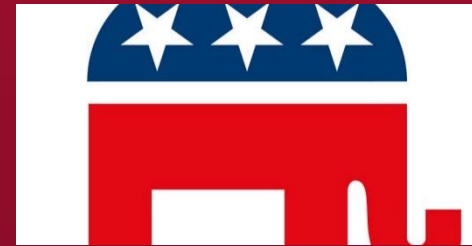


Harris as the VP choice was not a surprise to the media audience, but will it make a difference?

U.S. TV News, January 1, 2019 - Aug 10, 2020

- Harris's image is now positive, having recovered from her performance in the primaries
- Pence's image has remained in a neutral range, despite his association with the U.S. COVID-19 response
- Volatility for Biden's media image suggests the race may still be a toss up



Summary

August 12, 2020. New York. - Media coverage leading up to Joe Biden's selection of Kamala Harris as his running mate for the 2020 election, indicated that Harris was the obvious choice. However, with vice presidential nominees having a limited impact on voter choice and it is not yet apparent what the long-term impact of her selection will be on the election outcome, according to new research from Media Tenor International.

Harris has been able to achieve a much more positive media image than Mike Pence, but it is notable that Pence has been able to maintain a near neutral image even as he has been framed as leading the U.S. COVID-19 response effort, which has not been going well. Whether Harris's image on U.S. TV news can sustain positivity as the focus turns to her record and the groundbreaking nature of her candidacy along race and gender lines will become apparent as news coverage shifts away from the announcement.

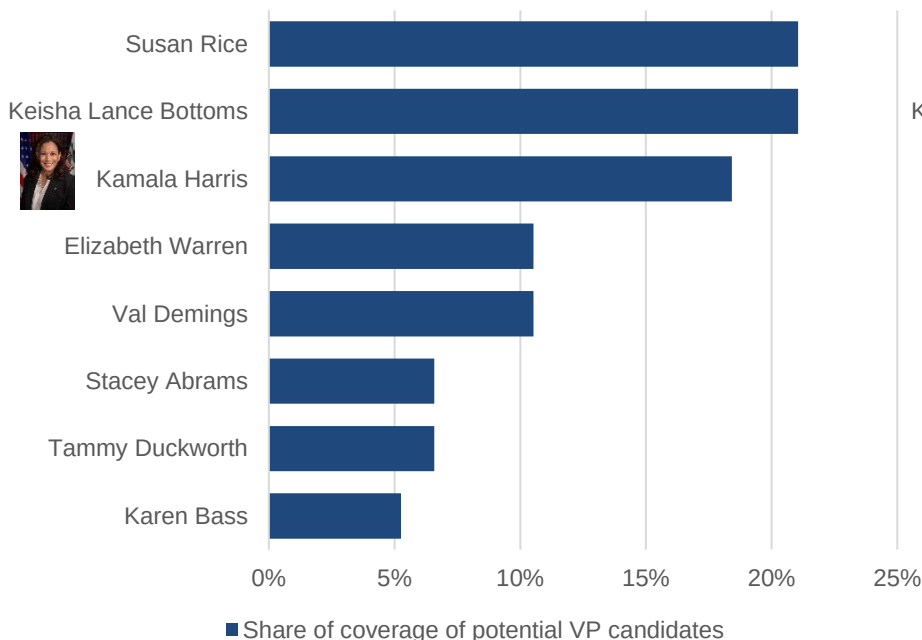
Volatility in Biden's media image suggests that news audiences who are likely to vote have not yet received information that enables them to make firm decisions in their election choice. Upcoming party conventions and debates may help clarify the narrative.

For over 25 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.

