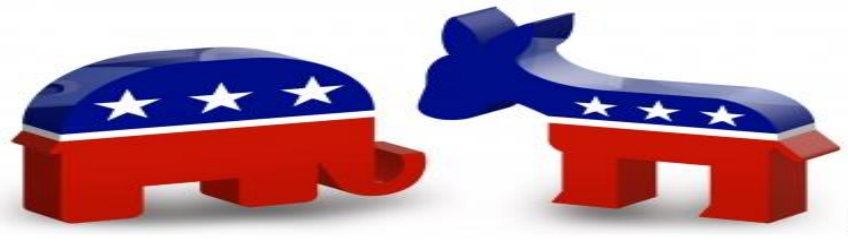


Clinton survives FBI announcement; victory expected November 8

U.S. TV & print news, January 1 - November 6, 2016

- Media give Clinton a clear advantage once again
- Email issue neutralized by FBI announcing there will be no charges
- Trump has the edge on national security topics, but has not been able to capitalize on this



Clinton survives FBI announcement; victory expected November 8

New York, November 7, 2016. With the shifting of the media agenda and the FBI's announcement that none of the newly investigated emails merit charges, Clinton has regained a significant media advantage going into election day and is likely to be the 45th president of the United States, according to new research from Media Tenor International.

"While the FBI announcement initially hit Clinton hard as the media made the issue out to be more than it was, she was able to bounce back even before they announced no charges would be filed regarding the additional emails," says Roland Schatz, founder and CEO of Media Tenor. "Clinton's advantage over Trump has recovered to the levels seen before the late October announcement from FBI Director Comey. The ongoing message from her surrogates that she is the most qualified to govern helped insulate her through the media risks of the FBI story. This is not dissimilar to 2000 when revelations about Bush's relationship with alcohol triggered a dip in his media image, but was not enough to disrupt the overall positive narrative established in the debates with Gore."

Trump does have one remaining image advantage on national security. "Trump has a slightly better image on security than Clinton, but every time the topic is discussed, he also generates negative coverage due to his isolationist and nationalist policies. He has not been able to effectively press this advantage in some time."

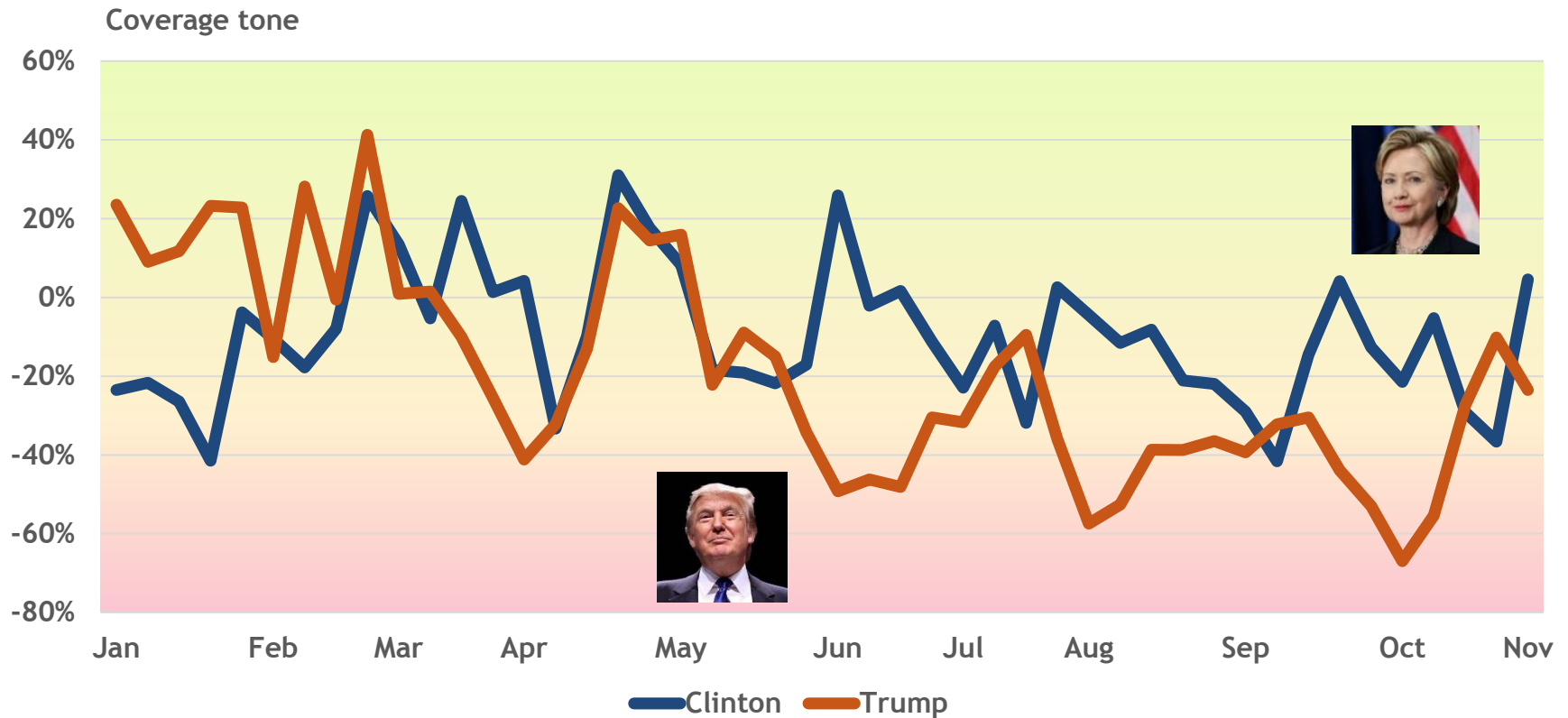
"Trump originally started to lose the election even before the convention season," Schatz adds. "He never regained a positive image after the primaries. As the media offers an overview of the whole campaign season on the eve of the election, the Trump story will likely feature his missteps, while the Clinton story will likely feature obstacles - like the FBI - overcome."

