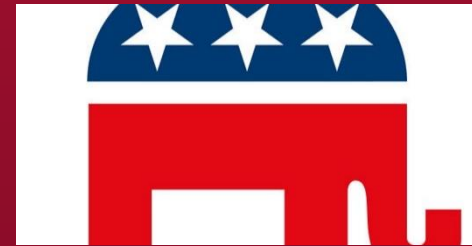


VP Debate Represents a Return to Norms, but Trump Lost His Last Chance to Positively Surprise American Voters

U.S. Print and TV News, October 8, 2020

- Journalists were more critical of Pence's performance
- The Democratic ticket has the advantage on the pandemic, the economic challenges, and Trump's erratic decisions
- Media didn't give either party a clear advantage on the economy, creating uncertainty.



Summary: No signs of hope remain for Trump

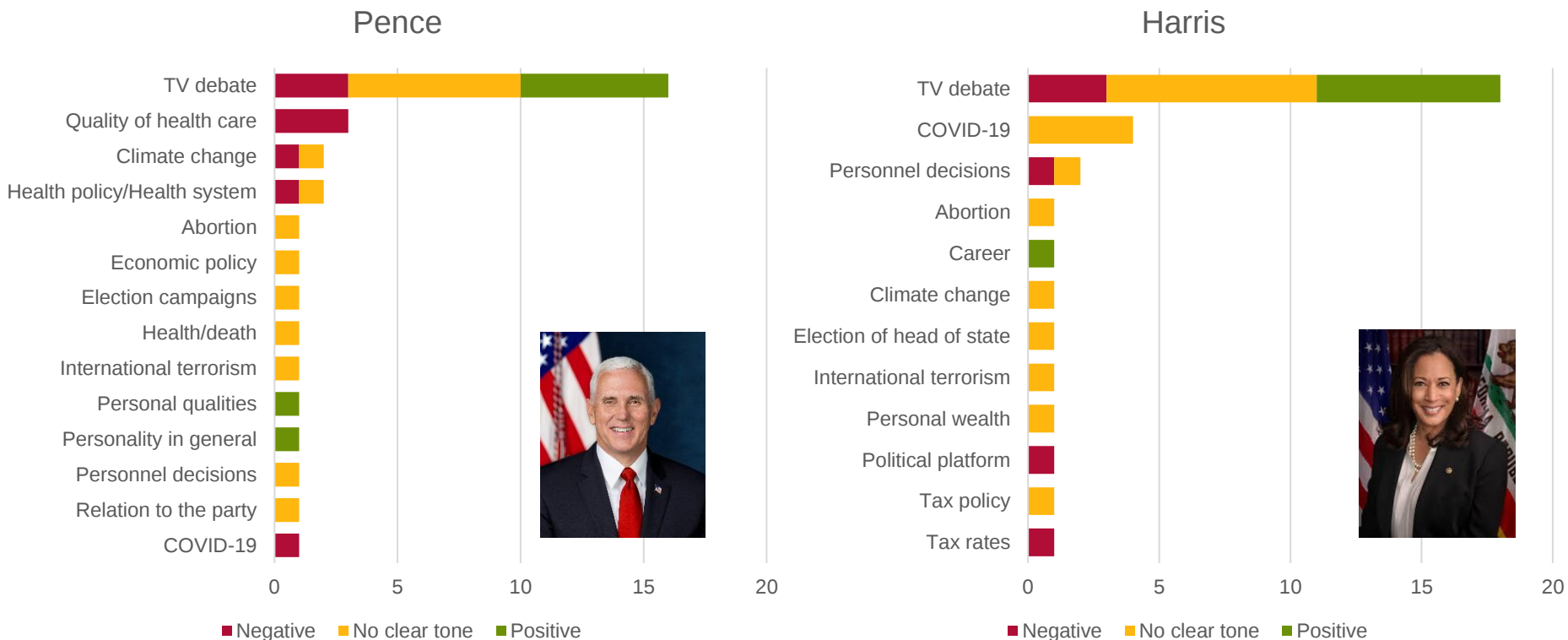
October 9, 2020. New York. - Media reaction to the only vice presidential debate of the campaign season showed a tighter race with a lack of clarity on which party can solve the economic chaos brought on by the COVID-19 pandemic. However, Kamala Harris was said to perform better and her party continued to be portrayed more positively on the pandemic itself, according to new research from Media Tenor International. All in all, the second TV debate didn't end with a complete success for Trump/Pence - the only result for the incumbent with a chance to change the overall disastrous media narrative which has worsened since Trump tested positive for the coronavirus and has reacted to that result erratically in public.

