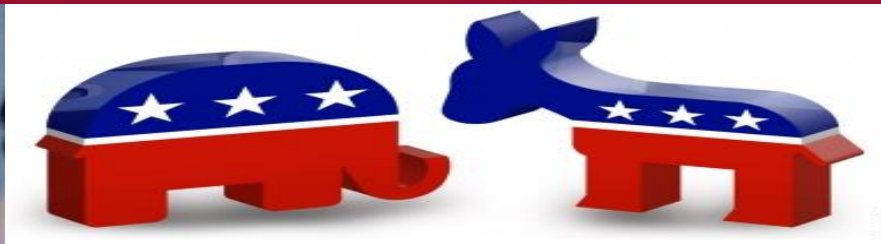


Trump, not the media, drives negativity on his performance in first months

International TV & print news, January 20, 2017 - April 29, 2017

- Elevated negativity for Trump tied to violations of constitutional norms
- Most analysed media frame Trump as not suitable for the presidency
- Source selection is key to Trump's tone



Trump's violations of constitutional norms produce record levels of media negativity

New York, May 22, 2017. Extreme levels of negativity amidst questions on his suitability for office that have defined the first four months of Trump's presidency are caused by Trump, not the media, according to new research from Media Tenor International.

"Trump has not achieved a positive tone in the media for a single week since he took office," says Roland Schatz, founder and CEO of Media Tenor International. "This has been driven by reactions to Trump's violations of constitutional norms related to the failed 'Muslim ban', anti-immigrant policy, and concerns about nepotism and corruption related to Trump's family and usage of business properties for government activity."

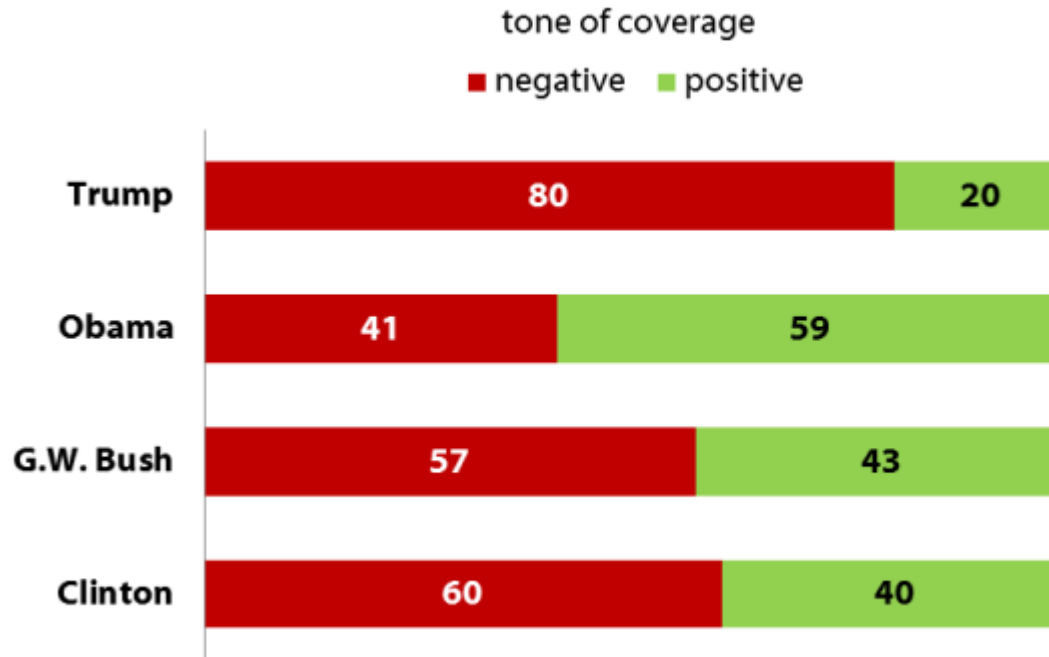
"Even Fox News, which has been less negative on Trump than other analyzed media, still presented an overall negative image. On Fox, Trump has not received significant praise. Fox coverage looked less negatively at issues that have raised concerns elsewhere. However, Trump's inability to deliver for constituents has also caused problems," Schatz adds.