Finally, Schatz notes that the election ultimately had two losers - the public that failed to receive the information it needed, and the media, that continued to damage its reputation as an unbiased source for relevant information.

This research examined 64,095 reports on politicians on five U.S. TV news programs and in 8 opinion-leading print publications and 14,506 lines of data on presidential candidates in previous elections, 2000 - 2012.

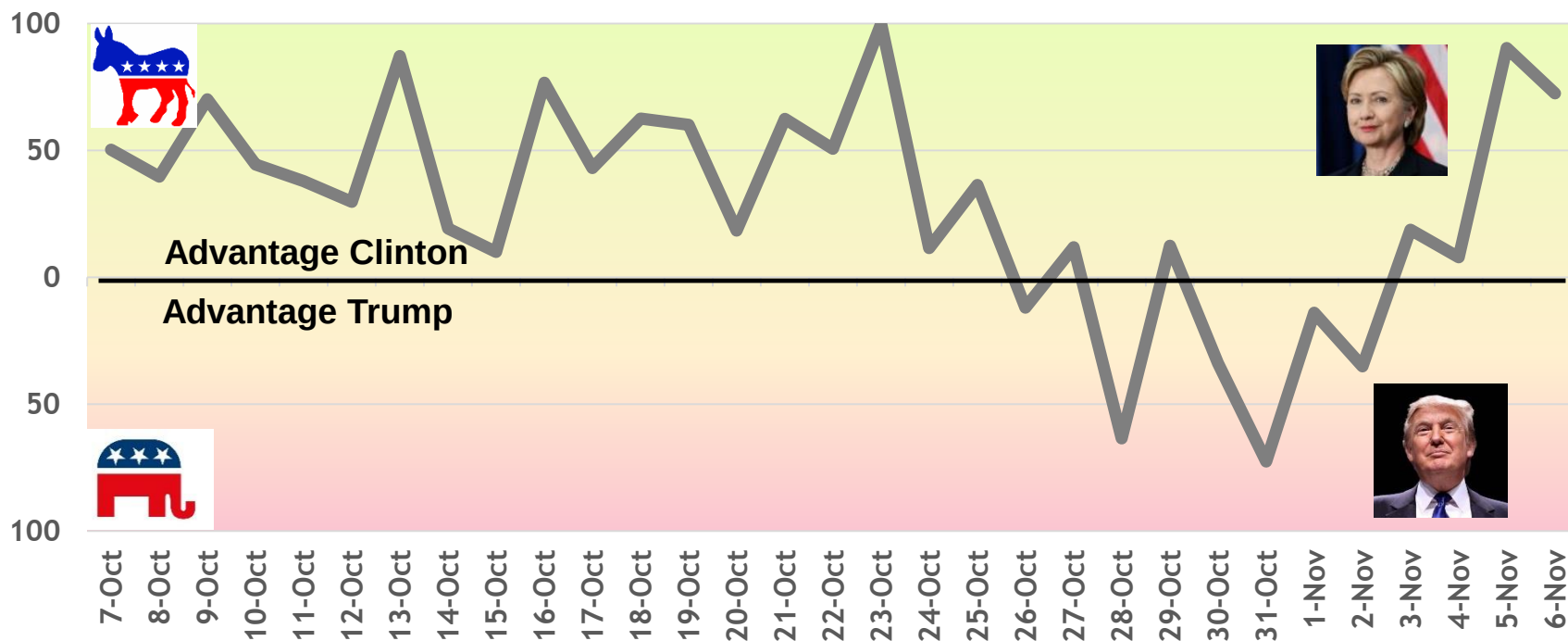
For over 20 years Media Tenor's mission has been to contribute to objective, diverse and newsworthy media content by bringing together the diverse parties. Media Tenor's global research projects include analyses of election campaigns, investor relations, public diplomacy, corporate communications and 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.