With three weeks left until the 2020 elections, Trump has lost his last chance to convince voters. Pence illustrated once again - by not addressing the peaceful transfer of power - that the current government is not willing to act according to any accepted rules. This is fundamental misreading of U.S. citizens, who are known for their overall principles of fair play.

“The debate performances for Pence and Harris reminded the audience that the exchange of ideas on competing politics are designed in a democracy to give voters a chance to make judgements and compare and contrast to the various ways those in power tell citizens to act,” says Roland Schatz, founder and CEO of Media Tenor. “The key question, of who can do the most for the economy, is a critical point on which many undecided voters ultimately make their decisions. This second debate did not provide significant insight on what each candidate has to offer in times of recession. But the fact that Trump decided to make a decision to not provide coronavirus economic aid is another indicator that Trump has lost his ability to use the media to his advantage as he has in the past.”

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

Media gives slight advantage to Harris

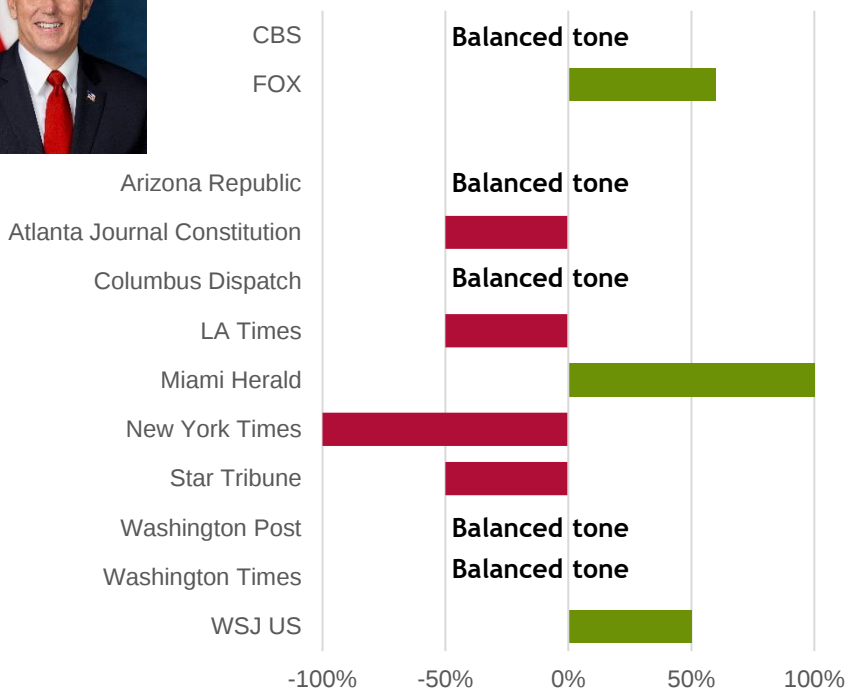


COVID-19 and concerns about the healthcare system in America, meant that Kamala Harris faced less negativity than Mike Pence in the Vice Presidential debate. This debate did little to change the current momentum in the race.