"Trump may claim he is being treated worse than any other president, but the negativity he is receiving is not without reason," Schatz explains. "George W. Bush was often criticized on foreign policy. Bill Clinton received negativity on his false statements. Even Obama faced criticism on his incrementalism in policy, drone strikes abroad, and non-closure of Guantanamo Bay. But none of Trump's predecessors had the chance to respond to these criticisms at the level he has. CBS, NBC, and, in particular, FOX offer Trump a unique amount of airtime that he has been unable to turn to his advantage in large part because Trump contradicts himself on a day-to-day basis."

"But while Trump's attacks against the media are not grounded in reality, we also need to recognize that he wouldn't be in office if the media hadn't laid the groundwork by covering migrants, Muslims, and politics in a manner that has made Trump's demagoguery an advantage on U.S. TV news," Schatz concludes.

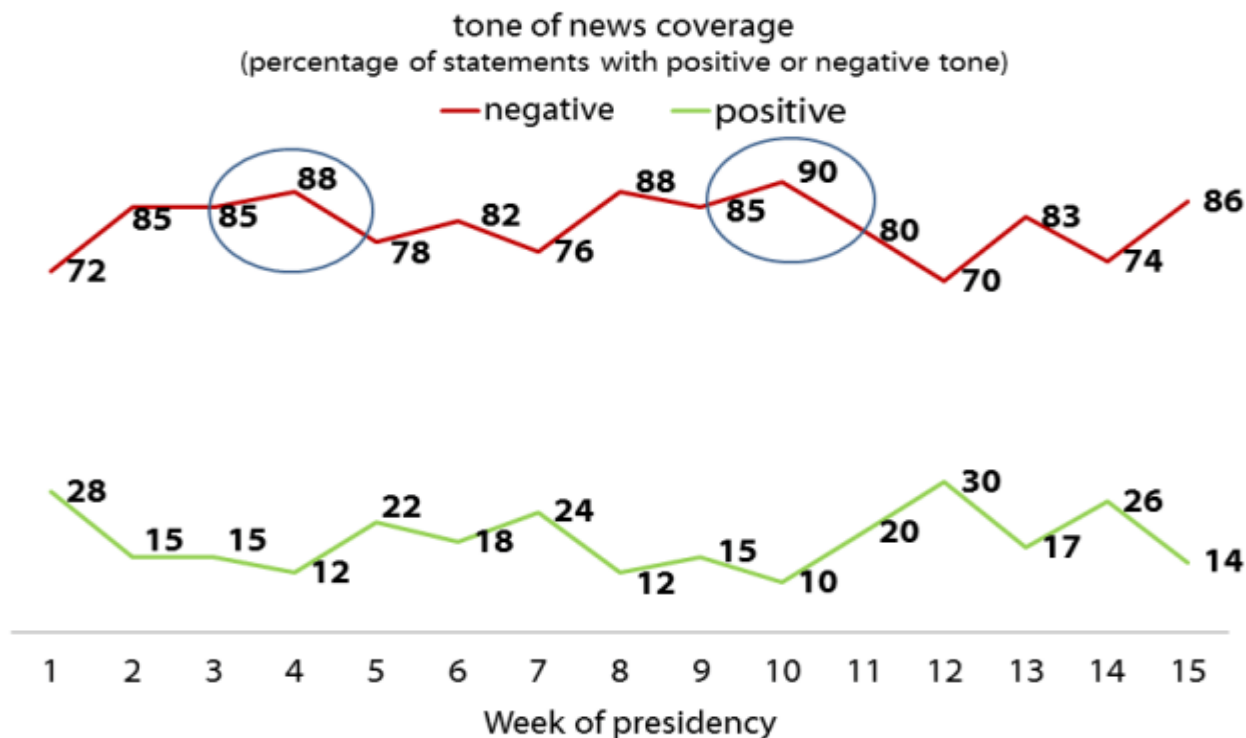
This research examined 6,629 reports on Trump U.S. and international print and TV news. For over 20 years Media Tenor's mission has been to contribute to objective, diverse and newsworthy media content by bringing together the diverse parties. Media Tenor's global research projects include analyses of 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.

Negativity is standard fare for new presidents



The first 100 days of any administration is generally marked by significant negativity. In recent history only Obama was able to avoid an overall negative image. He did, however, face heightened criticism later in his term.

