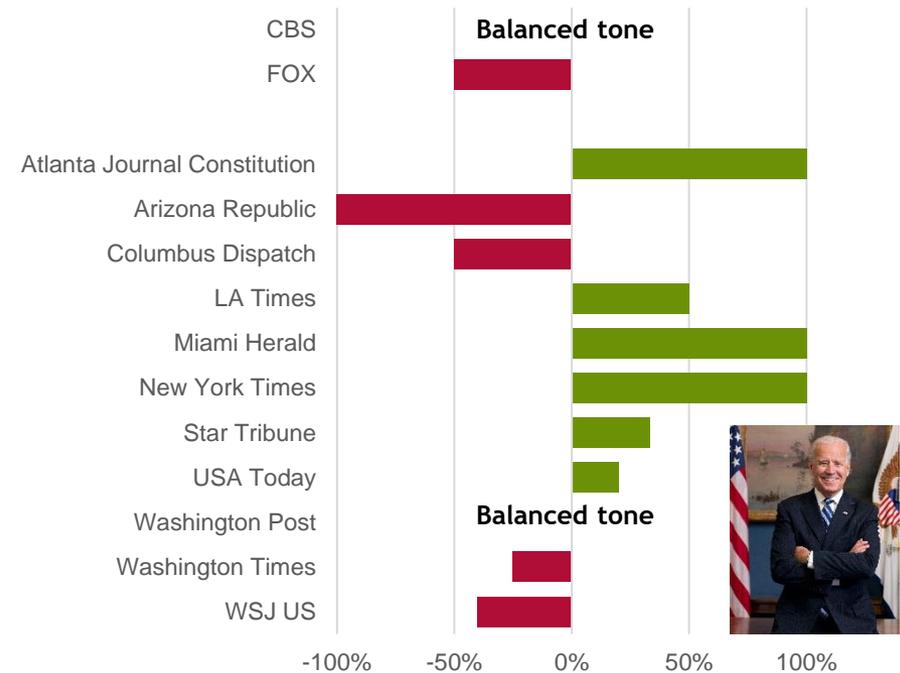
The most visible topics for Trump were strongly negative, including discussion of his overall performance, which was described as combative. Comments that seemed to support racist extremist group Proud Boys has led to significant criticism.