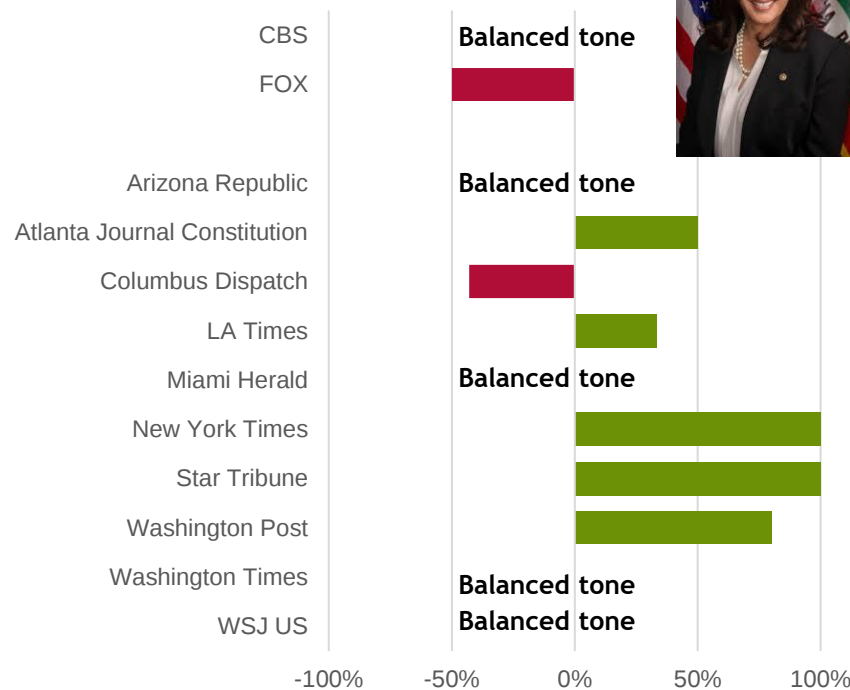
Pence faced more criticism, but many media balanced