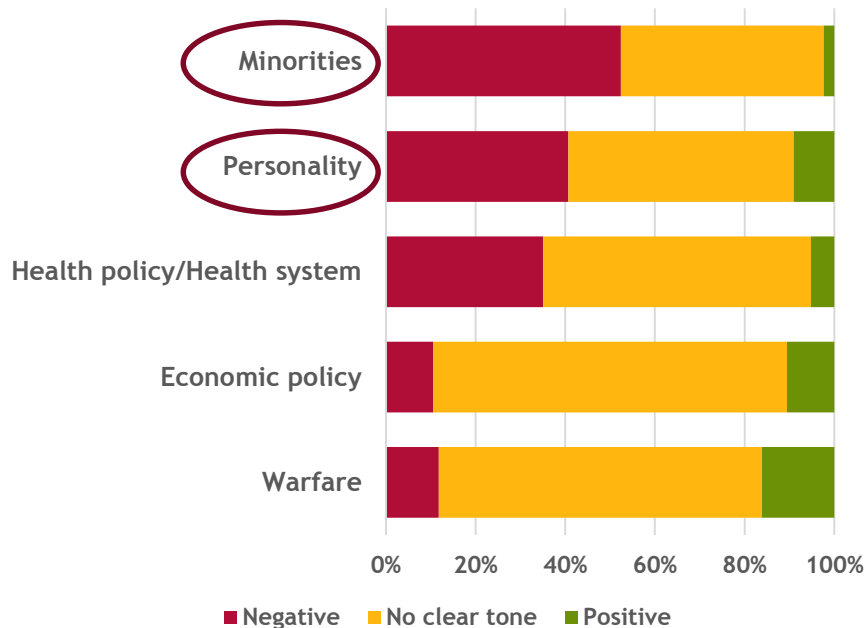
Trump's failure to deliver causes ongoing critique



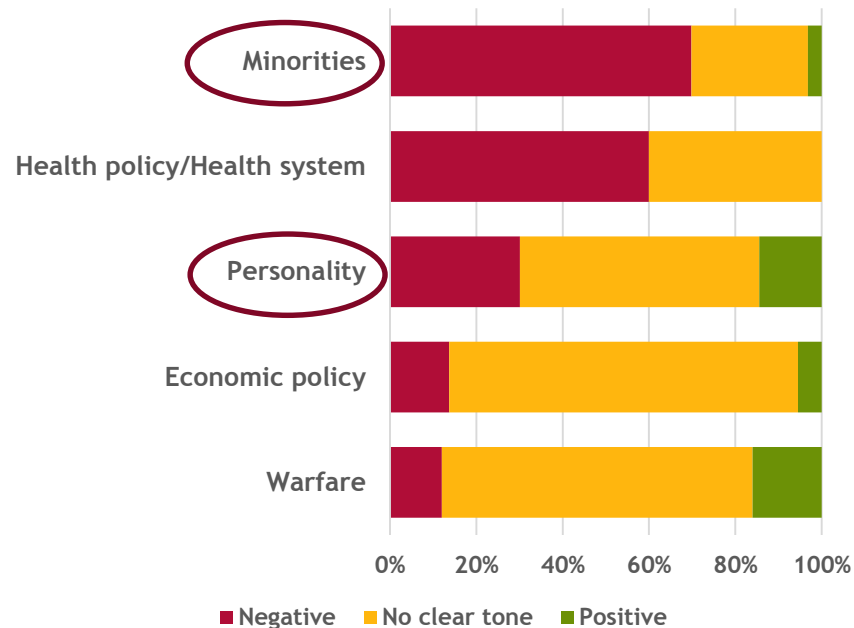
Tone of coverage for Donald Trump was severely negative in his first 100 days. Peaks of negativity included his failure to implement the 'Muslim ban' and the initial failure to repeal the ACA. Positivity peaked around the Syria strike.