Media portray Trump's debate performance as negative

Donald Trump



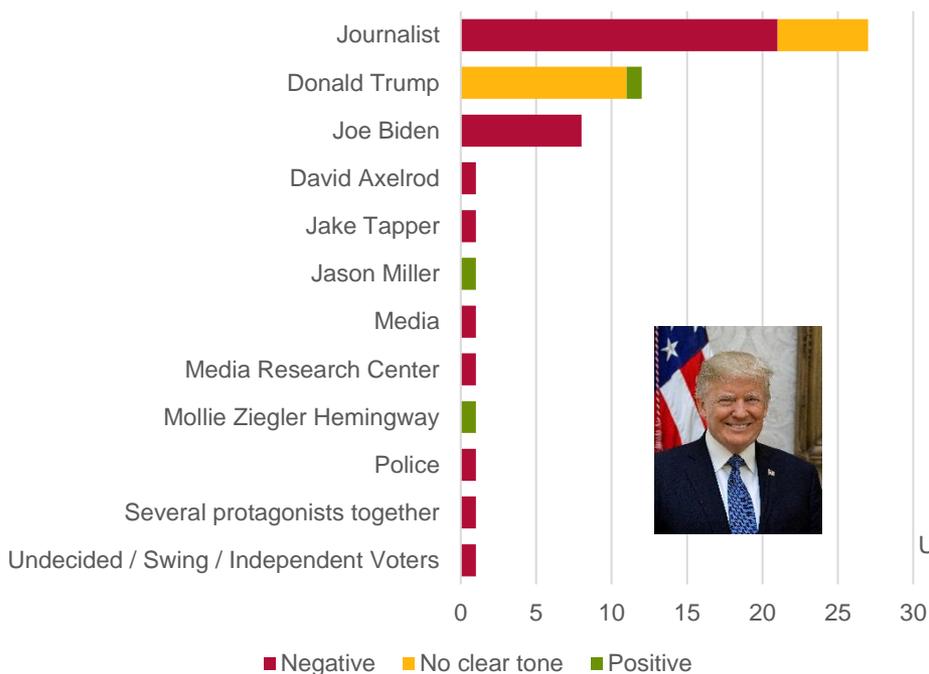
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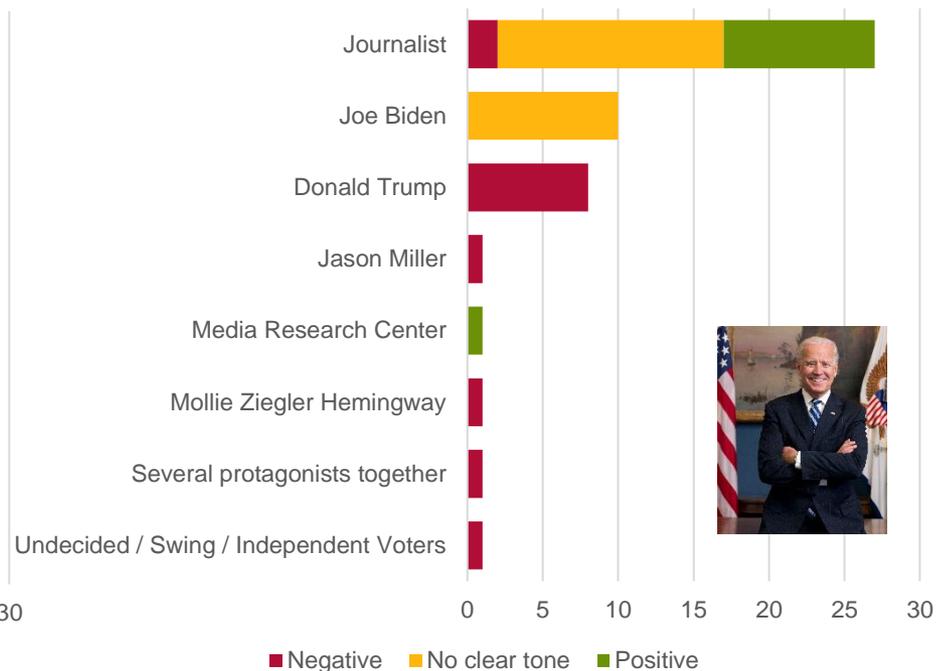
All the analyzed media portrayed Trump's debate performance negatively. While there was also negativity for Biden, perhaps most importantly from papers in the swing states of Arizona and Ohio, his performance was received more positively overall.

