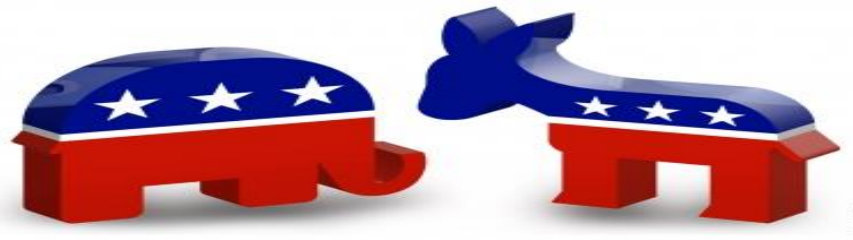


Race has tightened, but Clinton recovering from FBI announcement

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

- Clinton's emails covered with more negativity than ever before
- Strong polling, party support, and donor interest helps Clinton
- Trump has the edge on national security topics



Race has tightened, but Clinton recovering from FBI announcement

New York, November 2, 2016. Despite a significant impact from the FBI announcement regarding Clinton's emails on October 28, her media image has begun to recover, placing her with a narrow lead in a tight contest, according to new research from Media Tenor International.

"The FBI announcement initially hit Clinton hard," says Roland Schatz, founder and CEO of Media Tenor. "But subsequent criticism of FBI Director James Comey, as well as statements of support from politicians on both sides of the aisle, helped give Clinton an opportunity to recover. Tone was volatile throughout the weekend, but with less than a week left in the presidential contest, the media has clearly given Clinton a narrow lead. 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."

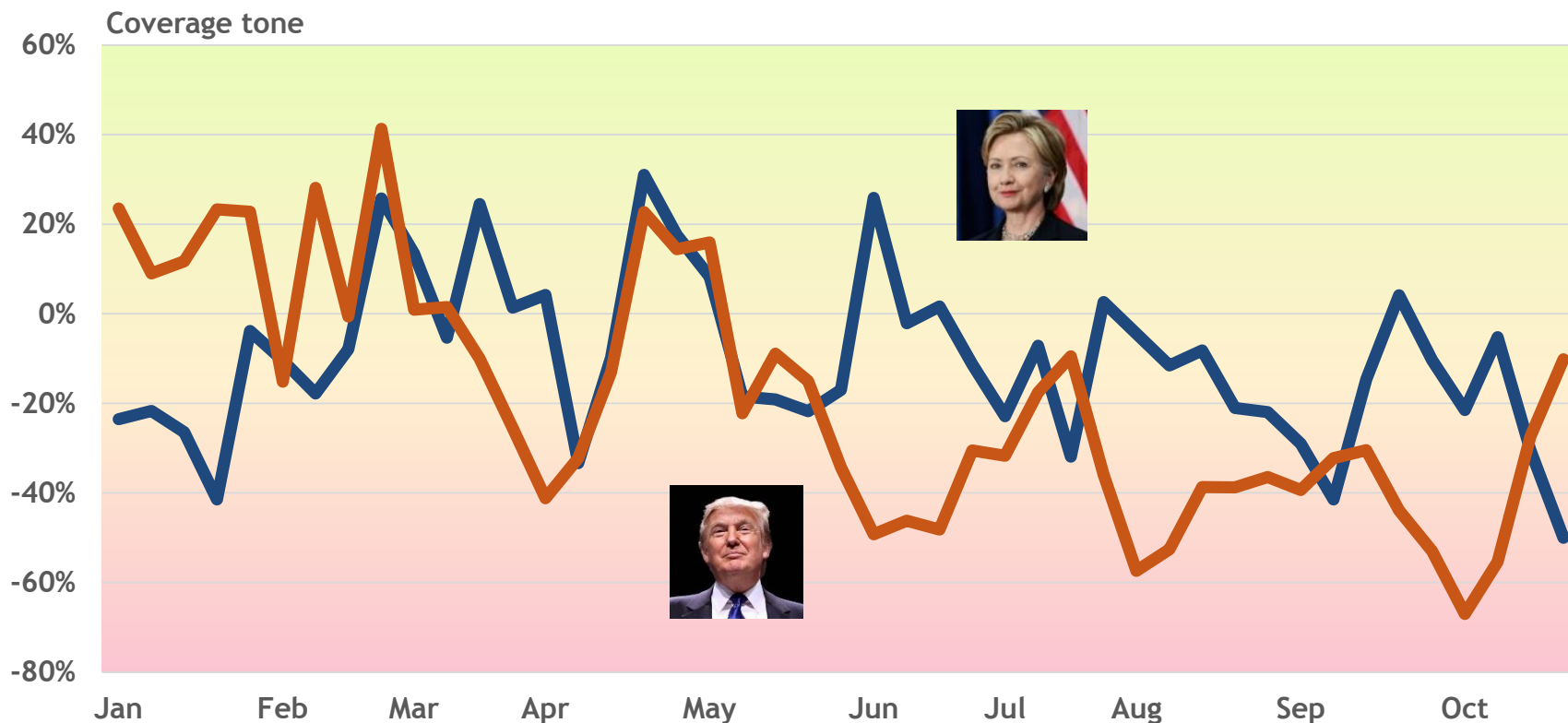
Schatz also notes that Trump has regained the edge on national security, which has been a key voter influencer in post-9/11 contests.