Clinton finishes campaign season on top



Despite last-minute concerns about polling numbers and a brief reopening of the FBI investigation into her email server, Clinton will finish the campaign season with a slightly positive image and one that bested Trump. Media tone places her at the likely winner.

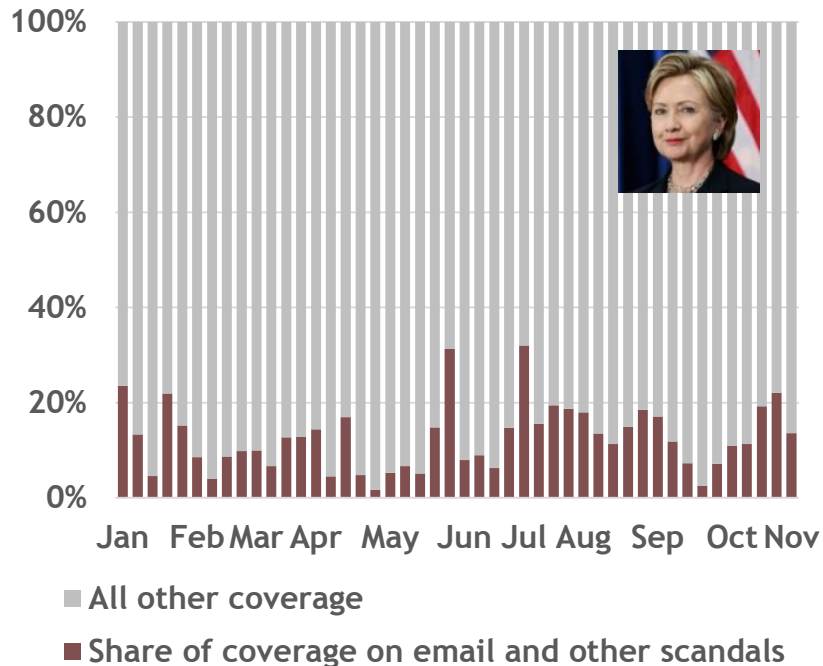
Clinton has fully recovered from the October surprise