Pence



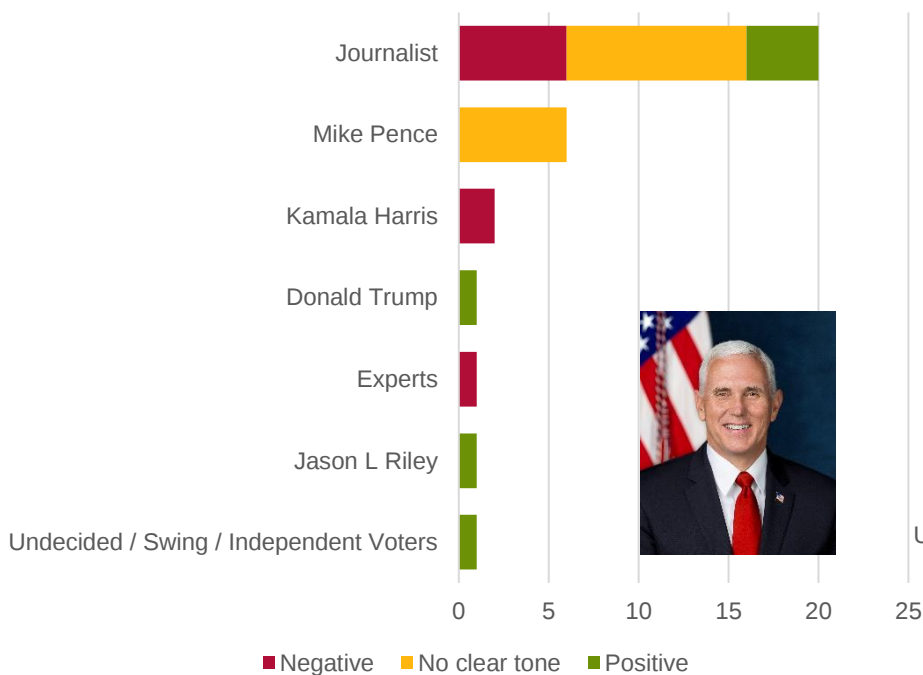
Harris



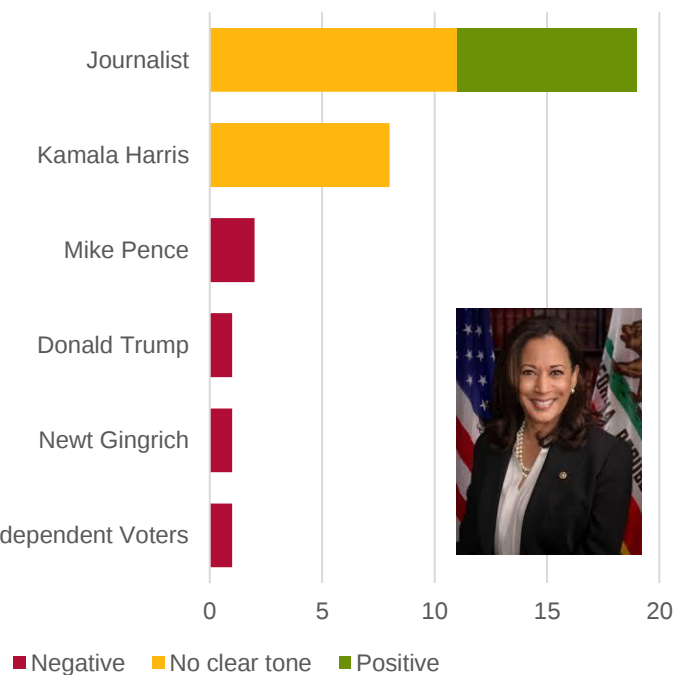
Many media offered balanced coverage of at least one of the VP candidates, highlighting the more traditional nature of the debate in terms of performances and topics. That said, Pence did receive negative assessments from more analyzed media.