"Trump originally started to lose the election in the convention season," Schatz adds. "As the shock from the FBI announcement wears off and new revelations about his own candidacy threaten to make news, Clinton's long-term lead will be remembered, helping her maintain her edge going into election day."

This research examined 62,768 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.

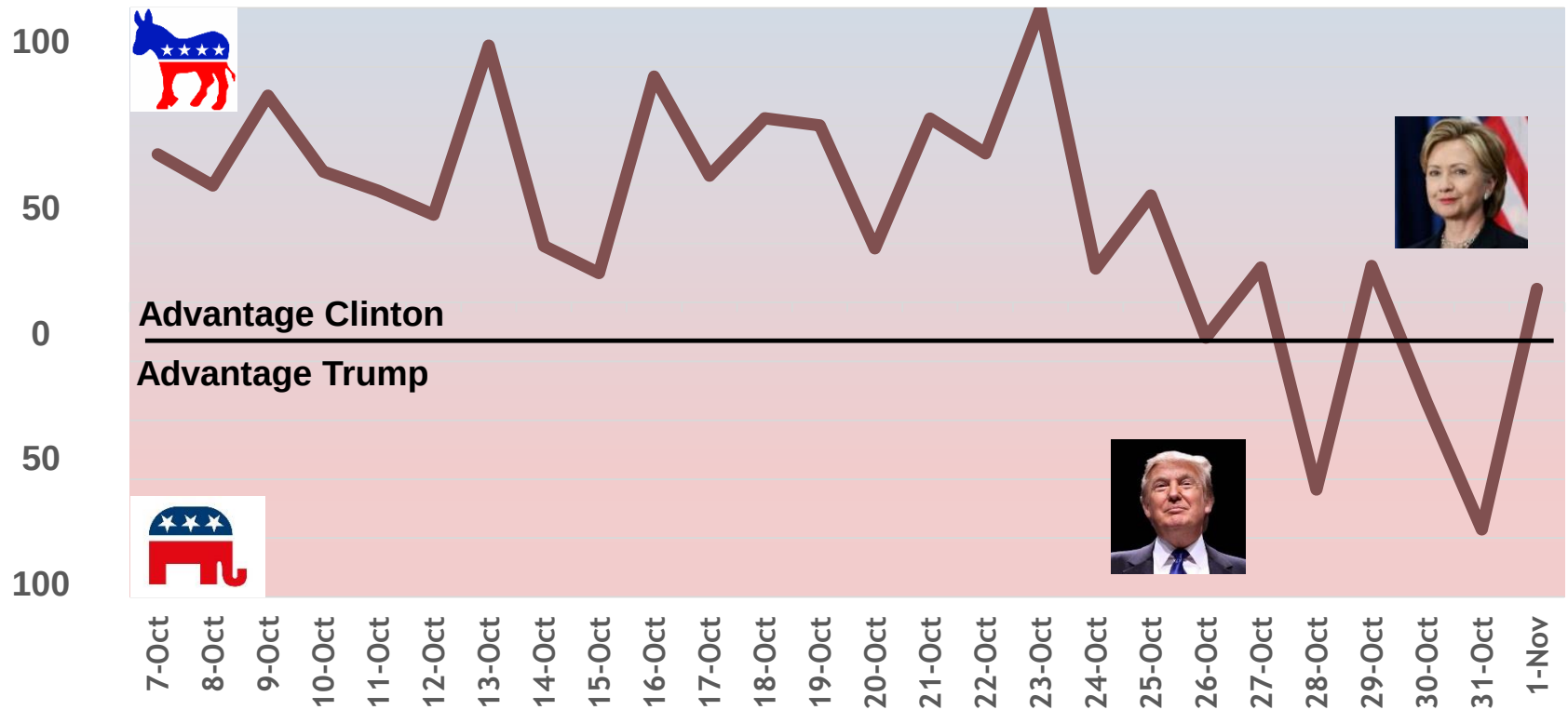
For over 20 years Media Tenor's mission has been to contribute to objective, diverse and newsworthy media content by bringing together the diverse parties. Media Tenor's global research projects include analyses of election campaigns, investor relations, public diplomacy, corporate communications and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