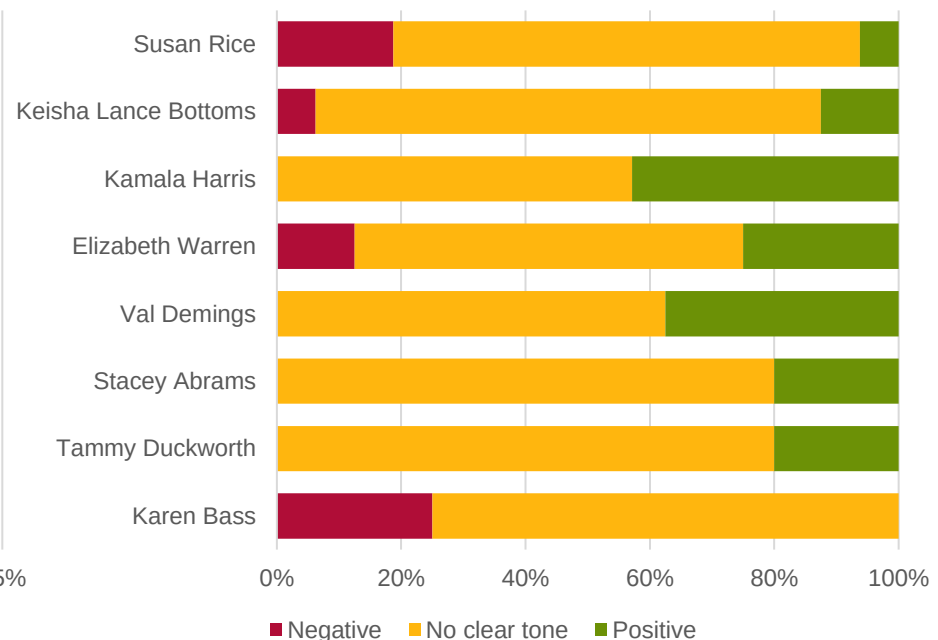
For more information please contact r.schatz@mediatenor.com or +41 55 284 5109