Trump is most criticized when he violates constitutional norms

U.S. media



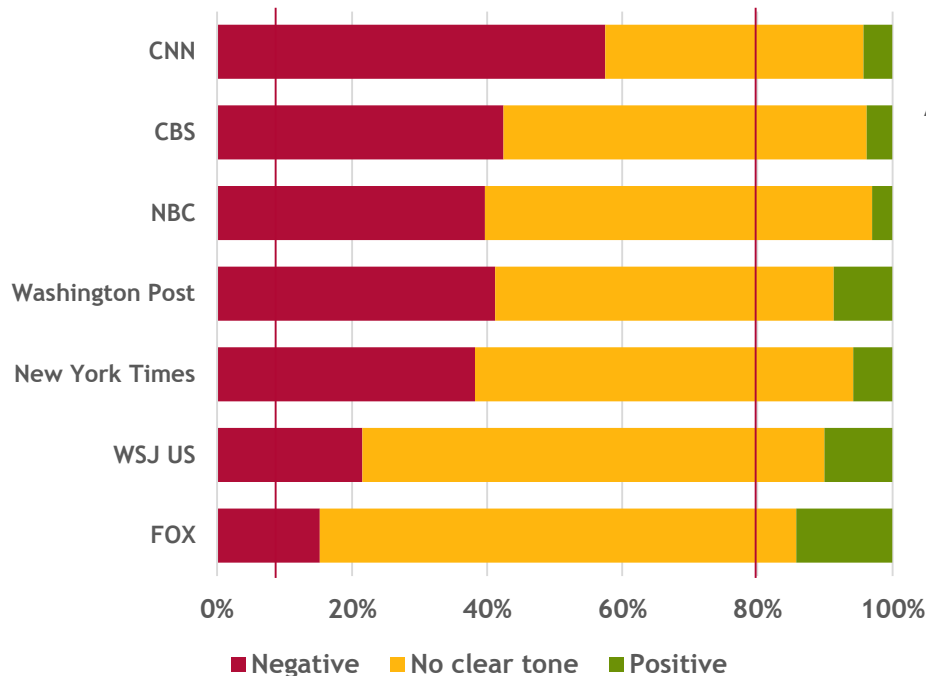
European media



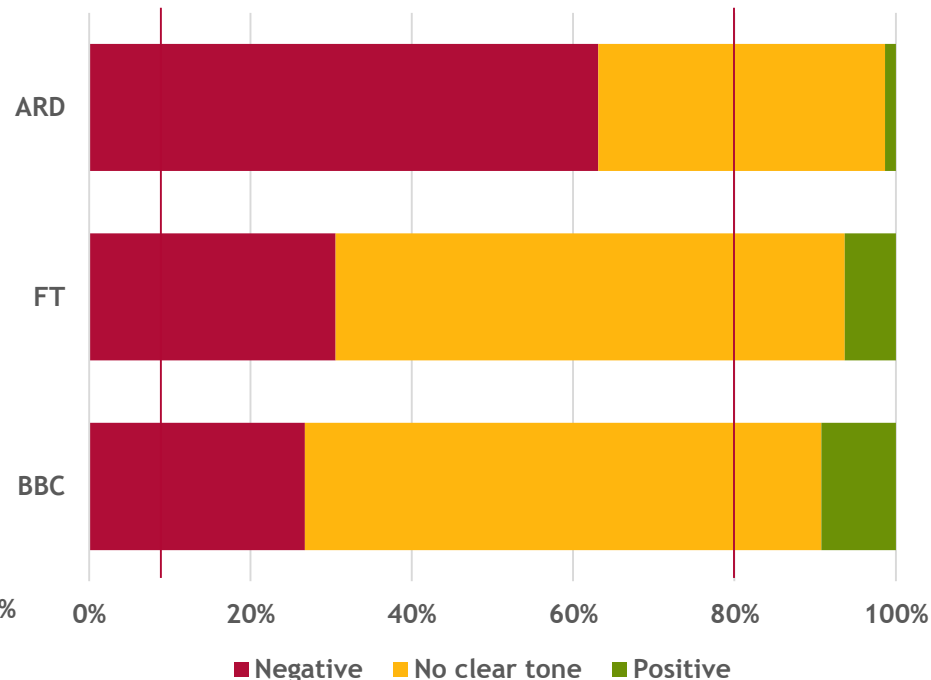
Trump received the most criticism when he has violated constitutional norms including pushing a 'Muslim ban' and a border wall. Aspects of his personal life, including nepotism and the use of his private businesses in international politics, have also drawn scrutiny.