FBI announcement seemed to put Trump in the lead...



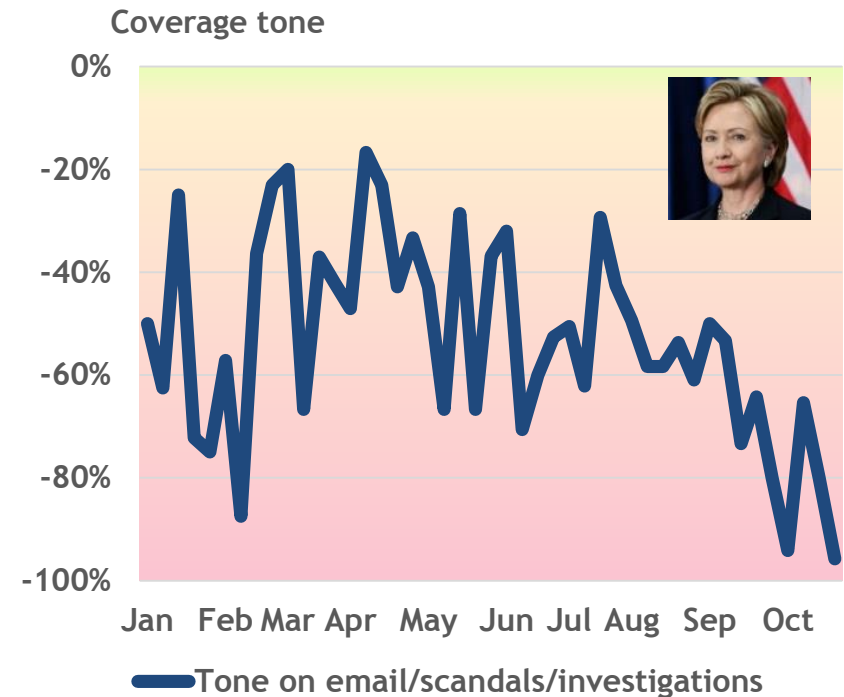
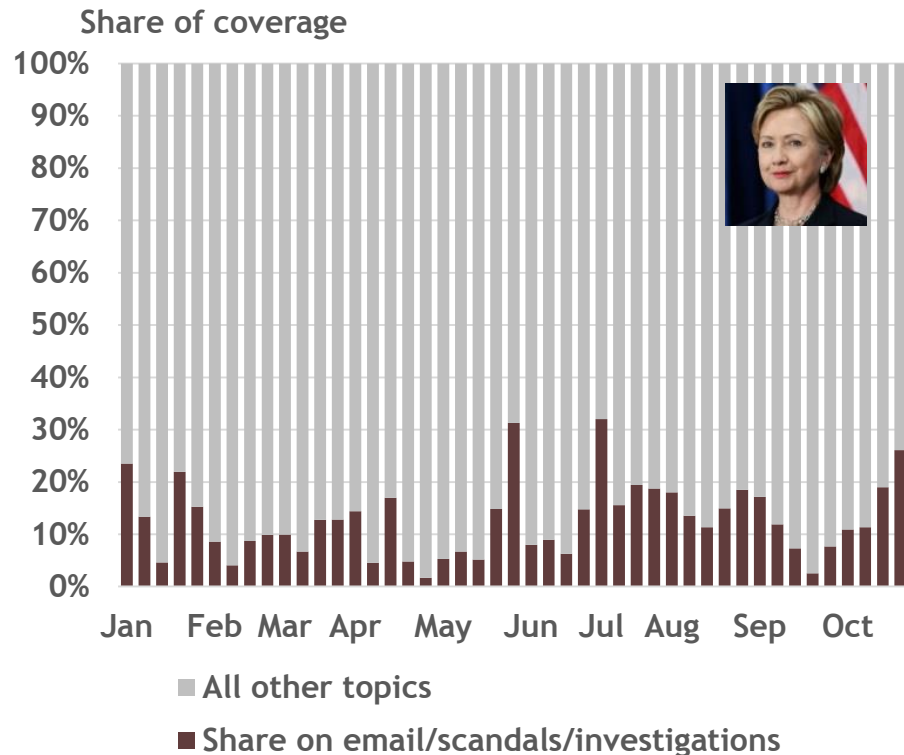
On a week-to-week basis, Clinton lost her advantage in the overall race as her bounce from the final debate naturally faded and Trump took the lead on the announcement from the FBI regarding the emails.