Based on image and tone, Harris was the obvious VP choice

Share of coverage of potential VP candidates*



Tone of coverage on potential VP candidates*

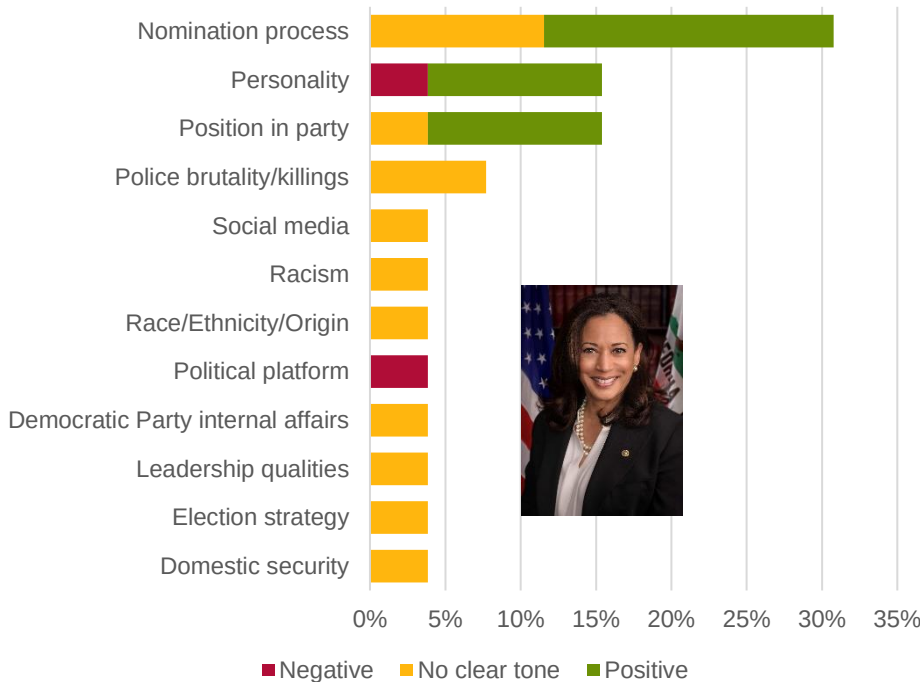


*Only women were looked at for this analysis because Biden promised a female VP

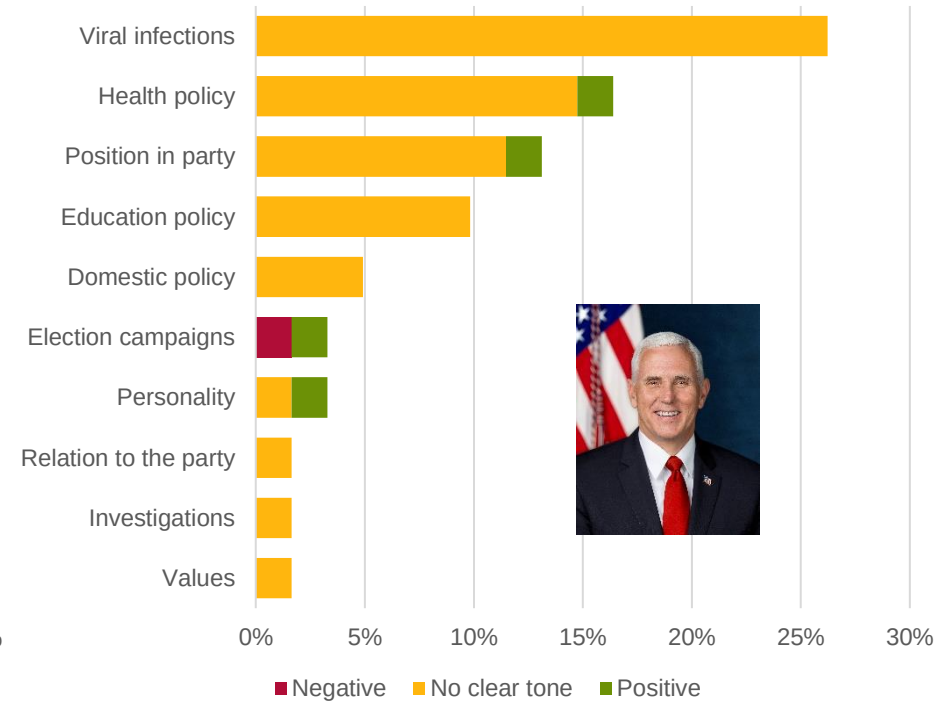
While Kamala Harris was not the most visible potential VP choice, her strong visibility combined with a strongly positive tone in the period from the time Biden became the presumptive nominee to early August, made her the obvious choice.