Media vary on levels of criticism, but consensus is negative

U.S. Media

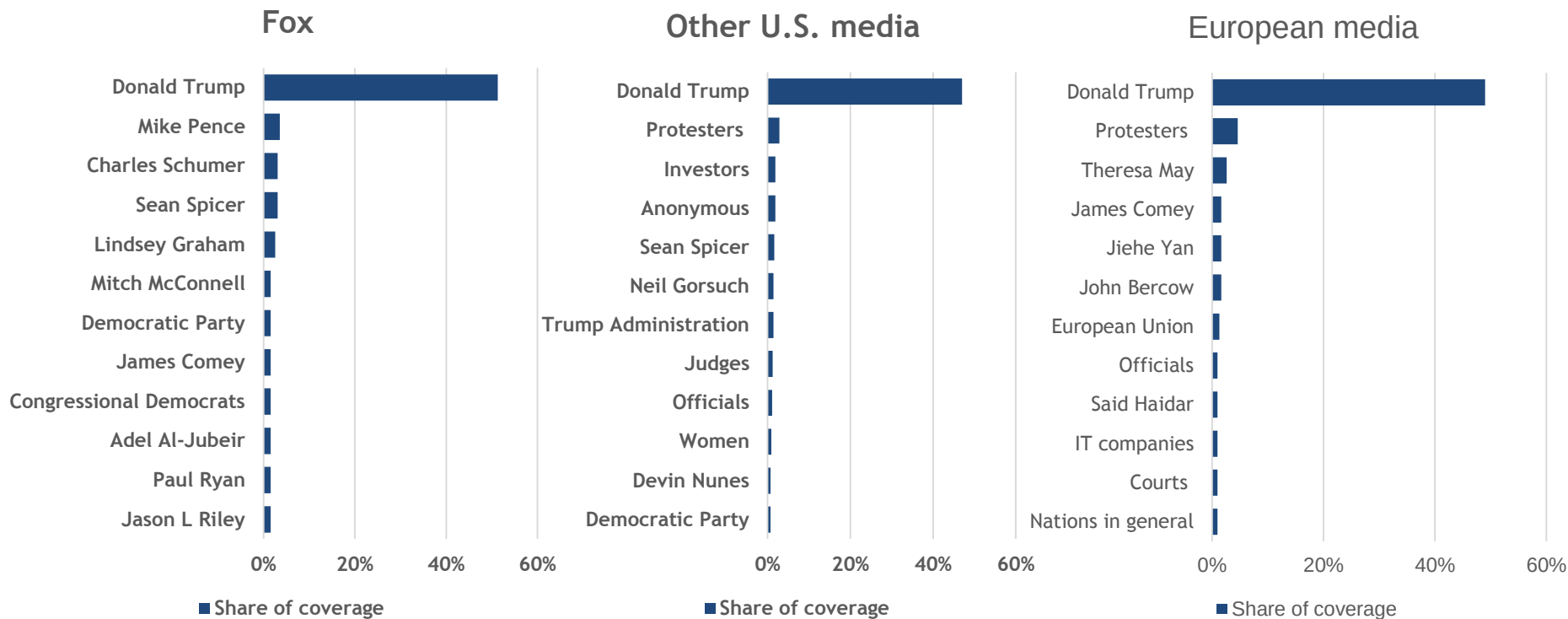


European media



Trump faces 15% to over 60% negativity depending on outlet. Even Fox News did not offer the level of support needed for a healthy image. Tonality on CNN represented a marked change from support they offered Trump during the campaign and on election day.