...But a daily analysis shows Clinton recovering



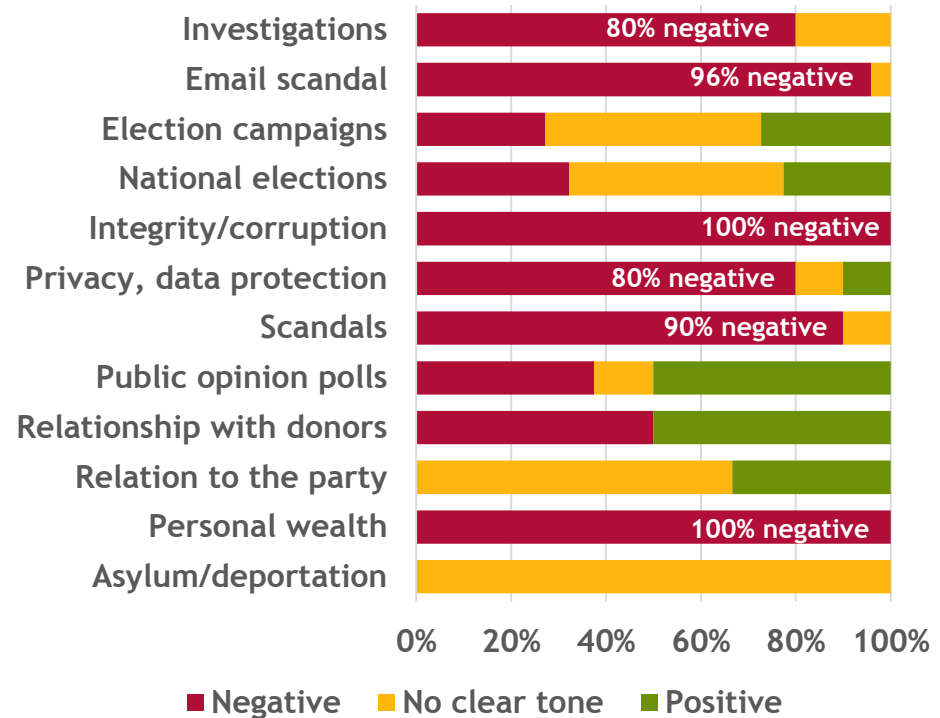
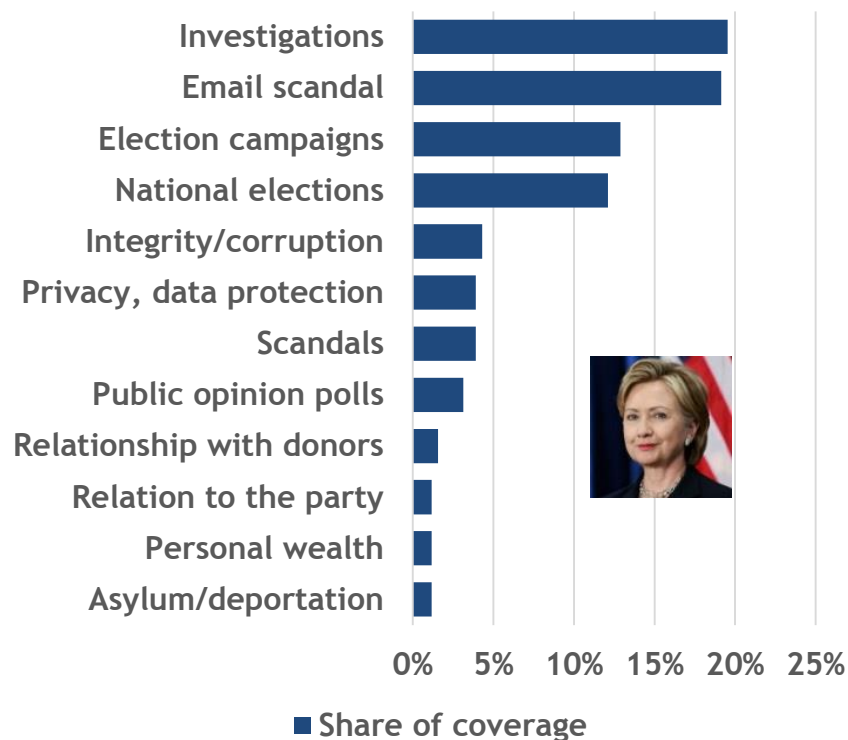
Tone on the FBI announcement fluctuated over the weekend as criticism of the FBI took some heat off Clinton, but narrow polling on Monday caused the media to turn negative again. Moving into Tuesday, however, Clinton regained the advantage.