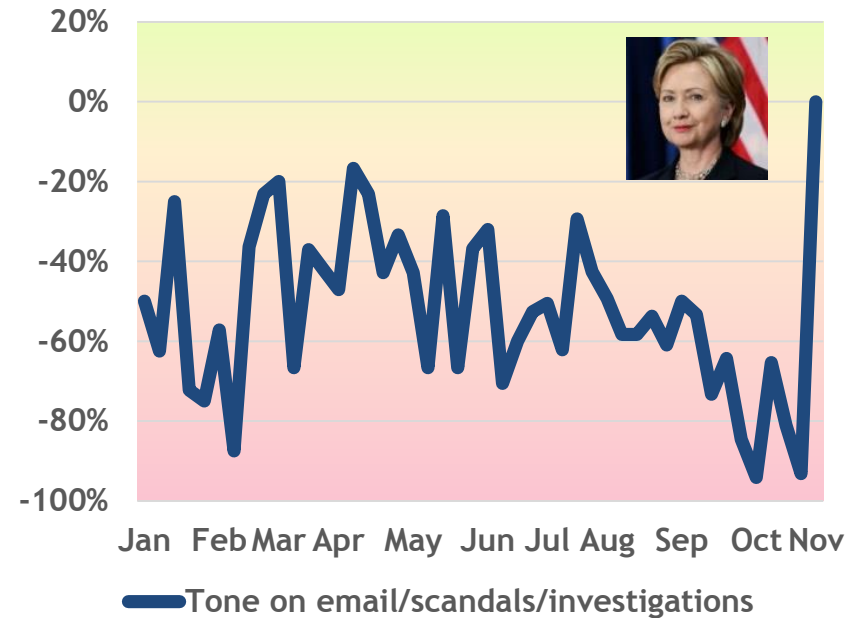
The media gives Clinton the clear advantage on election day, as numbers that favored Trump after the further FBI investigation evaporated. Sunday's exoneration of Clinton on the email issue freed up the media to offer predictions of her win.