More sources - and more sources of negativity - for Trump

Sources on Trump

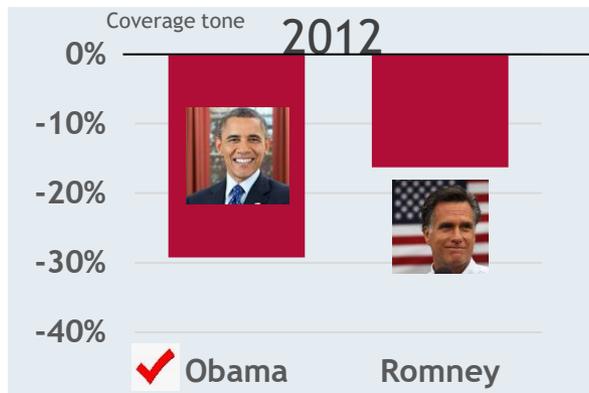
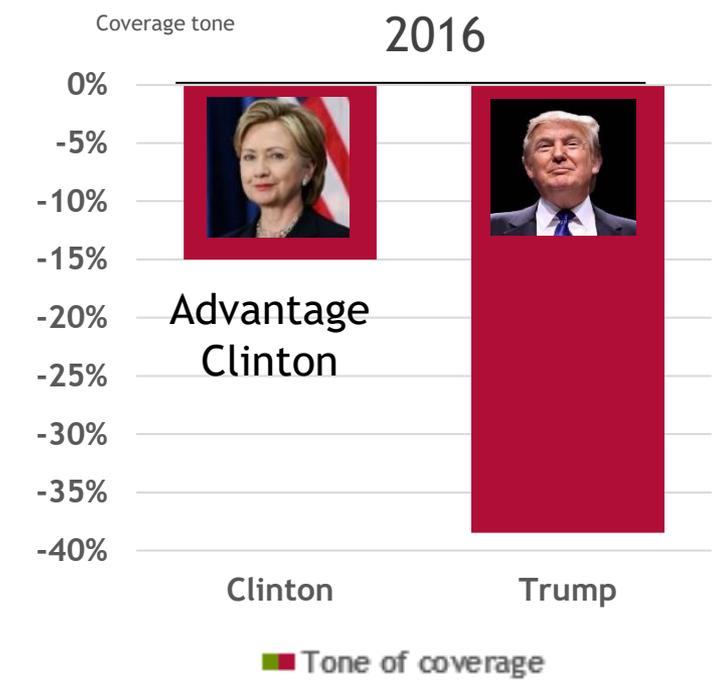
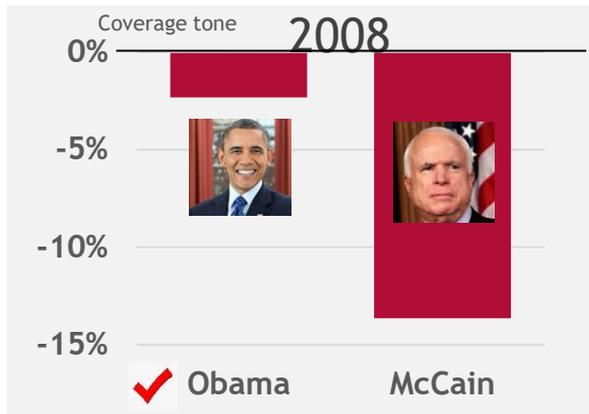
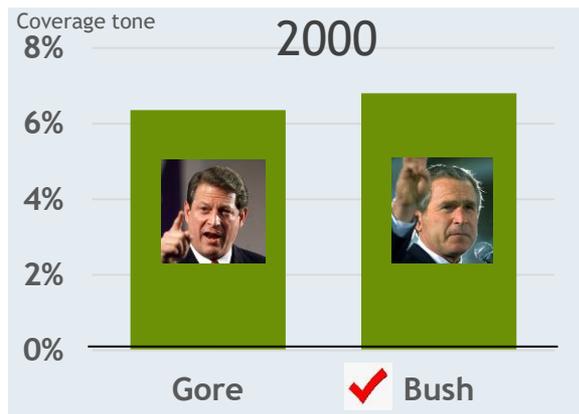


Sources on Biden



Comments about Trump came from more sources than comments about Biden. The clear split in media opinions was clear. Undecided voters, when visible, were negative about both candidates, indicating possible dissatisfaction with the race overall.