The emails do represent a risk, with higher negativity than before



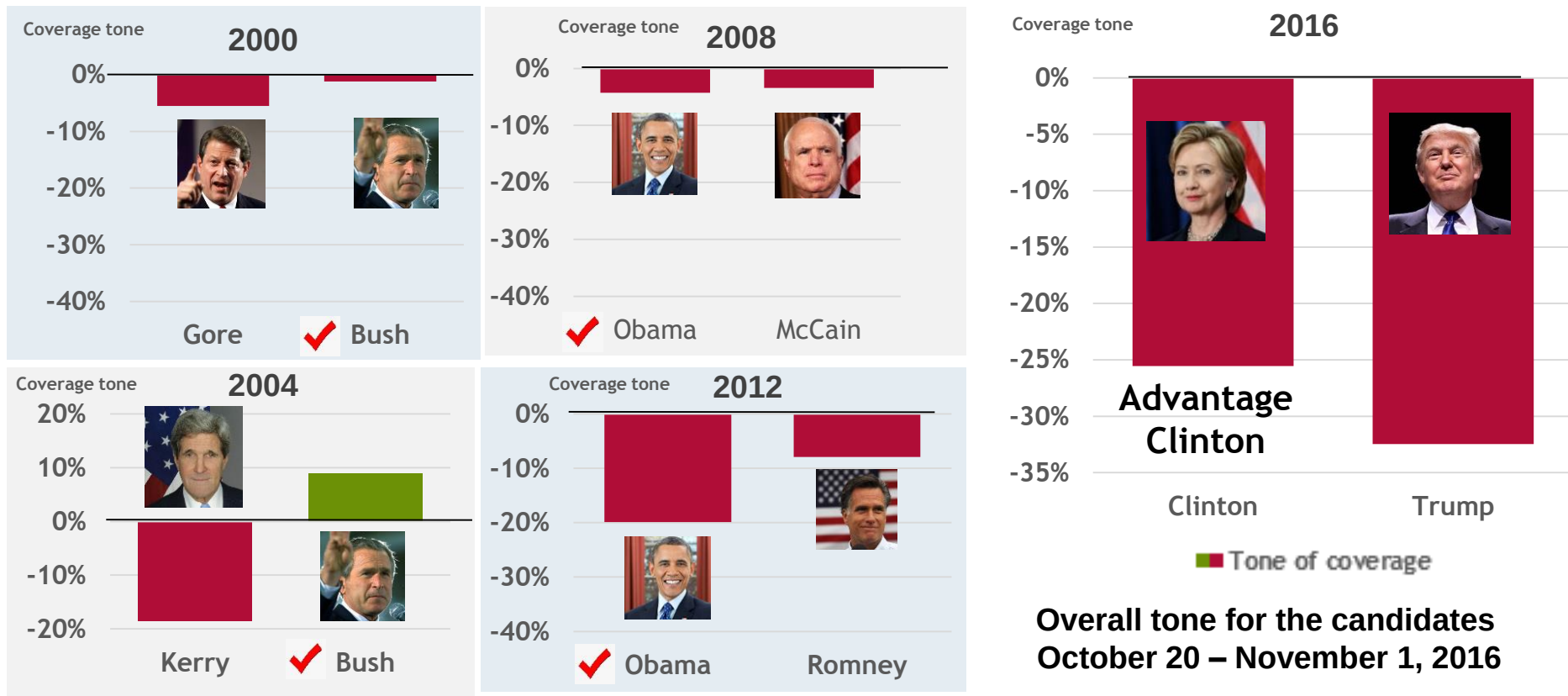
The share of coverage for the email scandal was elevated at the end of October. This extreme negativity created concern, even when it was just about the potential impact on the horserace, creating what has threatened to be a potentially self-fulfilling prophecy.