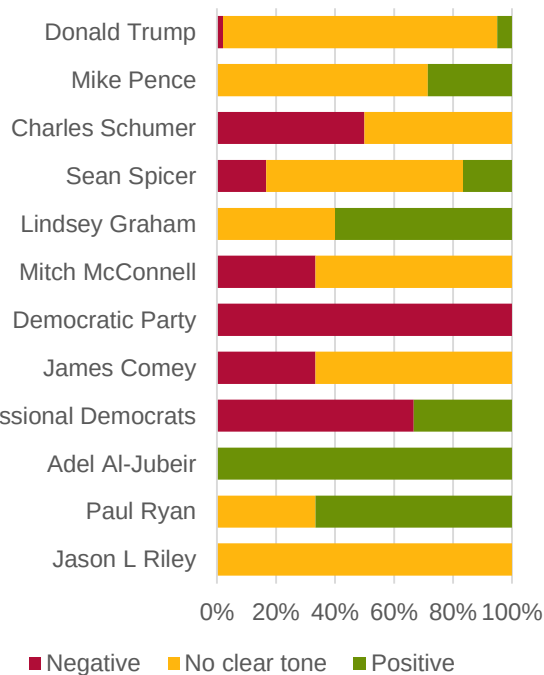
Trump can't complain about too little airtime



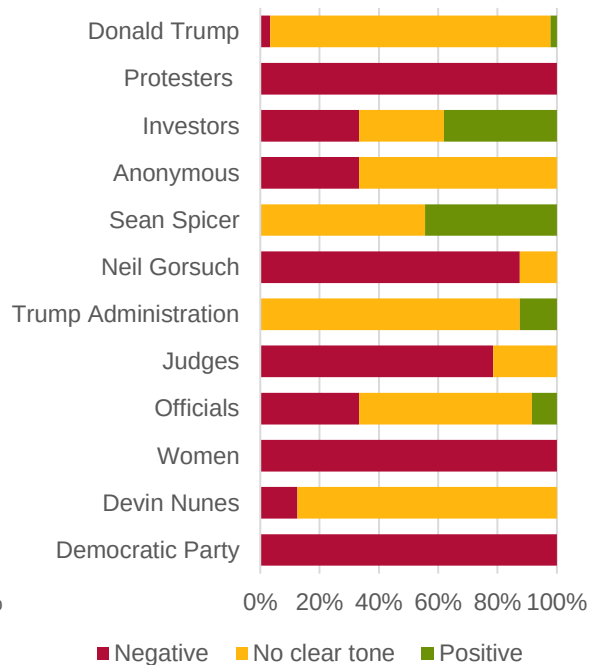
The media quoted Donald Trump in regard to himself over 40% of the time. But Fox News quoted many more Trump supporters than other outlets. Protestors, who were strongly visible elsewhere, did not have a voice on Fox News.