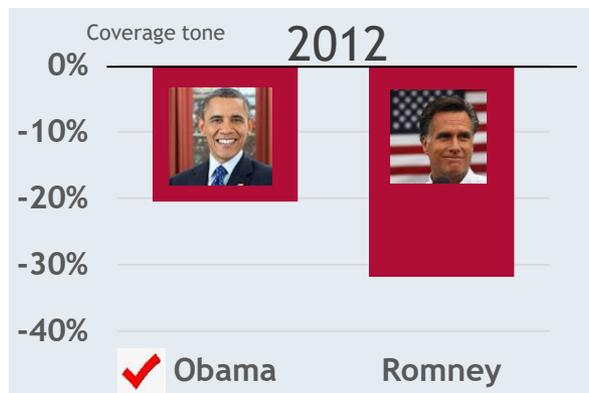
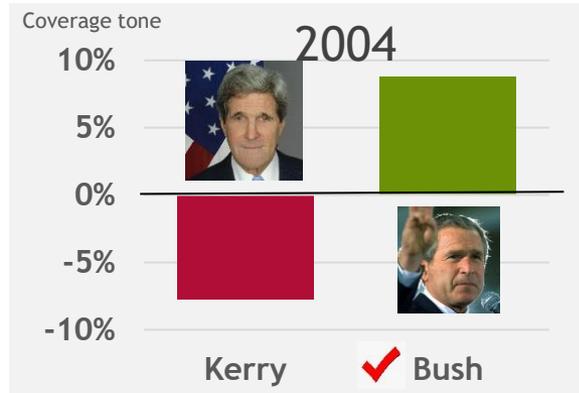
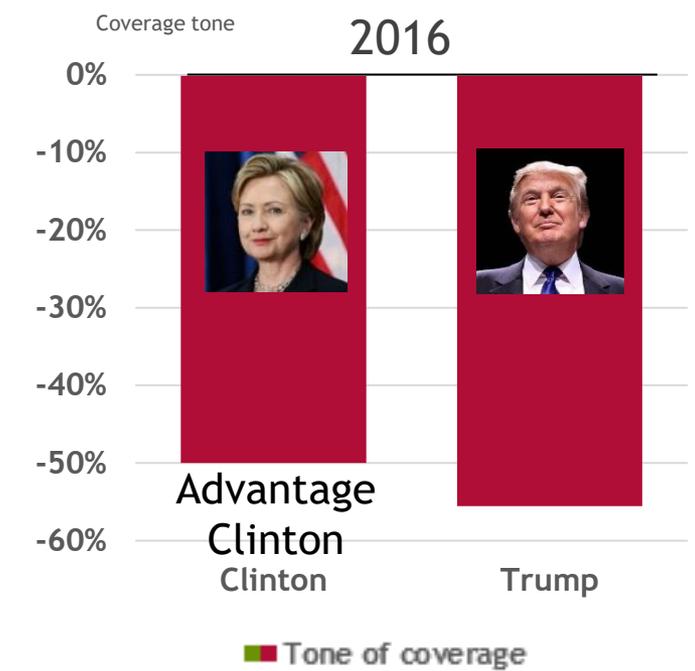
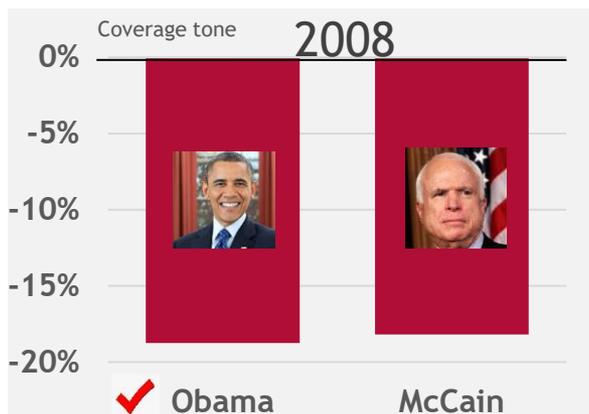
Clinton has large economic edge, but relevance in question



Tone for candidates on economy
September 26 - October 9

▶ Clinton has maintained an edge on Trump regarding the economy thanks to concerns about his taxes and the closing of one of his casino's placing 3,000 workers out of jobs the day after the second debate.

Clinton's edge on security is slim, keeping Trump alive



Tone for candidates on national security September 26 - October 9

Neither Trump nor Clinton is positively portrayed by the media on security issues. While Clinton has a slight advantage, Trump's messages about extreme policies needed to remain safe post-9/11 continue to resonate with some voters.

Methodology: Scientific content analysis

Human or Machine?

Computer based language processing currently is used in the following fields:

Automated customer hotlines | Language recognition | Automatic mail answering systems

Classification of text with similar patterns (e.g., medicine, law)

but

Automated analysis of media stories by computers at present doesn't meet the requirements for reputation risk management with regard to:

- Identification of relevant passages and themes
- Relationships between protagonists
- Correct identification of tonality/sentiment (MIT: < 60%)

Media Tenor's Solution

Combines technology and human intelligence:

- Search strings check completeness of analysis material and identify stories on social media
- Trained human analysts code content based on scientific codebooks (validity/reliability > 85%)