Polling, donors, and party support remain strong



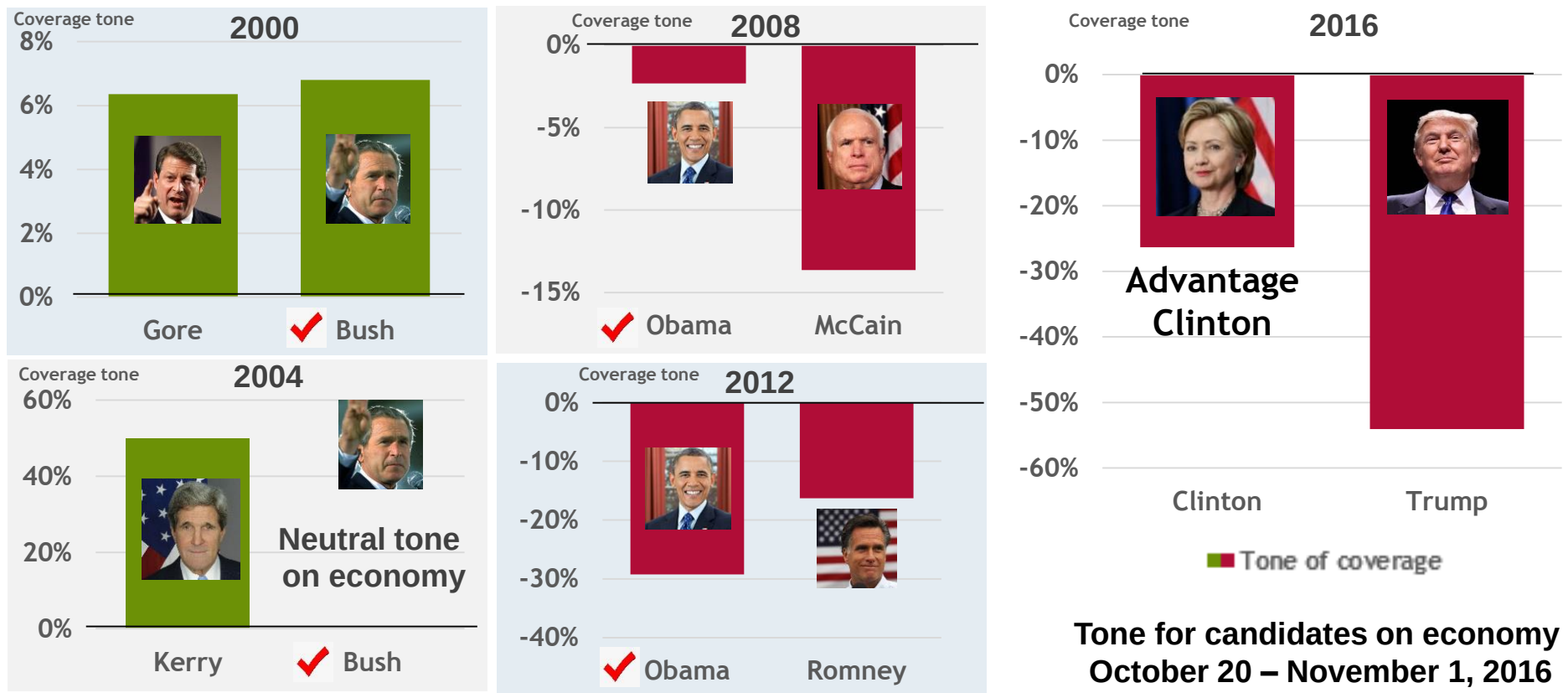
While the emails dominated the agenda Friday through Tuesday, Clinton retained a strong media image on poll performance, donor numbers, and the general campaign. The race was portrayed as tightening, but Clinton held on to her October advantage.