November 6 coverage neutralized email issue

Share of coverage

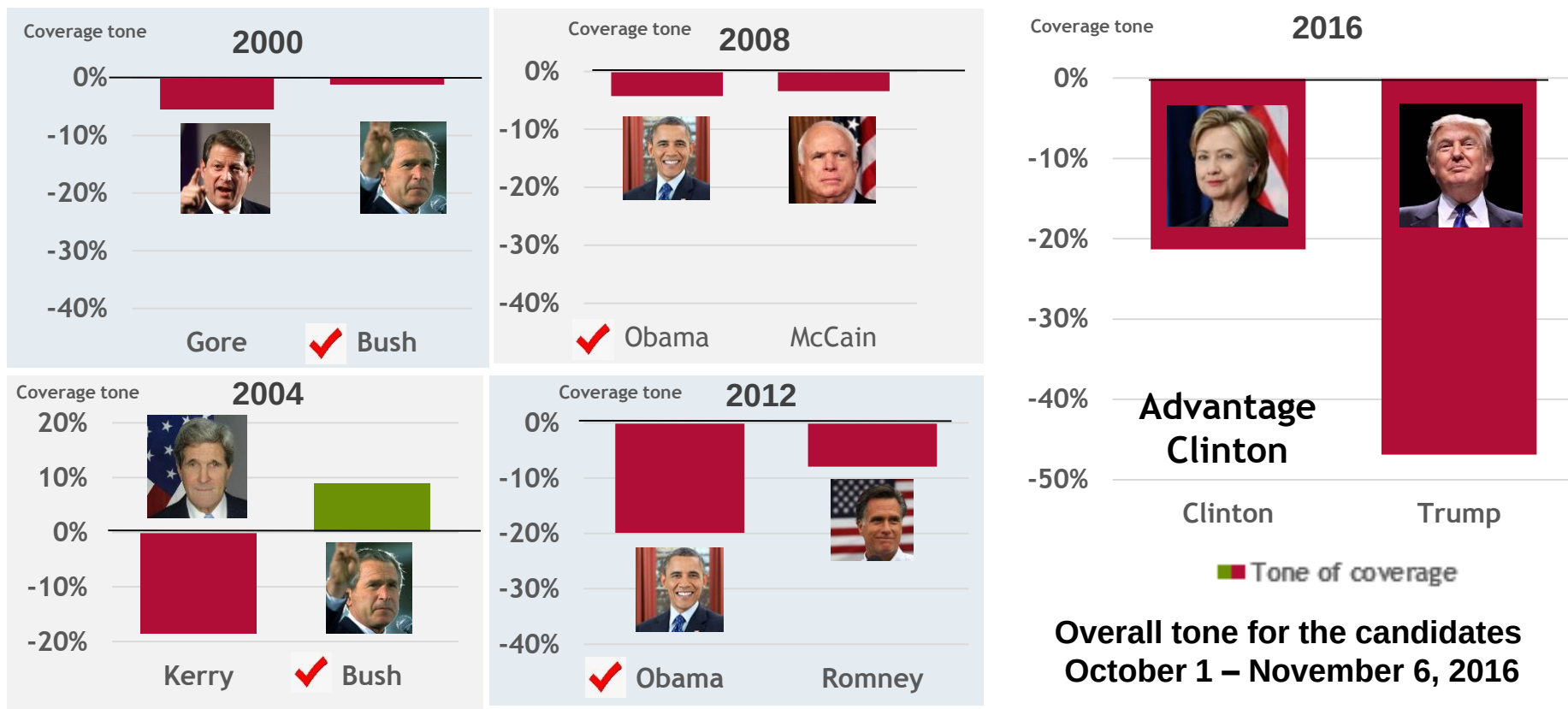


Coverage tone



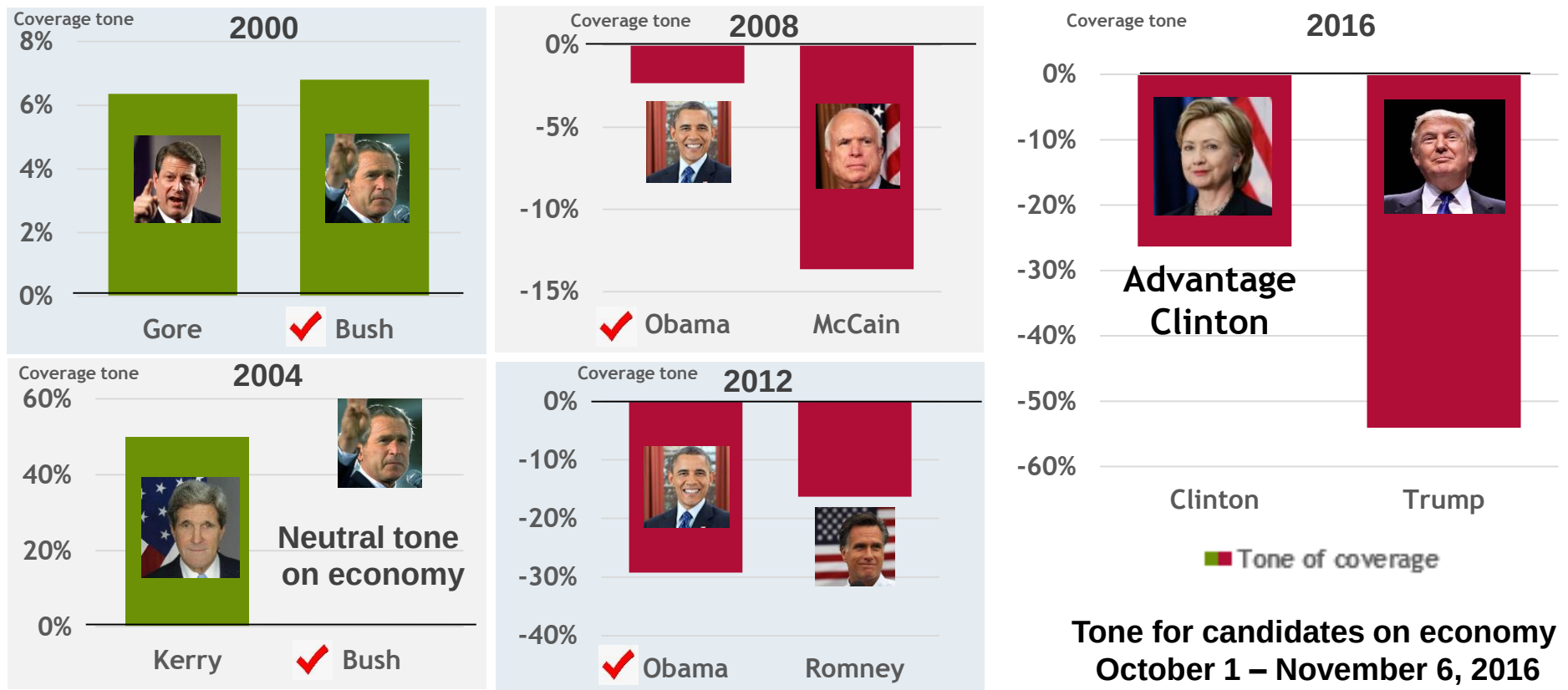
After a period of intense focus and grave concern on the email issue, the FBI's finding that there was nothing that merited criminal charges for Clinton in materials found on the laptop belonging to Huma Abedin and Anthony Weiner, neutralized the issue.