Journalists favor Harris, but lack of expert endorsement

Sources on Pence

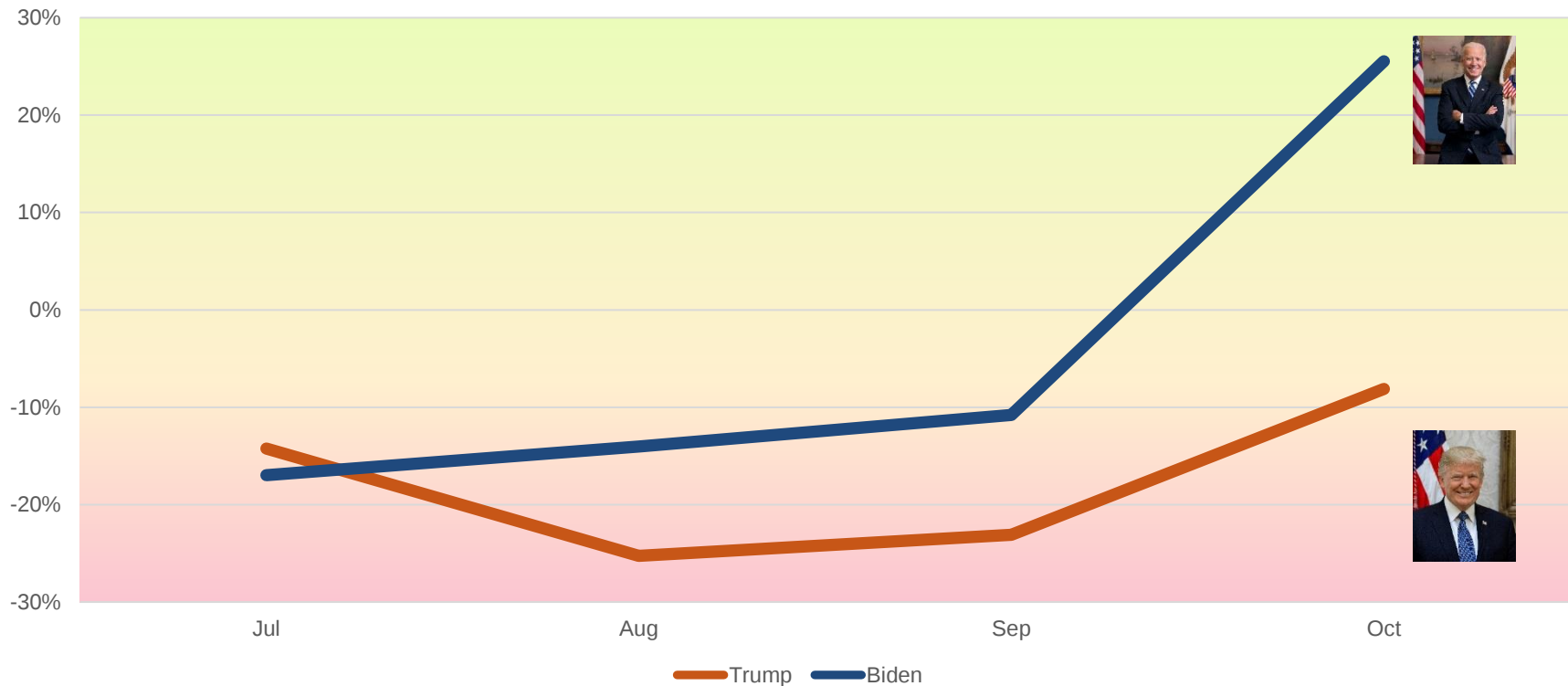


Sources on Harris



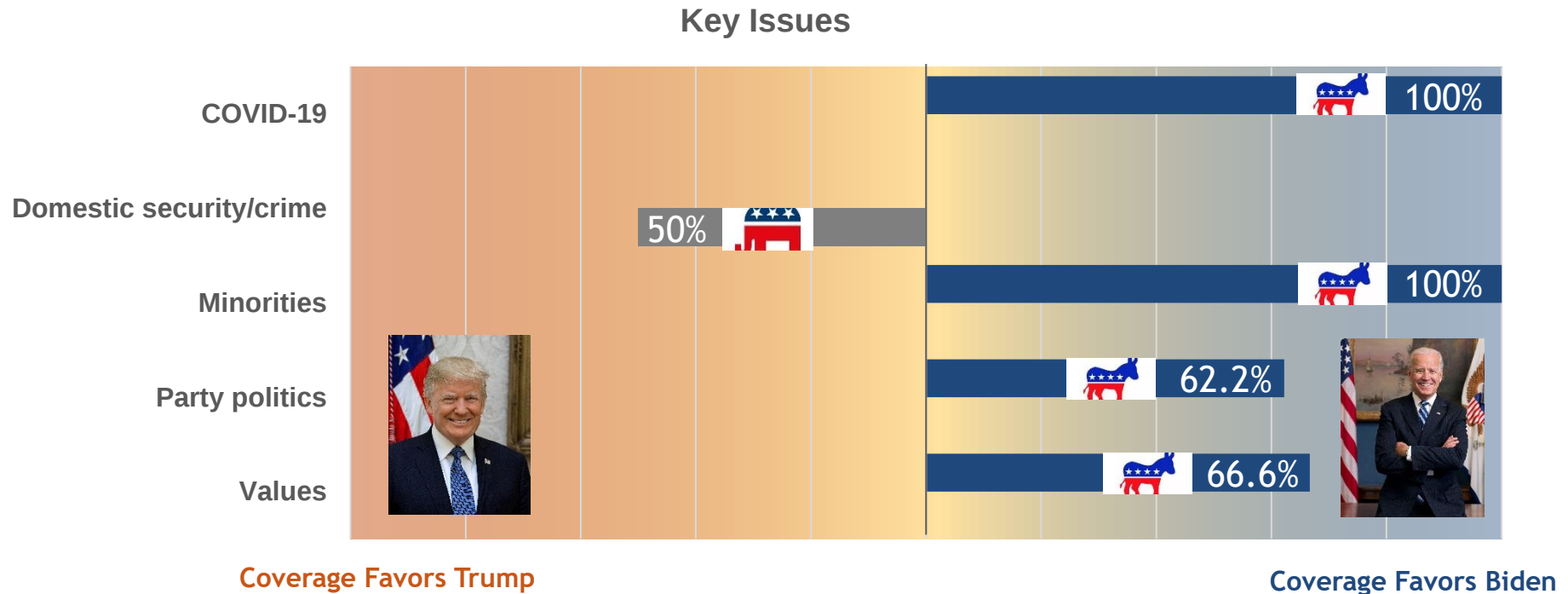
While journalists did not offer direct negativity on Kamala Harris, they did not quote positive sources on her. Pence, however, received media support from Donald Trump and a reference to undecided voters.