U.S. courts and IT companies not amongst top 10 in U.S. media

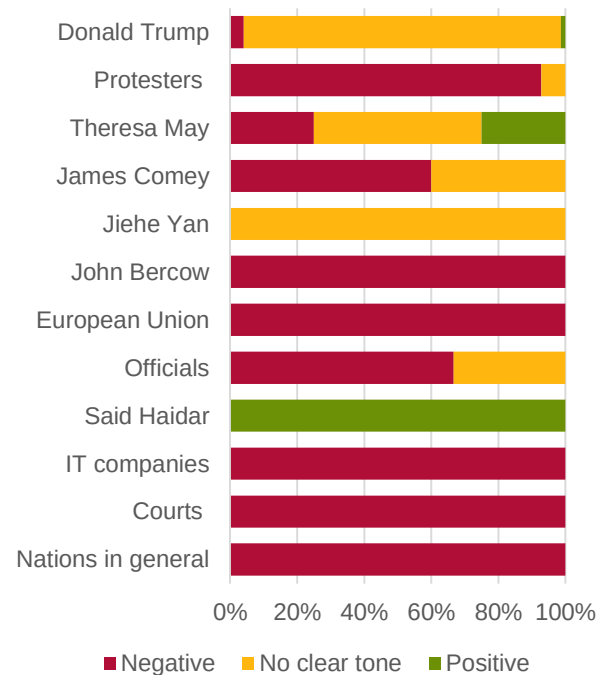
Fox



Other U.S. news



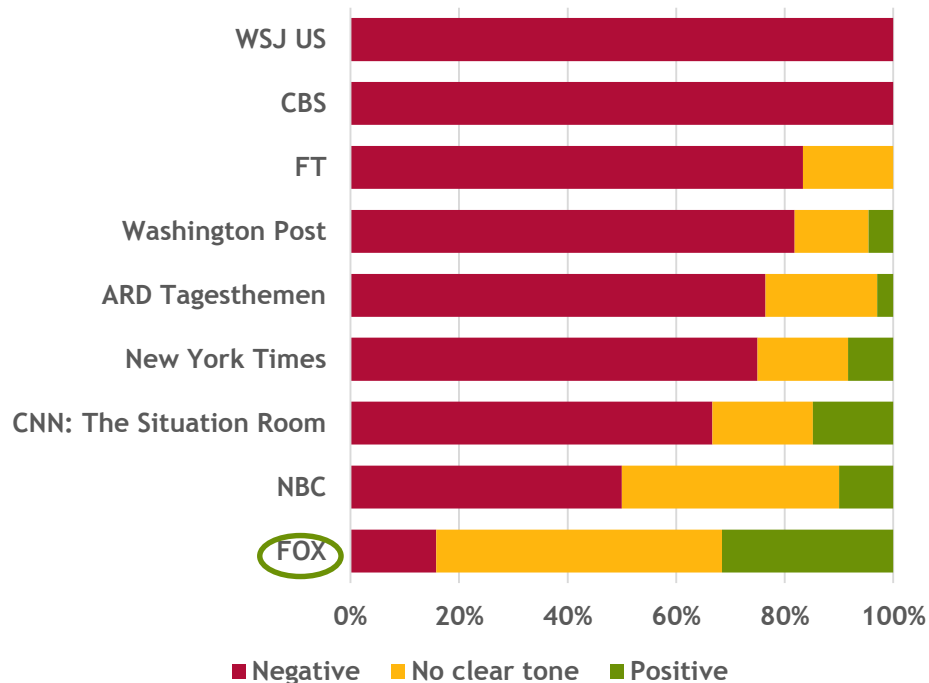
European media



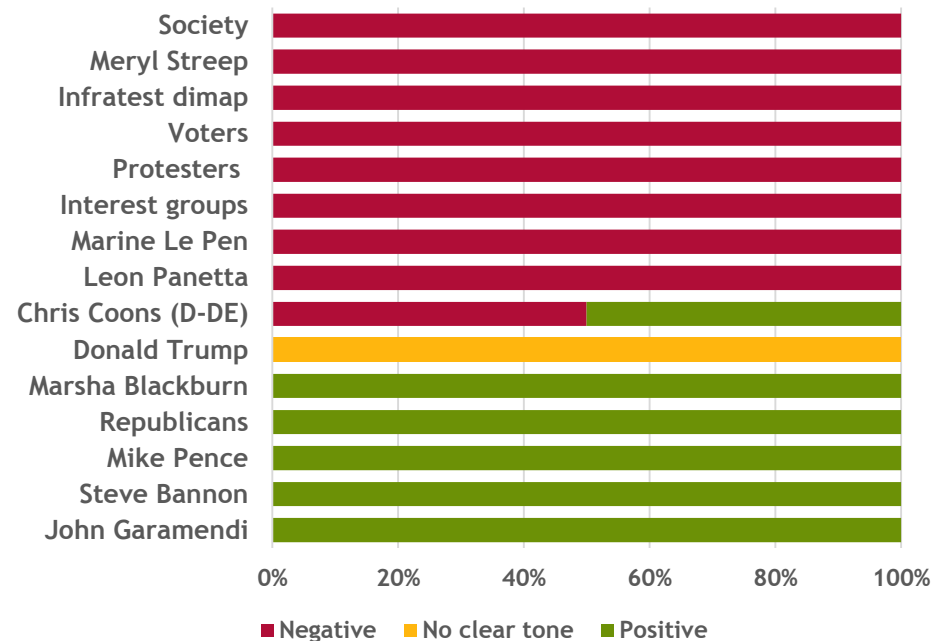
Who was quoted helped to determine the tone of news coverage. While European media realized the fundamental consequences of Trump being criticized by both U.S. courts and IT companies, the U.S. media didn't give these arguments the same airtime.

Only Fox continues to present Trump as suitable for presidency

Media on Trump's suitability to govern



Sources on Trump's suitability to govern



Only Fox described Trump as suitable for the presidency. Other analyzed media were critical in articles, opinion pieces, and quotations. Critics included right wing politician Marine Le Pen, raising questions about Trump's ability to get approval from any quarter.