Since the debates, Clinton has had the advantage



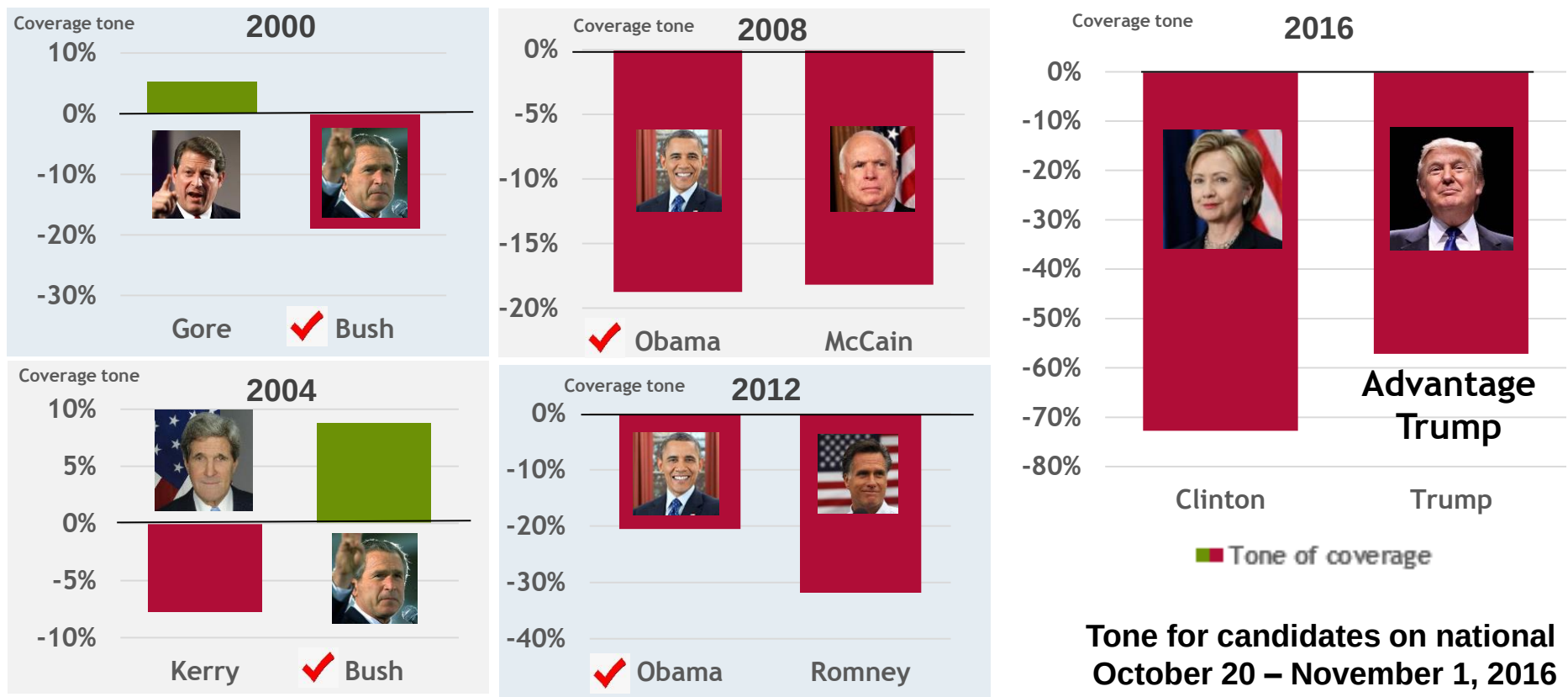
Overall, Clinton had a stronger vote of confidence from the media, but past elections show us that this overall more positive image does not always translate into a win, as evidenced by the 2008 and 2012 elections.

Clinton has a firm edge 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.

Trump's narrow advantage on national security may be key



Trump now has the advantage on national security which has been a factor in elections in the post-9/11 era. Fluctuations on Clinton's image around national security are often tied to the email issue, which is sometimes cited as a security risk by the Trump team.