Media coverage shows Biden pulling away from Trump



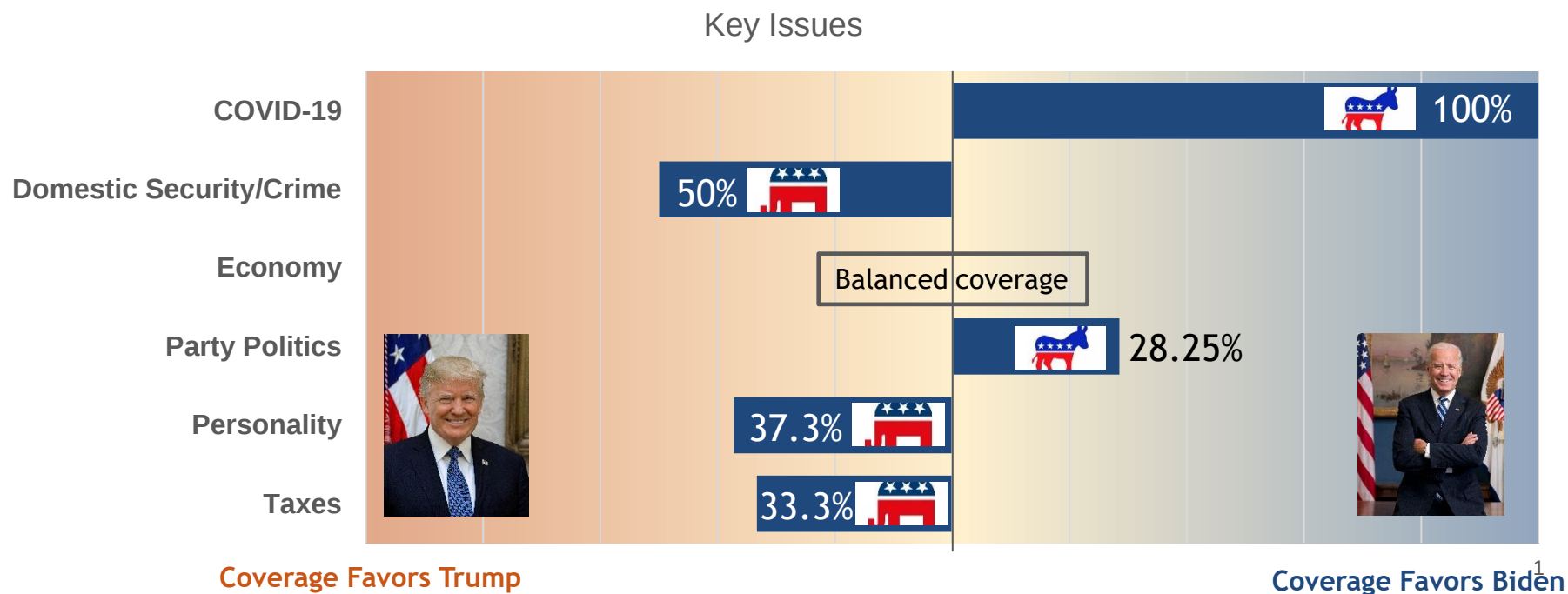
Biden has gained momentum over the last several months of campaign, but much of the coverage continues to focus on uncertainty that lingers after 2016 polling results showed a popular vote victory for Clinton that didn't translate into a win.

After first debate, media gave 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.

After the VP debate, media less willing to give an advantage



The vice presidential did not meaningfully change the race, but because journalists and media audiences no longer trust polls after the gap between them and the actual outcome of the 2016 race, uncertainty has crept into the coverage.

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%)