Clinton has a large advantage compared to recent elections



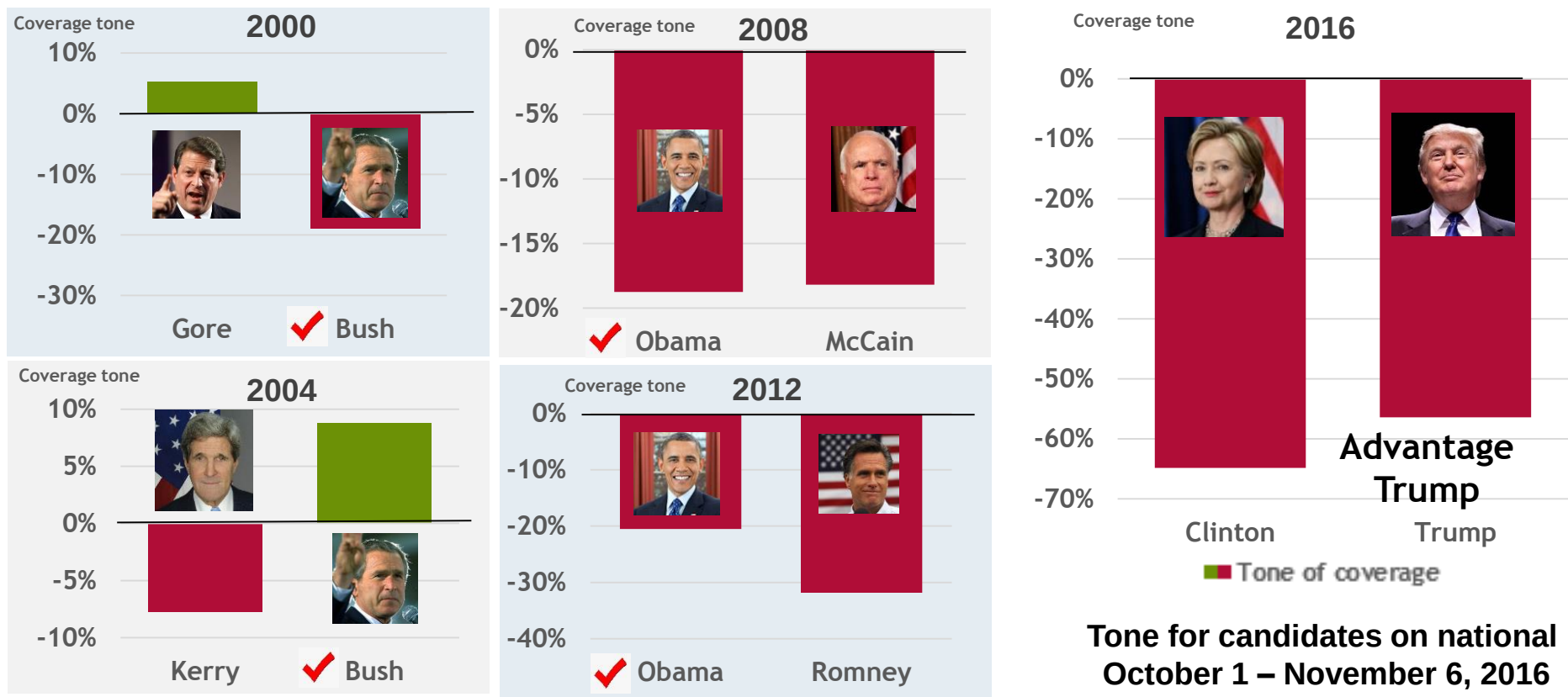
Since October, Clinton's image, despite containing negatives, has been far better than Trump's. This long-term negativity has been impossible for him to overcome, even with a brief advantage in late October.

Trump's business history doesn't help him on the economy



Skepticism of Trump's business skills have been visible as problems with his hotel businesses have been reported and the media has highlighted criticism on his ability to negotiate in a meaningful way on the international stage. Clinton has the advantage.

Trump's opportunity on national security is too narrow



While Trump has a slightly less negative rating on national security, he has not effectively managed to push this advantage. Positivity for his tough talk on ISIL has been countered by concerns about his temperament and severe criticism of isolationist nationalist policies.