Pence has not made a mark despite opportunities

Topics regarding Kamala Harris

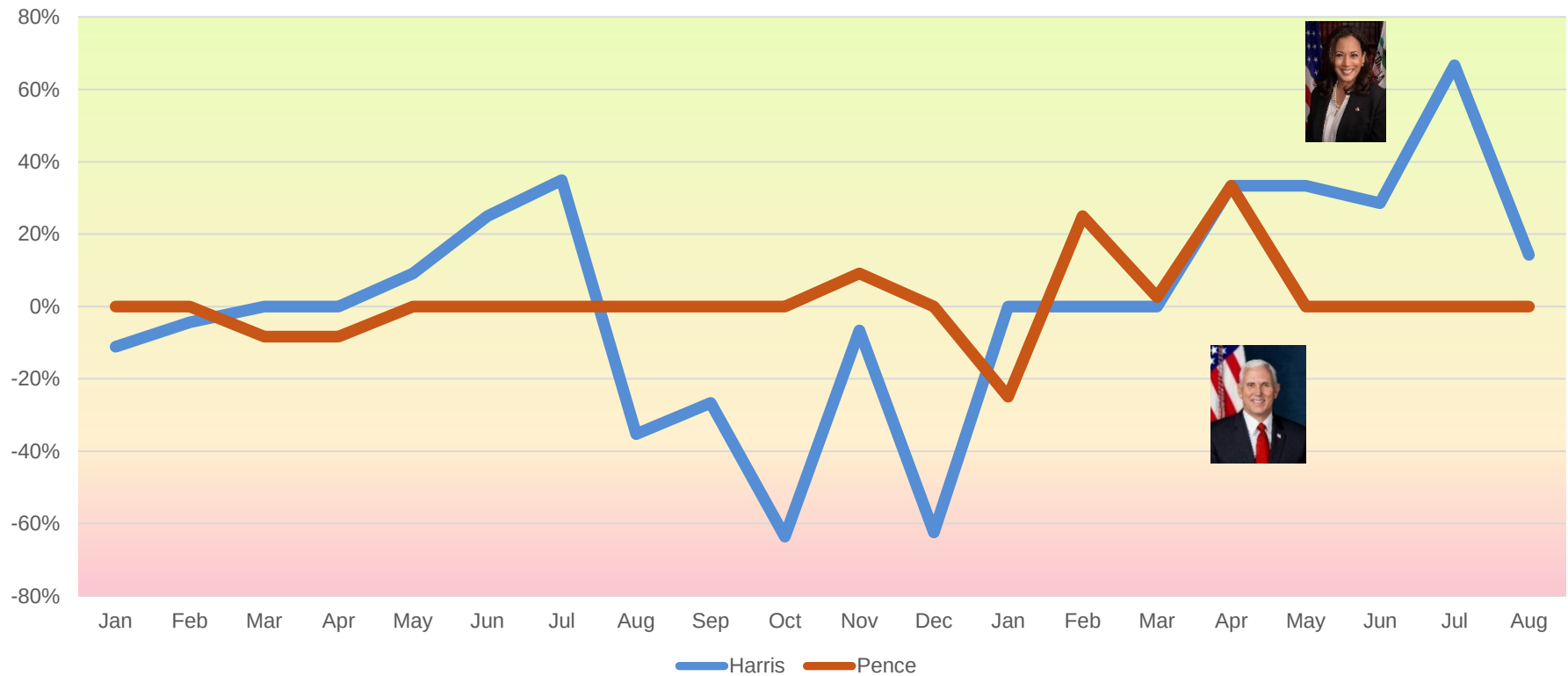


Topics regarding Pence



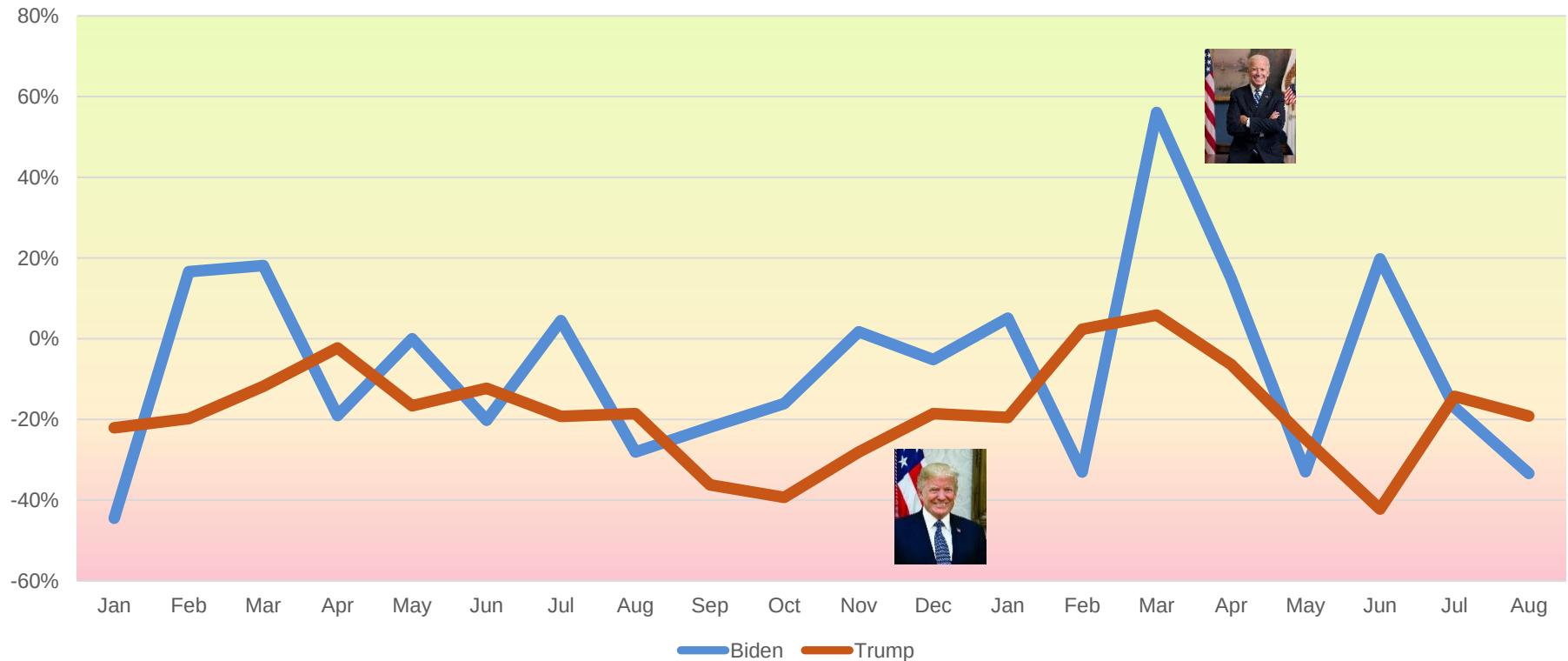
While Pence has had significant visibility due to his role in the U.S. effort to combat COVID-19, this has resulted in mostly neutral coverage. Harris, on the other hand, has benefitted from speculation and the horse race. The question is whether this will last.

Harris's image has recovered from primary loss



Harris's image has recovered after negativity from her performance in the primaries, but whether that positivity can last - and what it means for the Democratic ticket, remains to be seen.

Volatility in Biden's image suggests race isn't decided yet



Despite ongoing negativity for Trump and signs of optimism for Biden, the volatility in Biden's image means that the media - and therefore media audiences who are likely to vote - haven't actually decided if they are ready for change.

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%)